

Bridge and Digital Marketing



www.cyprusbridge.org

Main Principle:

To present Bridge, on a national scale. A Massive reach to every citizen if possible

In order to achieve this:

A Marketing Plan was created with:

- 3.5 years of data
- Applied under real company conditions
- A product of under 1% population interest
- Results

Conditions

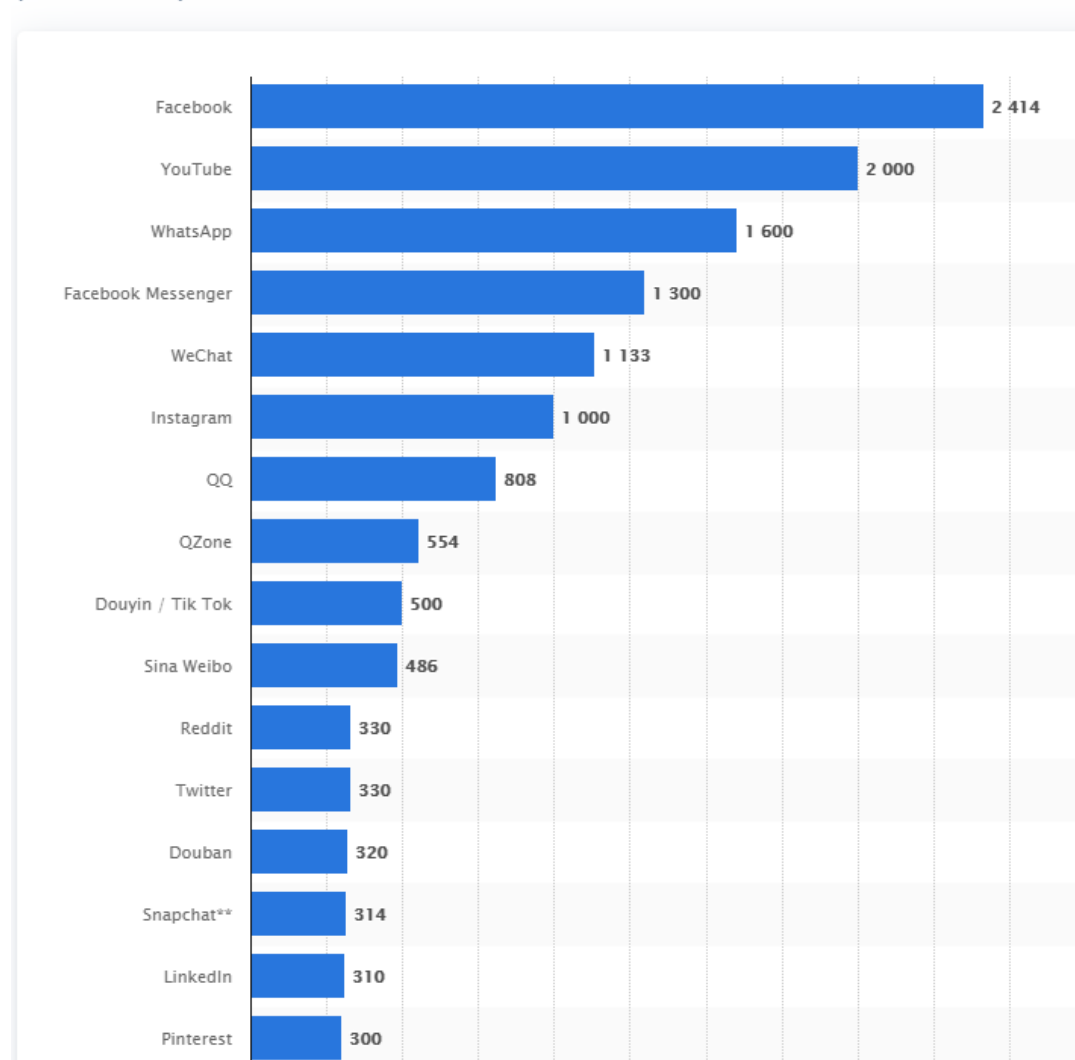
- Originality
- Unique Content
- Always interesting
- Always something new
- Attractive to all age groups
- Targeting
- A New Campaign for every day of the week
- Constant Change of creatives (video, images, texts)

Main Goals

- To increase active players
 - To attract new players
- To maintain both new and active players
 - To increase Club revenue
- Focus on a specific town for measurable results
- Lower costs by at least 90% for a mass reach
 - To raise awareness
 - To educate (MUST)
- Separate Bridge from any other gamble/casino games
- At least 500,000 Impressions, at least 100,000 citizens
 - Create an audience of at least 1,000

Media Selection

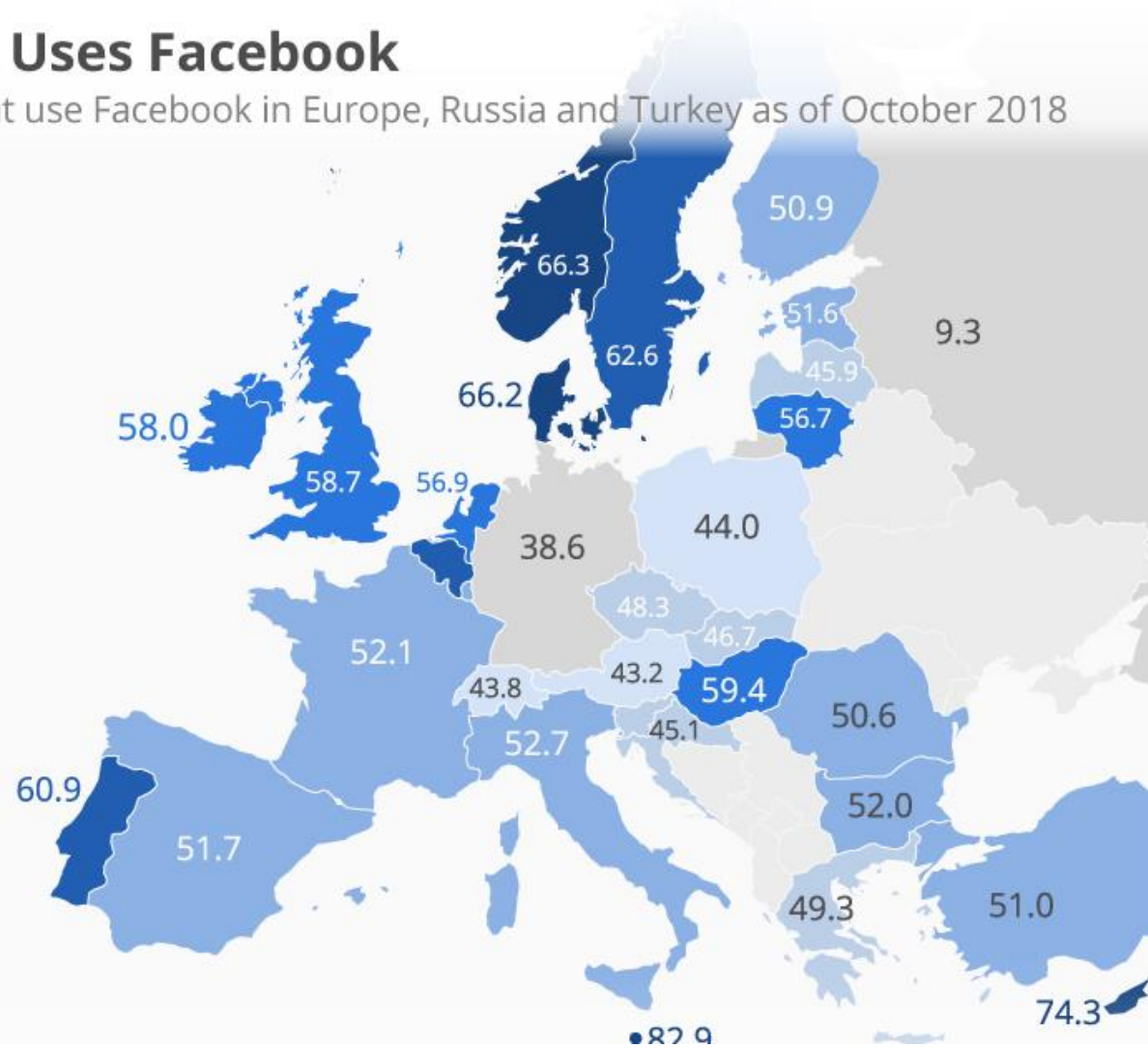
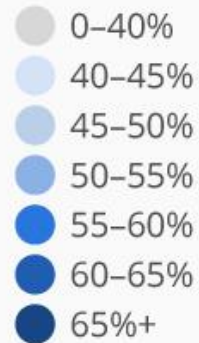
(in millions)



Facebook Users in Europe

Half Of Europe Uses Facebook

Share of population that use Facebook in Europe, Russia and Turkey as of October 2018



The Budget problem

Facebook Ads Industry Benchmarks

Average Cost Per Click

The average cost per click (CPC) in Facebook ads across all industries is \$1.72



€0.01	€0.06
Cost per ThruPlay	Per Post Engagement
€0.01	€0.06
Cost per ThruPlay	Per Post Engagement
€0.01	€0.08
Cost per ThruPlay	Per Post Engagement
€0.01	€0.08
Cost per ThruPlay	Per Post Engagement
€0.04	€0.08
Per Post Engagement	Per Post Engagement
€0.04	€0.08
Per Post Engagement	Per Post Engagement
€0.05	€0.10
Per Post Engagement	Per Post Engagement
€0.05	€0.13
Per Post Engagement	Per Post Engagement
€0.05	€0.15
Per Post Engagement	Per Page Like
€0.05	€0.50
Per Post Engagement	Per 1,000 people reached
€0.05	€0.56
Per Post Engagement	Per Page Like

Implementation

Completion from A to Z: From concept to statistics:

- 37 Advertising Campaigns
- 10 Free lessons, made from scratch with a different approach, fully accessible to everyone at all times
 - 6 Videos
 - Two Languages: Greek and English
 - Over 100 images
 - 30 Posts
 - New text content

(Holidays in December and January and many extra Holidays in Cyprus, which means results could be even better in a different period of time)

Results:

The 10 Free Lessons

This was the first critical test because results should come without any budget, all 100% organic, no promotion whatsoever

	Reach	Actions / Clicks
Lesson 01	2,800	375
Lesson 02	1,000	76
Lesson 03	1,200	104
Lesson 04	1,000	83
Lesson 05	1,000	74
Lesson 06	896	81
Lesson 07	811	54
Lesson 08	940	62
Lesson 09	886	81
Lesson 10	1,000	72
Overall	11,533	1,062

In Digital Marketing 1% engagement is the promised land
We achieved 9,21% engagement for Bridge

Realization of actual, measurable interest could function as a guide to real lessons. This was the 2nd test, to promote the lessons.

We changed the conditions to one city only, so we could measure Retention.

Overall Statistics and Results:

803,037 Impressions, the amount of times our promotion appeared to mobiles and desktops

343,168 unique people

27,13% increase of participation in tournaments

18 new students in 10 days

100% Retention (retain as many customers as possible)

(Calculation: Customer Retention rate = $\frac{\text{Number of customers at the end of a period} - \text{Number of customers acquired during a period}}{\text{Number of customers at the start of a period}} \times 100$)

Under ONE Umbrella

Cyprus Bridge Federation

All activities including: central management, content creation, promotion, lessons and more

2 clubs in Nicosia, 2 in Larnaca, 4 in Paphos, 1 in Limassol

