**What’s the process of developing an online engagement program?**

PHIL

Client: “Executive Metal” – menswear for execs who love metal music

**Where to start:**

**RUSSELL**

**1. Research**

Identify Communities/Components: Fashion, Music, Business

What’s the definition of an influencer: the ability to move other people to take an action

Influencers: Rather than think of an “influence the influencers” model, consider a horizontal approach of people who may think they started the trend.

How do we give them VIP?

How do we determine who we reach out to and who we don’t?

* Ashton Kutcher- 2mm vs. 100k person w lots of engagement

CAROLYN

**2. Grant Access**

Ex: we sat down with the guys of Megadeth and they gave us an inside look at how they created \_\_\_\_\_ (entrepreneurial side, product development)

Ex: make people part of the design process. Tell them that certain licenses are going to be very expensive but ask what bands they would like to see?

Ex: Rally around a cause that the bands get behind, guitar player with brain tumor they do concerts to pay medical bills, suicide prevention

How do we get in front of executive communities? LINKEDIN (ex: advertising & a group)

NICOLE & JACLYN

**Dynamite Content and Experiences**

* Take it offline: pre-concert tailgates hosted by “Executive Metal”
* Have the customers help create a line of (Band) ties
* Business lessons from the metal industry
* Video interviews
* Team up with a complimentary brand (ex: Harley Davidson)
* Trivia, enter code and get X% off
* Caption Contest