

MAIN STREET BIA
PROGRESSIVE PUB CRAWL EXPERIENCE
SOCIAL MEDIA/ MARKETING CAMPAIGN

Powered By:



- 
- 12 tickets have sold to date, making only 84 left to go.

- This is a great start given that we are only in the beginning of May, and still in lockdown.

- We expect ticket sale to increase exponentially once we get to the end of the month, and the marketing campaign is running.

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PHASE 1

DRUMMING UP EXCITEMENT

Over 1400+ people engaged with these posts



DRUMMING UP EXCITEMENT

Pub Crawl 2d

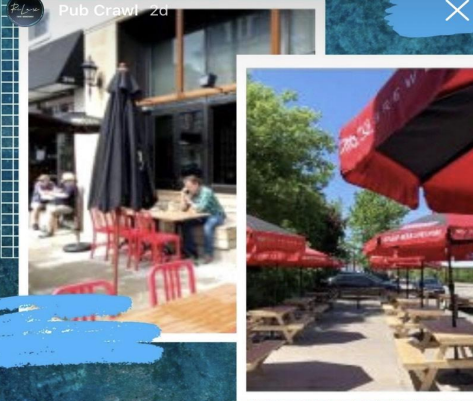
Want a Fun Way to Support Local Businesses?



HECK YES! 93%
OF COURSE 7%




Pub Crawl 2d



Are you looking forward to covid-friendly experiences?


CAN'T WAIT! 90%
I DON'T LIKE FUN 10%

Pub Crawl 2d




Do you love patios in July?

CAN'T WAIT FOR IT 83%
I DON'T LIKE SUMMER 17%



DRUMMING UP EXCITEMENT



Pub Crawl 2d

ES&S 2021

MAIN STREET
EAT DRINK & ENJOY
PROGRESSIVE PUB CRAWL

Did you Answer Yes to all those questions?

OF COURSE!
100%



Pub Crawl 2d
Glitter by Instagram

If you did

Support your local businesses now

Get your Early Bird tickets to

July 2021 Main Street Newmarket Pub Crawl Experiences

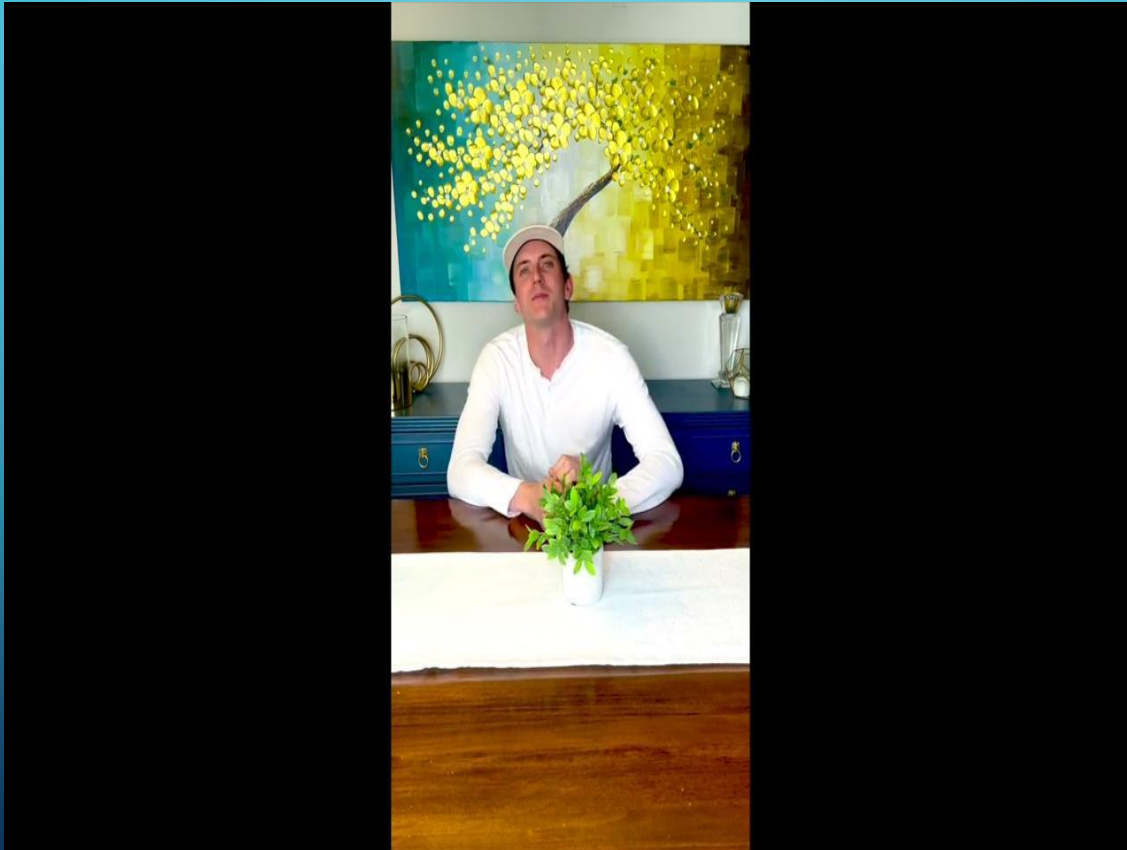
LINK IN BIO!

MAIN STREET
ES&S 2021
EAT DRINK & ENJOY
PROGRESSIVE PUB CRAWL

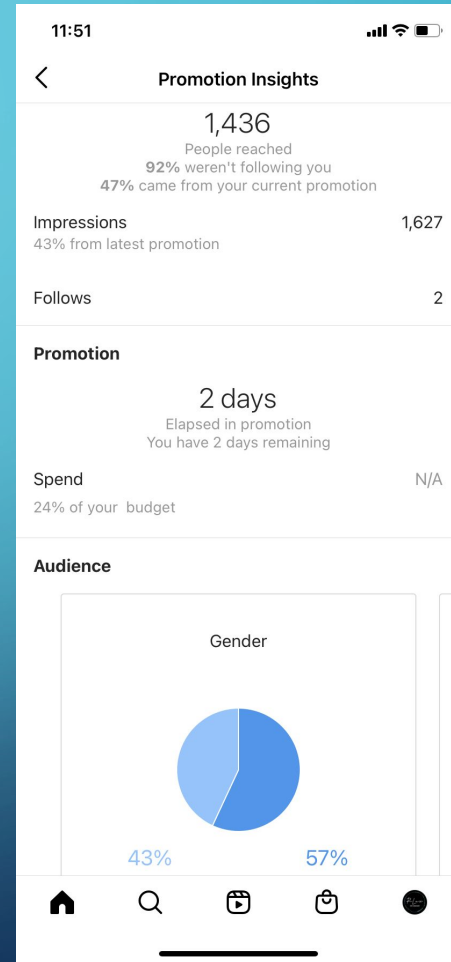
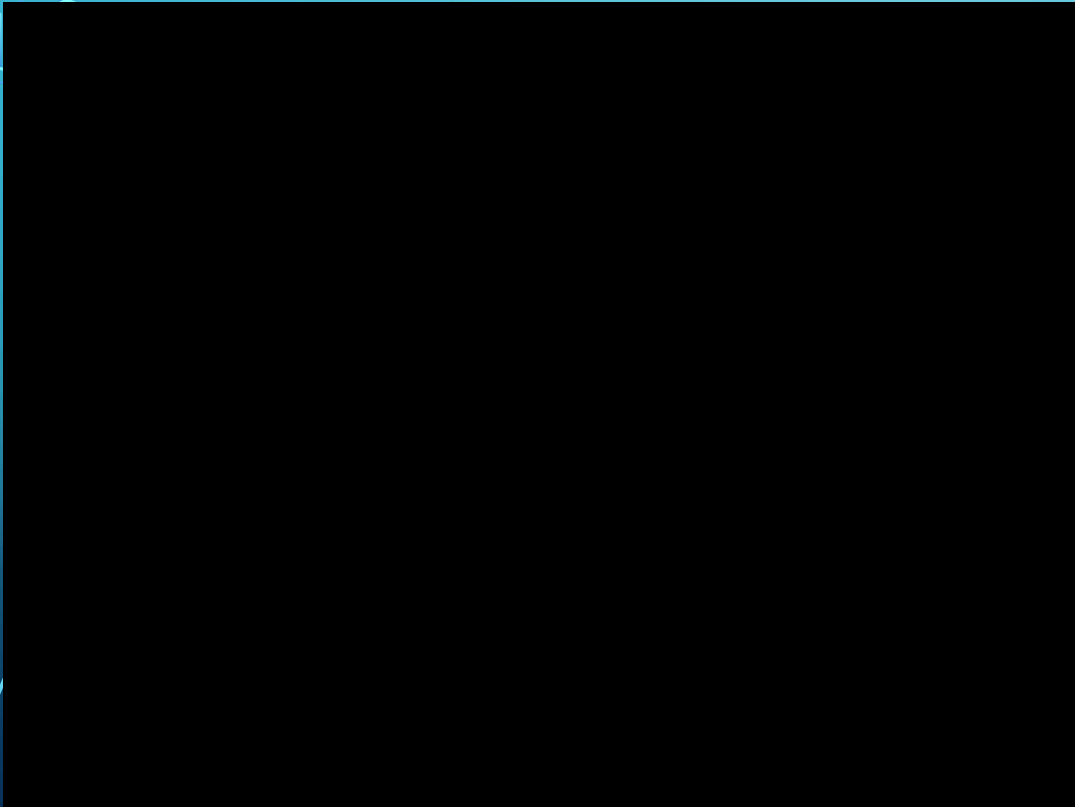
@RILAXEVENTS



DRUMMING UP EXCITEMENT



DRUMMING UP EXCITEMENT





PHASE 2

PROMOTING TICKET SALES/ PAID MARKETING CAMPAIGN BEGINS
40 Day Marketing Campaign



Marketing Campaign - Step 1

- 4 video campaign set running for 10 days at \$10.00 a day
- Campaign set will include a video from each restaurant, stating their involvement and what they are serving for the pub crawl
- This will boost engagement, and get people excited. It will also get each restaurant more views and hopefully more followers!



Marketing Campaign - Step 2

- Event video campaign running for 10 days at \$10.00 a day
- Event Video will have RiLax Events talking about exactly what the pub crawl experiences are, and will include B-roll of Main Street as well.
- This will boost engagement, and get people more excited. People will gain a better understanding of what the experiences are all about, and want to buy tickets more



Marketing Campaign - Step 3

- Call to action campaign set running for 10 days at \$10.00 a day
- Campaign set will include videos, pictures etc. They will be centred around call to action pushing people to buy tickets
- Posts will include “ Support local businesses”, “ be part of the community”, “be part of a great night in your community” etc.
- People who engaged on the last two steps of the campaign will be targeted in this portion of the campaign to push sales further.



Marketing Campaign - Step 1

- Call to action/ FOMO campaign set running for 10 days at \$10.00 a day
- Campaign set will include pictures and videos stating “tickets selling out fast”, “only a few spots left”, “ get your tickets while you still can” etc.
- This will see the heaviest traffic, as we retarget the people from the first three parts of the campaign.
- This will be used to sell out the rest of the tickets if we haven’t done so yet.

