



About WhatsOn

We are an international media network founded in 1994, operating in the following environments via:

- Print: WhatsOn magazines and Guides
- Digital: WhatsOn website, newsletters, social media platforms (Facebook, Twitter and Instagram), Digital marketing consultancy
- Real life: Events organisation

Our main offices are based in Birmingham, NYC & Bangladesh.

For more information please follow:

- www.whatson.guide





WhatsOn: What we offer

Digital

Native advertising:

Clients' articles, infographics or videos placed on WhatsOn website.

Newsletter promotion:

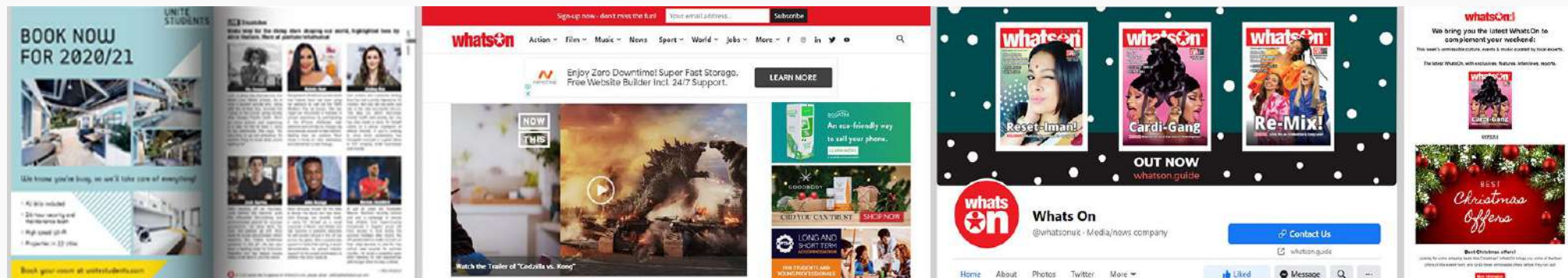
Effective way of promoting Client' events.

Social media:

Clients' promotion both on Instagram, Facebook & Twitter.

Additional:

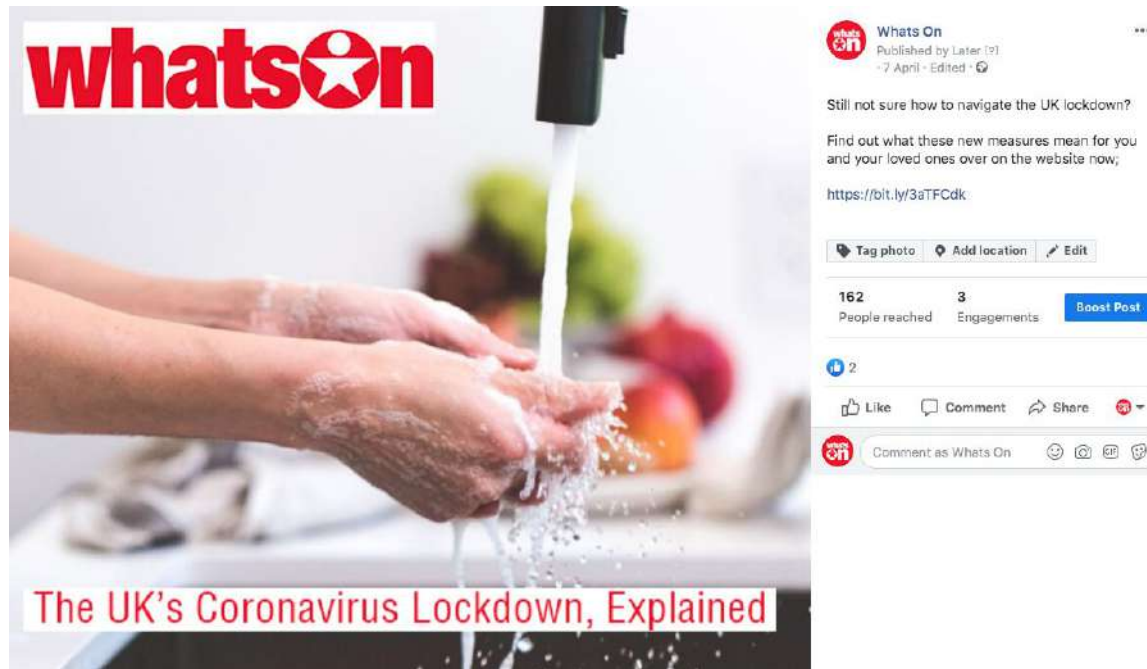
Placing branded content as a part of WhatsOn mobile activity.





SOCIAL MEDIA CONTENT

Facebook



Example post

Mobile friendly content.

Image dimensions: W 1200 x H 628 px

Videos captions (for viewers watching without sound)

Suggested post frequency: 1-3 times per day

Post format: Moving towards a video based platform. This content will be prioritised on the feed.

Hashtags: not needed for this platform



SOCIAL MEDIA CONTENT

Twitter



Example post

Mobile friendly content.

Image dimensions: W 1200 x H 628 px

Videos captions (for viewers watching without sound)

Suggested post frequency: 1-3 times per day

Post format: Moving towards a video based platform. This content will be prioritised on the feed.

Hashtags: not needed for this platform



SOCIAL MEDIA CONTENT

Instagram



Example post

Mobile friendly content.

Image dimensions:
Feed images: H 1080 x W 1080,
H 1080 x W 1350, H 1080 x W 608 px

Instagram stories:
H 1080 x W 1920 px

Videos need captions (for viewers watching without sound)

Suggested post frequency: 1 per day

Post format: Moving towards a video based platform. More people engaging with stories

Hashtags: Between 3 - 12 maximum



WhatsOn: Digital rate card



Rectangle: 300 x 100



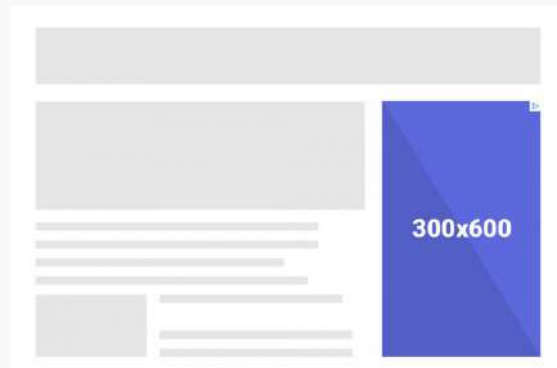
Medium rectangle: 300 x 250



Mobile leaderboard 320 x 50



Leaderboard: 728 x 90



Large skyscraper 300x600

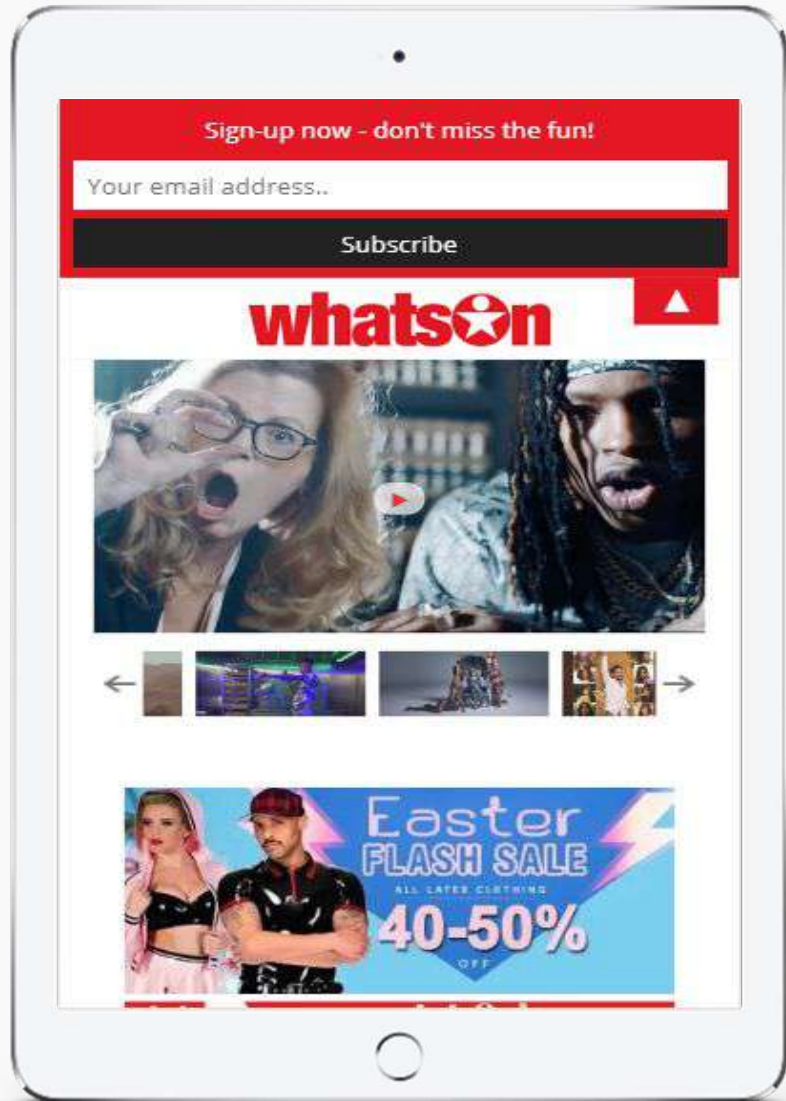
Rectangle:	W 300 x H 100 px	£120 per week	£400 per month
Mobile leaderboard:	W 320 x H 50 px	£120 per week	£400 per month
Medium Rectangle:	W 300 x H 250 px	£130 per week	£500 per month
Leaderboard :	W 728 x H 90 px	£150 per week	£550 per month
Large skyscraper:	W 300 x H 600 px	£180 per week	£650 per month

Social Media package

1 X Instagram Post	£80
1 X Facebook Post and Twitter Tweet	£80
4 X Facebook Post(s) and Twitter Tweet(s)	£180

Email Marketing

Weekly Newsletter Sponsorship	£300 per email	£1000 per month
Key Shot (email sent to our subscribers in a certainty)	£300 per email	
Email Shot (email sent to all of our subscribers)	£500 per mail	



OUR SERVICE

Social Media Marketing



Our Social Media Services give you the possibility to connect and share information leading to an increase of the brand's, product's or service's awareness. The results of Social Media Advertising are reflected in the number of re-tweets, shares, comments, likes and views. Social Media Marketing encourages user-generated content from within the most popular social media platforms such as Facebook, Google, Twitter, Instagram, Pinterest and LinkedIn.



SOCIAL ADVERTISING

Channel Approaches

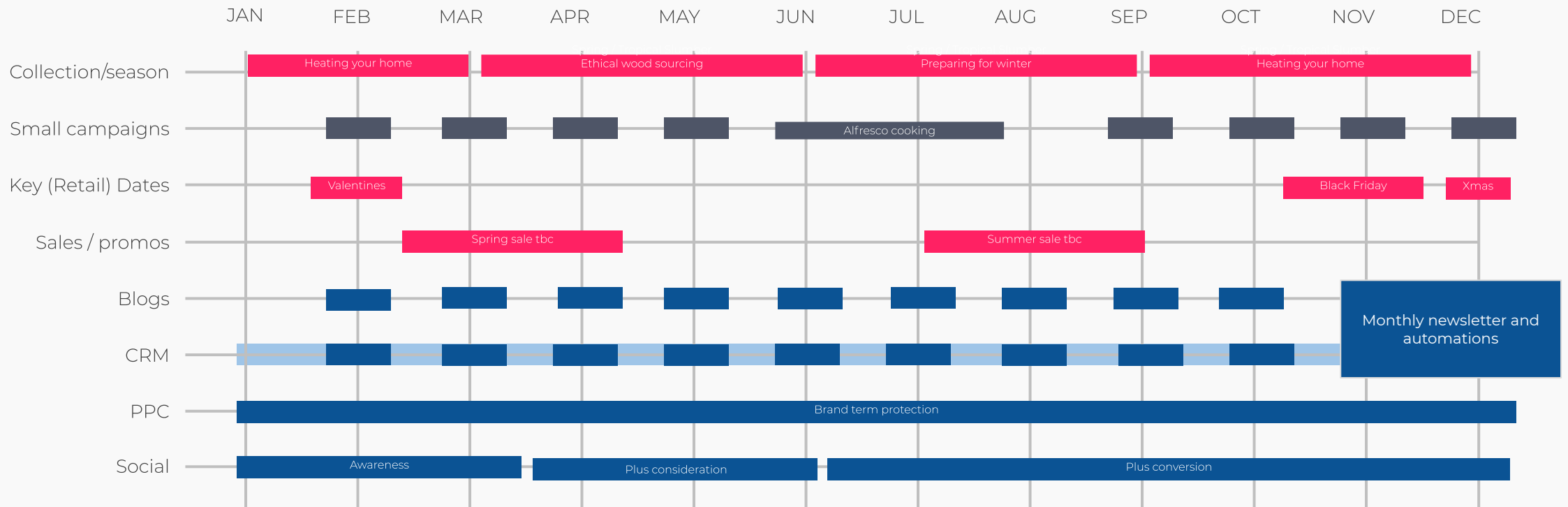
Funnel stage	Objective	Targeting	Messaging
Awareness	Conversions	<ol style="list-style-type: none">1. Persona targeting - interests, demographic info etc2. Lookalike website purchasers3. Lookalike CRM4. Lookalike on instagram engagement	Introduction to the brand, feature hero products and USP's. Best-selling items
Awareness	Catalog sales	Broad audience	DPA ads
Consideration	Conversions	<ol style="list-style-type: none">1. Website visitors 180 days	New product/collection launches
Conversion	Catalog sales	<ol style="list-style-type: none">1. View or add to cart 7 days2. View or add to cart 30 days	DPA ads



SOCIAL ADVERTISING

Marketing Calendar

- Big Campaign
- Small Campaign
- Always On





SOCIAL ADVERTISING

Marketing campaigns

