

***Violent Night* Marketing Plan/Strategy**

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### **Abstract**

The film *Violent Night* comes to theaters on December 2nd, 2022. The marketing for the film will be done across three social media platforms: TikTok, Facebook, and Instagram. Throughout the campaign, engaging content will be shared to increase ticket sales, disc and digital sales, and UGC. Posts will range from images to short clips from the film. The target audience will range from late teens to those in their 50s. Our buyer personas are Christmas lovers, action lovers, and general movie lovers. The content we create will be focused around these three personas.

*Keywords:* Instagram, TikTok, Facebook, post, campaign, target audience

## *Violent Night* Marketing Plan/Strategy

### Introduction

*Violent Night* is a thrilling spin on the beloved and well-known Santa Claus. This film shows this fun loving and jolly character in a whole new light, so for the marketing plan this should be a primary focus. It is common to assume that Christmas is a favorite holiday, but some are huge fans of the Halloween season. This should be looked at when creating the marketing plan. The focus will be that this movie is Christmas themed as well as that it brings a gory action filled twist with a touch of comedy.

Our SMART goals will be put in place to keep us on track. For the pre-event phase rolling into the beginning of the during event phase, our goal will be to drive about 30% of our presale ticket sales, regular ticket sales, and blu-ray and digital sales through social media clicks. To accomplish this we will make sure that the link to purchase tickets or the DVD are easily accessible for our audience. Another goal we have set is to generate UGC during our campaign. We will encourage our consumers to share their reviews of the film with the #ViolentNight.

### Campaign

For this marketing campaign, we will utilize TikTok, Instagram, and Facebook. TikTok will be utilized to reach our younger audience, 18-29 years, because according to Oberlo, 39.1% of TikTok users are 18 to 24 years old. This film is rated R, but TikTok will give us the chance to reach the older teenagers and those in their early 20s. Instagram will be utilized to reach our midrange aged audience. According to Oberlo, 48.63% of Instagram users are aged 25-34. The use of this platform will give us the chance to reach our millennial market. Facebook will be used to reach the older target market. According to Statista, 18.1% of Facebook's users are 35-

44, 13.7% of users are 45-54, and 11.1% are 55-64 and 65+. Facebook's largest age range is the same as Instagram, but Facebook is the only platform with a larger percentage of users in the older age groups, so when we create content for Facebook we will target those age groups.

We have three main buyer personas for this campaign that we will be focusing on. Our first one is Action Adam. He is someone who loves to watch action packed films. He is a 23 year old male who is single and does not have any children. This is someone who likes to spend their off time going to the shooting range. We can find him on TikTok and Instagram. Since the film is Christmas themed there is a chance this persona will be deterred from seeing the movie, so we need to make sure we emphasize the action in the film.

Our next buyer persona is Christmas Crystal. She is a 19 year old who absolutely loves Christmas; it has been her favorite holiday since she was a little girl. On her off time she loves to go to the movies with her friends. We can find her mainly on TikTok and a little bit on Instagram. The film containing violence could deter her from choosing to see the film because violence is not commonly associated with Christmas. To reach her we need to emphasize that the heart of the film is still Christmas by showing how Santa Claus is doing traditional things such as honoring the naughty and nice list.

Our third buyer persona is Movie Michelle. She is a 42 year old that loves seeing movies with her two children and husband, but sometimes she prefers just a date night movie with her husband. Her and her husband have been married for 13 years and like to have regular date nights, and these date nights regularly include going to see new movies. We can find her on Instagram and Facebook. The action and gore in this movie could be a possible deterrent for her because that is not something that is common for a date night, so we should focus on the fun

loving parts of the film. We should focus on the fact that there is a loving family in the film and that there is comedy in the film as well.

The three buyer personas mentioned above will be used, but these personas will be mixed together a bit. We want to target as many people as possible, so when creating these posts we will keep these personas in mind. Posts will be created to reach people that have a love for Christmas, people with a love for action films, and people that like to have a nice movie date night or just movie night in a theater filled with adults.

Creating a voice for a social media campaign is crucial to its success; it makes your brand and product stand out. For this campaign, our voice and brand will be witty playing off of the Christmas theme. We will use common christmas lyrics or sayings to play off of the action comedy twist put on the characterization of Santa Claus. We want our audience to get the comedic and action feel of the film, and we are going to accomplish that by creating this witty brand voice.

For this campaign we will alternate between several different hashtags. The first one is #christmas. This is chosen because the film is Christmas themed and will help us reach anyone searching for Christmas on social media. The two that will commonly be used together are #youbetterwatchout and #dontmesswithsanta. #youbetterwatchout is a play on the famous Christmas song *Santa Claus is Coming to Town* which works well for this film because the antagonists have to watch out for Santa and “you better watch out” is the tagline for the film. #dontmesswithsanta will be used with this hashtag because of the play on words with the song. Three hashtags we will commonly use together as well are #santaclaus, #naughtylist, and #nicelist. It is well known that Santa has a naughty and nice list, and you do not want to end up on the naughty list. Using these hashtags with this film can be a fun twist on the common story

we were told as children with a different outcome for being on the naughty list. The final hashtag we will use will be #violentnight. This will be used because it is the title of the film, and it will be a great way for us to gain UGC because consumers can share their thoughts on the film with this hashtag.

A possible partnership I would like to see happen on this campaign is with Mykie, aka GlamandGore on YouTube. She is someone that loves film, she studied film in college, and she loves gore and violence. I think a great campaign would be her discussing the film and possibly creating a look based on the film, and an example look could be from the trailer when we see Santa throw the star into the guy's eye and it gets stuck. Mykie has a fun personality and I think she would be able to get our audience excited for the film which would help us increase engagement. Her audience is primarily older Gen Z into Millennials, so the best platforms to have her promote the film on would be TikTok and Instagram. I think the best option would be to create a short video that can be used as a TikTok and an Instagram reel.

#### Measurement and Tools

We will analyze and measure engagement throughout the campaign. One of the simple tools we will use for that will be the insights each platform offers. We will look at the engagement we receive on each post and look at what specific things we did in that post. We will take the successful tactics and continue using them. The main goal of analyzing throughout the campaign is to learn and understand what works best and continue doing that. This will help the campaign because we will be able to gauge what strategies and types of posts are helping us reach our goals. Once we get a handle on what is working, we will continue to use that technique to continue toward our goals set out for this campaign.

Many of our posts will be clips from the film and to make them more engaging we will do extra editing to them. This will be things such as adding text to them, putting them in slow motion, and other creative elements that are eye-catching. We will use the edits and filters offered by the platforms, but to achieve other creative goals we will need to use an outside video editing software, such as Adobe Creative Cloud.

### Pre-Event

The social media marketing campaign will kick off in early September with the trailer being released in early October and the film being released in early December. The month before the trailer is released short teaser videos and images will be released to start getting our audience excited to see what the film will be about. At first our posting will be limited. We will start with just the initial teaser post at the end of September, and then our next post will be the trailer when it is released in early October. Once the trailer is released, our posting will increase to once every two weeks until we reach November. In November we will begin transitioning into the event phase and our posting will dramatically increase to 3 times a week to get our audience excited for the film. On some platforms, the same post will be shared. When that happens, we will make sure that those two posts are done on the same day. For example, if an Instagram reel and a TikTok are the same, we will post those on the same day. This will be done to help prevent our audience from seeing the same post day after day because we know that the age demographics of social platforms are not a golden standard and that most people utilize multiple platforms. The first thing shared will be the film poster on Instagram and Facebook, and on TikTok a short video teasing the film will be shared.

The following is a simple outline of the content calendar for pre-event

- TikTok:
  - Posting will increase as we approach the film's release as mentioned above. Posts will go live in the late afternoon to the early evening. Keep posts to once a day. Can be paired with Facebook or Instagram posts.
- Instagram:
  - Make main feed posts three times a week, and story posts periodically throughout the week. The amount of story posts made will be determined by the engagement percentage on main posts; we will use story posts to help increase engagement.
- Facebook:
  - Post three days a week. Posts will go live late afternoon to early evening. A Facebook best practice is to post twice a day so we will implement that where it seems fit.

Examples of what posts we will make for the pre-event; these posts will be interchangeable between platforms. The main form of content we will utilize is short form videos found on TikTok and Instagram reels:

- After some teaser images and a teaser video are shared across platforms we will release the full trailer. The full trailer will be found on YouTube, Instagram, and Facebook. TikTok will have a call to action post to lead our audience to our other accounts to view the trailer. The main goal with this post is to show our audience what the film is about, and get them excited for the film to be released. Below is



an image of what the trailer will look like on Facebook. The caption will be the same for the Instagram post as well.



Santa Claus is coming to town in this full trailer for #ViolentNight. Watch out for #SantaClaus in theaters December 2nd.

- After the full trailer is released, we will continue to share images and short clips from the film to keep our audience excited for the film's release. On Instagram we will use the reels feature to share these aforementioned short clips. Below are a couple images of a clip we will use. The target market for this clip will be people that fall into our Action Adam persona. This clip shows that the film is filled with action because at the beginning of the clip we see guns being fired, and towards the end we see Santa Claus beating up some of the bad guys ending with a bloody face holding an ax.



Don't mess with Santa #ViolentNight #SantaClaus #Youbetterwatchout

- TikTok: Our trailer post on TikTok will be a call to action to send our audience to a platform to watch the full trailer. A short clip from the trailer (0:56 - 1:15) will be shared.



Santa Claus is coming to town on December 2nd. Click the link in bio to see full #ViolentNight trailer. #betterwatchout #SantaClaus.

## During the Event

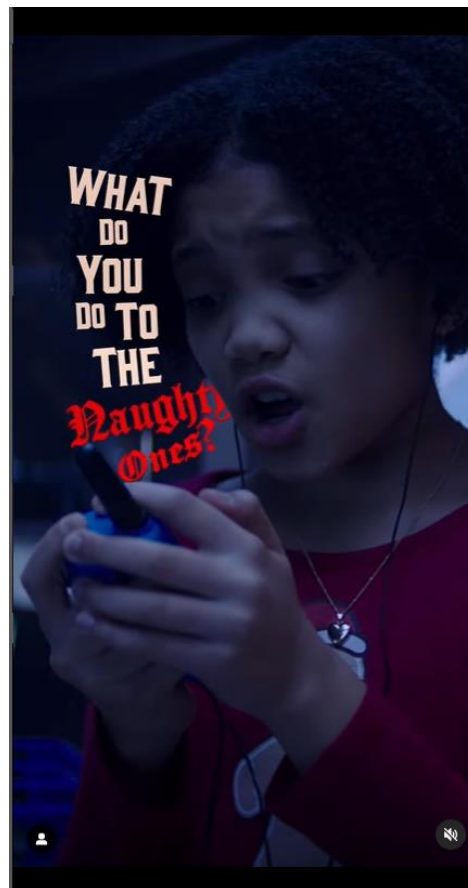
This phase will kick-off a month before the US release date of December 2nd. During this time, our goal is to get our audience excited to see the film, and to push them to pre order tickets. To do this we will be sharing content often so they constantly see the film while scrolling through social media. As mentioned above, some posts will be the same across platforms, and to fight repetition those two posts will be posted on the same day across those different platforms. After the film is released, we will encourage people to share their reviews of the film with #ViolentNight to help accomplish our goal of creating UGC.

Below is a short outline of the posting schedule:

- TikTok: Post three times a week. Posts will go live late afternoon to early evening. If a post matches an Instagram reel, it will be shared on the same day.
- Facebook: Post three times a week. Posts will go live late afternoon to early evening. If a post matches something we will be sharing on Instagram, it will be shared on the same day.
- Instagram: Post three times a week. Posts will go live late afternoon to early evening. If a post matches something we will be sharing on a different platform, then it will be shared on the same day. Story posts with stickers for engagement will be used if we see that our post engagement is dropping.

During this phase we will share short clips from the film to get our audience excited for the film to see what happens, and we will start promoting tickets for the film as well. Here are examples of what the posts would look like.

- The following images are from a clip taken from the film. It shows Santa telling Trudy that all the bad men are on his naughty list, and she asks him what happens to the ones on the naughty list. The clip continues showing Santa beating up some of the bad men. The target market of this post is to reach those that enjoy the well-known Santa Claus fairytale, and those that enjoy fun action-packed films. It will be shared across all three platforms.



You don't want to be on Santa's naughty list. See how Santa handles the naughty ones in theaters December 2nd. Purchase tickets with link in bio. #ViolentNight #SantaClaus #dontmesswithsanta

- The target market for this post are those that love traditional Christmas aesthetics. This clip shows Santa Claus happy and relaxed while eating a Christmas cookie. A common

tradition on Christmas is to leave milk and cookies out for Santa, and this video is following that tradition. This post will be shared across all three platforms.



Santa can't say no to a Christmas cookie. See this relaxing moment in a world of action in theaters December 2nd. Purchase tickets with link in bio. #Christmas #SantaClaus #ViolentNight.

- Once the movie is released, we will create a call to action post to request reviews. We will use #ViolentNight for the reviews. This post will help use with our goal of creating UGC. A few post like this will be created while the film is in theaters. We will share clips

from the film asking for fans to share their reviews. The video pictured below shows Santa fighting one of the bad men from his naughty list.



Get on the nice list by sharing your thoughts of the movie using #ViolentNight. Haven't experienced it yet? Purchase tickets with the link in our bio. #SantaClaus #Betterwatchout #Nicelist #Naughtylist

### Post-event

During this phase we will focus on promoting ways to view the film after it leaves the theater, such as blu-ray and Dvd, streaming services, and On Demand. We will pin these posts so they remain at the top of the feed and are easily accessible.

- The goal of this post is to remind our audience of the film and to promote that it is available for purchase on disc and digital. We are targeting our entire market with this post. On Facebook, the link will be in the caption, so the caption would end with 'click



here to purchase.’ This post will be shared across platforms. Below is a rough draft of what the short clip would look like.



You better watch out because #ViolentNight is now available on disc and digital. Link in bio to purchase.

- This post will target our audience that enjoys seeing the extras and behind the scenes videos which leans towards our Movie Michelle. The post will continue to promote that the film can now be purchased on blu-ray and digital, but it will do so by showing that

the disc comes with behind the scenes content. The caption will be ‘’ The link will be in the caption on Facebook. This will be shared across platforms



Go behind the scenes of the action and cheer when you own #ViolentNight on blu-ray and digital. Click the link in bio to purchase.

## Conclusion

In a movie campaign through social media, I think the end of the pre-event phase rolling into the beginning of the during event phase are the most important. These are the moments in your campaign that you have to get your audience hyped up for the release of the film to give it a successful opening in the box office. If you are unable to get your audience excited for the film during this time; it would be difficult to draw their attention in. The more you get people excited about the film then the more they will talk about it and in the world of marketing word of mouth can be a best friend.



The platform that would be the most successful in this campaign would be Facebook because according to the statistics found on Statista, when compared to the other platforms the age range percentages of users on Facebook are all relatively close. Also, Facebook is the most used social media platform which means we would have the best chance of reaching a larger audience through Facebook.

If I were to do this campaign again, I would utilize Twitter. I chose to avoid Twitter because I do not have as much experience with the platform like I have with the three platforms utilized. I would do research to learn what are the best ways to promote through Twitter and use that to my best ability to reach an even larger audience.