

ORANGE IS THE NEW BLACK ANALYTICS PLAN

Week 13 – Assignment – Leslie Hetherington

Overall Goal: Increase number of fans watching episode 13, the last episode of Orange is the New Black (OITNB) season 1, by 35% by December 31, 2013, compared to baseline views up until July 31.

(Assumption: This plan assumes that a separate, exhaustive marketing and analytics plan was implemented to launch the show, with a focus on its early episodes. This plan is designed to promote its last episode and build ongoing anticipation for Season 2.)

STRATEGIES AND ANALYTICS PER PROPERTY

1. ONLINE MARKETING (SOCIAL MEDIA NETWORKS, SEO, BACKLINKS)

Goals -

- Increase complete episode views between August 1 and 5 by 5% compared to baseline views up to July 31. (Timing to coincide with phase 1)
- Increase complete episode views between September 6 and 17 by 15% compared to baseline views up to September 5. (Timing to coincide with phase 2)

Online Marketing Strategy –

Implement the following two-phased strategy:

Phase 1 – August 1 to 3 - Visual Teaser Tactic to renew or kindle interest in the show (approximately two weeks after its launch) - Display different provocative/funny images from episode 13 with no caption on Thurs. August 1, 2013 on website and visual social platforms where the show has a profile (Tumblr, Instagram, Facebook, Pinterest and Google+). Include message that challenges community to suggest a caption. (Note: Google+ included primarily for SEO). On the morning of Sat. August 3, re-issue the photos with a compelling, plot-teaser caption to attract weekend viewers. Include #OITNB13 hashtag.

Phase 2 – September 6 to 13 - Episode 13 Trivia Quiz Contest to counter any seasonal change slump - Launch a #OITNB13 trivia quiz contest with questions about episode 13, promoted heavily through Twitter. Set-up a section on the website for visitors to submit their answers to enter the contest.

As OITNB was released on July 11, 2013 (and renewed prior to its release), launch the contest on September 6 to encourage new viewers to tune in and ‘binge’ watch or others to re-watch. Set the contest’s submission deadline as September 13 to build urgency and help ensure fans watch the episode to attain answers, versus allowing answers to accumulate on various sites/channels.

Set up the contest advising that all correct entries will be entered in a draw to win one of 50 Orange is the New Black books signed by the real Piper or the single grand prize of a trip to LA to meet the cast on a Season 2 shoot.

Supporting Social Media Tactics -

In addition to the provocative image tactic on select visual platforms, implement the following social media tactics using the hashtag #OITNB13, on the cited social platforms where OITNB currently has an account/profile:

Twitter -

- Tweet links to social sites featuring provocative images, image and caption challenge
- Tweet and promote clever caption challenge suggestions provided by fans on various social sites
- Tweet Episode 13 trivia contest questions and promote contest through Twitter from September 6 to 13
- Encourage re-tweets about contest and re-tweet influencers with high Klout rankings
- Provide show's stars with tweet 'tools' about the teaser image and contest (e.g. sample tweets, images and links) and encourage them to tweet through their own accounts
- Reference #OITNB13 trivia contest winners with their Twitter handles to drive residual interest after contest (by September 16)

Google+, Facebook -

- Promote Episode 13 trivia contest questions and contest from September 6 to 13
- Re-post link to every positive article published about #OITNB13 contest and images with link to OITNB website (to support SEO plan)
- Promote #OITNB13 trivia contest winners on site, once announced (by September 16)

Instagram, Tumblr

- Promote the Episode 13 trivia contest in select image posts and captions between September 6 and 13
- Promote #OITNB13 trivia contest winners on site, once announced (by September 16)

Search Engine Optimization (SEO) Plan -

a) Backlinks Plan -

- **Pre #ONITNB13 Trivia Contest Publicity** - Announce the #OITNB Trivia Contest in mid August with a news release, media collaterals and outreach to entertainment, lifestyle media (with an online presence) and bloggers to build pre-contest interest, as well as backlinks to website.

Provide background information on the Trivia Contest and the Provocative Teaser Images. Provide media/bloggers with matt stories featuring OITNB trivia questions that are a similar style to the contest questions but not the actual contest questions.

- **Virtual Badges for Trivia Contest Winners Linking to OITNB Site** - Produce downloadable graphic virtual badges and give them to Trivia Contest Winners to post on their Tumblr/other blogs, websites and Facebook page (with links to OITNB site).

b) Keywords Strategy -

Include the following keywords in trivia contest questions/answers or promotional materials and teaser image captions (where feasible) because according to Google AdWords Keyword Planner, they garnered 22,200 average monthly searches or more in the past year:

- orange is the new black cast
- orange is the new black streaming

- watch orange is the new black
- orange is the new black book,
- orange is the new black characters
- orange is the new black episodes
- imdb orange is the new black

Since this strategy's trivia contest references the entire show and the original 'Piper's' book, include the follow keywords as well:

- piper kerman orange is the new black
- orange is the new black by piper kerman

Include the following hashtags because they are used to reference the show in social media:

- #OITNB and #ONWEDNESDAYSWEWEARORANGE

Key Performance Indicators (KPIs) -

- Partial episode views during specific social strategy time periods (August 1 – 5, September 6 – 17)
- Number of episode 13 views per week, during campaign periods (August 1 – 5, September 6 – 17)
- Number of successful engagements (defined as contest entries submitted), segmented by organic website referrals and compared to those referred by social sites
- Number of social referrals via Twitter to the OITNB website, particularly during September 6 to 17

Metrics -

- Reach of re-tweets with #OITNB13 hashtag from August 1 to September 17 (measured weekly)
- Number of #OITNB13 hashtag mentions from August 1 to September 17 (measured weekly)
- Number of #OITNB13 hashtag mentions on Twitter from August 1 to September 17 (measured weekly)
- Number of comments posted about provocative image measured separately on Facebook, Instagram, Pinterest, Tumblr and Google+ between August 1 – 5
- Number of times provocative image post is shared/amplified on Facebook, Instagram, Tumblr and Pinterest between August 1 – 5 (each social platform measured individually)
- Reach of audience exposed to provocative image (measured separately on Facebook, Instagram, Pinterest, Tumblr between August 1 – 5)
- Number of re-tweets with #OITNB13 hashtag on Twitter, between September 6 – 17
- Increase in link influence score, benchmarked against score as of July 31.

Measurement Tools –

- Google Analytics (to measure social referrals, organic referrals to site, inbound links)
- OpenLinkProfiler.org (to measure number of backlinks to site and increases from start of campaign, as well as increases in authority/strength of links)
- SumAll (Analytics tool that quickly tracks transactions in Facebook, Twitter, Instagram and Google+)
- Pinterest Analytics tool for tracking Pinterest results

Questions for Vendors:

For OpenLinkProfiler.org –

- Can you provide me with sample copies of your website analytics report and explain how you calculate your link influence score (as your site only links to rates but no examples)?
- Can you provide tell me what advantages your SEO profiler offers compared to Google Ad Words and other popular tools? Can you provide me with trial version?

For SumAll –

- I understand one of the key differences between your free version (which I've used) and your paid version is the reports you provide. Can provide me with a sample of these reports that show hashtag performance (mentions, retweets, reach)?
- How well do these reports integrate with other solutions and can you give me some examples?

Possible Data Visualizations:

- Timeline schematic showing weekly views of episode with key dates of initiatives (image release, contest launch...)
- Segmented bar graph showing #OITNB13 Tweets from #OITNB Twitter handle, compared to mentions and Re-tweets during campaign period.

Plan for Analyzing the Data:

As social media tactics comprise a major component of this strategy, it would be beneficial to analyze the results by assessing how each social platform is advancing the goal.

Specifically the number of social referrals to the website during each phase should be segmented by each platform and assessed by:

- How many visitors each social platform referred to the website
- How many conversions (defined as contest entries) were referred by each social site.

Hypothetical Plan for Measuring ROI:

If this strategy costs Netflix \$300,000 in marketing costs but increases viewership by 20% or 10,000 viewers valued at \$50 each for a total of \$500,000 then the ROI is \$200K, calculated as follows: $(10,000 \times \$50) - \$300,000 = \$200,00$

2. A MOBILE APP –

Goal -

- Have 5,000 Orange Bird app users unlock advanced levels with clues from OITNB episode 13, by November 11.

Mobile App Strategy -

Develop a mobile app called “Orange Birds.” For this app, bird caricatures of the lead characters are shot (in a similar manner as in the game angry birds) in attempts to break down the prison walls and ultimately escape Litchfield Penitentiary.

Launch the app on August 11 (one month after the show’s release) and enable anyone to download it from itunes for free. However, embed clues to unlock escalating levels in OITNB episode 13. Start the clues in episode 7 but put more clues and those to the most desirable levels in episode 13. Change the answers to unlock the levels on a regular basis to help ensure players actually watch the episode.

(Assumption: The maker of Angry Birds approves this app in advance and an amicable use of intellectual property agreement is set between game firm and Netflix.)

Social Media Support Strategy –

Support this app with the following social media tactics using the hashtag #OrangeBirds:

- Encourage tweets from the show’s Stars about the app and how well they are doing with the game, with a link to the app’s posting in the Apple store.
- Re-post articles from game reviews, blogs and articles on OITNB’s facebook, Google+ and Pinterest sites with a link to the app’s posting on the Apple store.
- Run a Facebook ad campaign targeted at the show’s target audience to drive traffic to the app store site.
- Promote downloadable graphic virtual badges of the bird caricatures through social media sites, particularly highly visual ones, such as Pinterest and Facebook, with links.
- Promote badges on Instagram with hashtag, even though links can’t be offered due to platform’s limitation.

SEO Plan -

a) Backlinks Support Strategies -

- **PR/Media/Blogger Promos** - Offer early versions of Orange Birds, as well as interviews with desksider demonstrations to:
 - Game critics and game bloggers
 - Entertainment and Lifestyle bloggers
 - Online entertainment and lifestyle sites (e.g. BuzzFeed)
 - Select fans with a high Klout rating and strong social presence.

Use each early version acceptance, demonstration or interview as an opportunity to promote the show (particularly episode 13) and a link to the app posting on the Apple store site.

- **Virtual Badges Linking to App Post** - Produce downloadable graphic virtual badges of the bird caricatures and offer them to fans to post on their Tumblr/other blogs, websites and Facebook page (with links to Apple store site). Post them on OITNB website for downloads and promote links through social channels.

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b) Keyword Strategy –

Incorporate the following key words in App descriptions, social media and website promotions:

- birds game online free
- birds game online
- angry orange birds game online free
- angry orange birds game online

Use these keywords because they are terms/variations revealed by entering ‘angry birds’ website (original game satirized in the OITNB app), in Spyfu.

In addition, include the following specific words for the show because they garner high average monthly searches (according to Google Ad Words):

- orange is the new black cast
- orange is the new black streaming
- watch orange is the new black

Include the following hashtags because they reference the show in social media:

- #OITNB
- #ONWEDNESDAYSWEWEARORANGE

KPIs –

- The number of regular app users, defined as those who use the app at least three times a week (measured weekly)
- The increase in number of users between August 17 and September 17
- The increase in number of users between September 17 and October 17
- The number of users who downloaded and used the app at least once between August 11 and 17 (as gaining early momentum is critical for adoption)
- Social referrals to the app’s post on the Apple store site between August 11 and November 11
- Facebook referrals to the app post on the Apple store site (resulting from ad campaign)

Metrics –

- How many times app is used on average, by each user, each week
- The number of people who have download Orange Birds (measured weekly)
- The average number of friends among users who have installed it (measured weekly)
- How long app stays installed before a user uninstalls it on average (measured monthly)
- The game levels reached before users uninstall the app, on average (measured weekly)
- Number of social mentions with #Orange Birds hashtag (measured weekly)
- Keywords used to find the app
- Number of virtual badges downloaded

- Number of users who reach the various high levels of the game (to use for content to prompt competitiveness)

Measurement Tools -

- Yahoo Flurry Analytics (to measure app acquisition, number of active users, frequency of use)
- Amplitude (to measure groups of friends or cohorts using app)
- Facebook advertising metrics (to assess campaign impact)
- Bit.ly (set up bit.ly link to track social media click-throughs to the Apple store site)
- Web log files (to capture data on downloads of virtual badges from website)

Questions for Vendors -

For Yahoo Flurry Analytics -

What data capture mechanisms do you use? What kind of support do you provide?

Possible Data Visualizations -

An infographic with various elements, such as bar graphs showing: the number of active users, each week; average number of friends among people who have installed the app; and number of users reaching the top levels.

Plan for Analyzing the Data -

Segmented analysis of the various levels reached before a user uninstalls the app would be useful to assess on a weekly basis. This analysis would help identify potential disengagement trigger points and address them to improve usage levels during the campaign.

Hypothetical Plan for Measuring ROI -

If the app and its promotion cost Netflix \$300,000 but it increases viewership by 10,000, valued at \$50 per viewer, for a total of \$500,000, then the ROI is \$200K, calculated as follows: $(10,000 \times \$50) - \$300,000 = \$200,000$

3. OITNB OFFICIAL WEBSITE

Goals -

- Increase complete episode 13 views between November 15 and December 31, 2013 by 10%, compared to baseline views up to November 14. (Timing to coincide with website/content strategy).
- Boost website page views by 15% between November 15 and December 31, 2013

OITNB Official Website/Content Strategy -

Seasonal Content Feature and Fan Challenge – Use a ‘seasonal’ content strategy about episode 13 and background talents of stars, particularly those who audition/perform in the episode’s Christmas pageant to attract straggling viewers.

Go live with the featured content on November 15. Include an online feature article, with images, quotes and backstories from the stars, as well as an interactive quiz (e.g. hidden talents/before they were OITNB stars).

In conjunction with this, issue an invitation on November 25 challenging fans to dress-up and ‘**Re-create a Scene from Episode 13**’ (possibly the Christmas pageant tryouts) and upload it to a section of the website with the #OITNB13 hashtag by December 15. Give fans

the implied promise of ‘social credibility’ in exchange for participation. Featured images on the OITNB official website will in turn create fan links to the site, as a collateral benefit.

Social Media Support Strategy -

When fans post their images, give them the option to share it on Facebook, Instagram, Pinterest or all three with the #OITNB13 hashtag.

Implement the following proposed strategies on social media networks, where OITNB has an account/profile:

Twitter -

- Promote seasonal/hidden talent web content feature through tweets.
- Promote *‘Recreate a Scene from 13’* through tweets – and tweet noteworthy entries.
- Encourage stars to also re-tweet and reply to scene recreation promo tweets, particularly if they are featured in the recreated scene, using hashtag #OITNB13

Google+ -

- Promote seasonal/hidden talent web content feature through posts.
- Re-post articles from publicity tour (backlinks strategy)
- Promote *‘Recreate a Scene from 13’* through posts and noteworthy photos entries.
- Post every positive article published as part of episode 13 promotions to increase SEO. Include link to OITNB website.

Facebook -

- Promote seasonal/hidden talent web content feature through posts.
- Re-post articles from publicity tour (backlinks strategy)
- Promote the *‘Recreate a Scene from 13’* and featured entries.
- Have stars featured in selected entries post select images on their pages too, with hashtag #OITNB13.

Instagram -

- Promote seasonal/hidden talent web content feature through posts.
- Re-post articles from publicity tour (backlinks strategy)
- Promote the *‘Recreate a Scene from 13’* challenge and featured entries.
- Have stars featured in winning entries ‘like’ the selected images via their own accounts.

Pinterest -

- Promote the *‘Recreate a Scene from 13’* and featured entries.
- Pin winning re-created images with featured characters to the character’s featured sections in Pinterest, such as images featuring Red on Red’s pages

SEO Plan -

a) Backlinks Plan -

Implement a publicity tour in mid-November featuring Taryn Manning because her character Tiffany is predominantly featured in episode 13, as well as Taylor Schilling, the show’s lead. Pitch angles about each actor’s talents (to tie with online content), as well as

each character, and the tension between the two. Create suspense about what may happen to each in Season 2. Pitch the interview and story to:

- Celebrity bloggers
- Entertainment magazine editors (at publications with an online presence)
- Popular online publications and blogs, such as Huffington Post and HubSpot
- Lifestyle bloggers

b) Keyword Strategy -

Include the following keywords in the website content and backlinks media materials (where feasible). These specific words are selected because according to Google AdWords, they all garnered 22,200 average monthly searches or more in the past year:

- orange is the new black cast
- orange is the new black streaming
- watch orange is the new black, or
- orange is the new black book,
- orange is the new black characters
- orange is the new black episodes
- imdb orange is the new black

Include the following hashtags because they reference the show in social media:

- #OITNB and #ONWEDNESDAYSWEWEARORANGE

KPIs -

- Partial episode views during specific strategy time period (November 15 – December 31)
- Number of unique, first time visitors to the website (as strategy is for attracting straggling/late viewers)
- Number of *'Recreate a Scene from 13'* images posted to Facebook, Instagram, Google+ and Pinterest (measured cumulatively and individually)
- Number of times *'Recreate a Scene from 13'* images are shared on Facebook, Instagram, Google+ and Pinterest.
- Percentage of visitors who visit featured content pages on site, compared to overall site visits.

Metrics -

- Bounce rate on site between November 15 and December 31
- Number of visitors who spend five minutes or more on website's featured content pages.
- Number of #OITNB13 hashtag mentions from November 15 to December 31 (measured weekly)
- Reach of #OITNB13 hashtag from November 15 to December 31 (measured weekly)
- Number of comments posted about *'Recreate a Scene from 13'* posted on Facebook, Instagram, Google+ and Pinterest

- Reach of audience exposed to 'Recreate a Scene from 13' images on Facebook, Instagram, Google+ and Pinterest
- Increase in site's Google search ranking (benchmarked against November 14 status)
- Increase in link influence score (benchmarked against November 14 status score)

Measurement Tools -

- JavaScript tags because you can capture the most data in the most accurate way to identify criteria, such as unique visitors and location.
- Google Analytics (to measure social referrals, organic referrals to site, inbound links)
- OpenLinkProfiler.org (to measure number of backlinks to site and increases from start of campaign, as well as strength of links)
- SumAll (Analytics tool that quickly tracks transactions in Facebook, Twitter, Instagram and Google+)
- A/B Testing to monitor and adjust assets' attributes/position on website and adjust to optimize results

Possible Data Visualizations -

Pie chart comparing first time and repeat unique visitors to the website during the 'Recreate a Scene from 13' campaign period.

Plan for Analyzing the Data -

Results will be analyzed through a segmentation comparison of organic, direct (from link strategies) and social referrals to the website, during the campaign period.

In addition, sharing/amplification of images on each of the visual social platforms (Facebook, Instagram, and Pinterest) can be compared and assessed.

Hypothetical Plan for Measuring ROI -

If the campaign costs Netflix \$100,000 in marketing costs but increases viewership by 15% or 7,500 viewers valued at \$50 each for a total of \$375,000 then the ROI is \$200K, calculated as follows: $(7,500 \times \$50) - \$100,000 = \$275,00$

4. OFFLINE STRATEGY TO IMPACT ONLINE VIEWING (TYING ONLINE & OFFLINE)

Goal -

- Increase episode 13 views between October 1 and 31 by 10% compared to baseline views up to October 31. (Timing to coincide with website/content strategy).
- Raise \$20,000 for Elizabeth Fry Society through campaign.

Strategy -

Partner with Home Depot for a reciprocal social responsibility campaign for October 2013 called #OrangeITNGood. Invite fans to download a coded Home Depot coupon from the #OITNB website. In return, arrange for Home Depot to donate \$1 to the Elizabeth Fry Society for every viewer who watches episode 13 during the month of October 2013. Given Netflix proprietary concerns about releasing audience figures, the final amount raised will be referenced in terms of a range.

Supportive Social Media Strategies –

- Cross promote this initiative through OITNB social platforms, as well as Home Depot and Elizabeth Fry Society social platforms
- Feature Facebook posts of Home Depot staff with Hashtags #OrangeITNGood and #OnWednesdaysWeWearOrange on Home Depot and OITNB pages
- Promote this initiative with links to articles about it and partners' promotions heavily on Twitter and Google+ to optimize SEO benefits.

SEO Plan –

a) Backlinks Strategy

Pitch stories about campaign, possibly with a former female convict providing impressions of show in comparison to reality (positioned to highlight interesting anecdotes versus dark/negative angles) to:

- Online/mainstream media with a strong online presence (Huffington Post, New York Times)
- Traditional entertainment media and entertainment bloggers
- Consumer-focused home improvement/renovation/DIY interior design sites

b) Keyword Strategy

c) Include the following keywords in the website content and backlinks media materials (where feasible). These specific words are selected because according to Google AdWords, they all garnered 22,200 average monthly searches or more in the past year:

- orange is the new black cast
- orange is the new black streaming
- watch orange is the new black, or
- orange is the new black book,
- orange is the new black characters
- orange is the new black episodes
- imdb orange is the new black

Include the following hashtags because they reference the show in social media:

- #OITNB and #ONWEDNESDAYSEWEARORANGE

KPIs –

- Number of people who viewed episode 13 in October 2013.
- Percentage of coupons redeemed at Home Depot, compared to those downloaded from website
- Number of coupons downloaded from website
- Sentiment of comments in social media channels

Metrics –

- Page views of coupon section of website.
- Number of #OrangeITNGood mentions in social media channels.
- Increase in unique, active backlinks between September 30 and October 31 (as strategy engages a new target market via Home Depot and its audience)
- Increase in link influence score (compared to baseline at start of campaign)

Measurement Tools -

- Google Analytics (to measure social referrals, organic referrals to site, inbound links)
- Vanity site set-up to measure coupon downloads and redemptions.
- OpenLinkProfiler.org (to measure number of backlinks to site and increases from start of campaign, as well as strength of links)
- Phone surveys to assess response/sentiment to campaign

Questions for Vendors -

Questions for OpenLink as previously stated.

Possible Data Visualizations -

Produce infographic to garner further external, goodwill by integrating success of campaign in terms of how donated funds will be used (e.g. Enough to fund 10,000 GED programs across the US), as well as fun stats about show and Home Depot employees and customers who are fans.

Hypothetical Plan for Analyzing the Data -

Conduct a segmentation analysis of all social referrals to website, compared to successful social referrals to website, defined as those that include coupon downloads.

Hypothetical Plan for Measuring ROI -

If the campaign costs Netflix \$50,000 in administration and partnership fee but increases viewership by 10% or 5,000 viewers valued at \$50 each for a total of \$250,000 then the ROI is \$200K, calculated as follows: $(5,000 \times \$50) - \$50,000 = \$200,00$