**Social Media Strategy:**

Fan Acquisition

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**Fan Acquisition Strategies**

1. Social Media Advertising
	1. Facebook Advertising
	2. Twitter Advertising
	3. LinkedIn Advertising
	4. Instagram Advertising
2. Roll Out Plan

# Fan Acquisition Strategies

## 1. Social Media Advertising

### 1.a. Facebook Advertising



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### 1.b. Twitter Advertising



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### 1.c. LinkedIn Advertising



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### 1.d. Instagram Advertising



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## 2. Roll Out Plan

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| **Strategy** | **Month 1** | **Month 2** | **Month 3** | **Month 4** | **Month 5** | **Month 6** |
| *eg. Facebook advertising* |  |  |  |  |  |  |
| *eg. Facebook competitions* |  |  |  |  |  |  |
| *eg. LinkedIn advertising* |  |  |  |  |  |  |
| *eg. Electronic Direct Mail (EDMs)* |  |  |  |  |  |  |

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