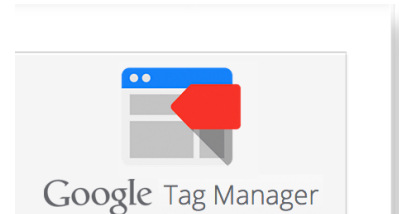


Digital Marketing Rodney Carrington Shows

The Rodney Carrington Team has embedded Google Tag Manager on www.Rodneycarrington.com. This means we are now able to track all different kinds of things from fans visiting our site. Since most people stay logged into things like Facebook and Twitter while they browse different sites, we are now able to advertise to fans that have looked at Rodney's site.



What This Means For You The Promoter

This means that together we can set up Facebook, Twitter, and banner ads that are targeting the most likely ticket buyers around Rodney's world. By working within Rodney's official social media pages, you are able to put digital ads for shows in front of people that have:

- Subscribed to his mailing list (Mail Chimp List)
- "Like" him on Facebook
- Follow him on Twitter
- Have visited his site looking at the tour dates in the last 9 months

Facebook

The best way we have seen to advertise events on the Internet to date has been utilizing Facebook's Custom Audiences. Since we have collected huge pools of people that have visited Rodney's site and they use Facebook, a geo targeted ad can be placed in front of them of the shows you are trying to promote.



By using this system, we see that the cost per click to buy tickets is usually in the neighborhood of .40-.75 cents with a CTR (click through rate) of 2 - 4% (CTR is high because Facebook counts any click, even likes and shares). This is our preferred method of marketing a show, but there are other options as well.

Banner Ads

In certain situations depending on how a show is selling, our team may utilize Perfect Audience to re-market banner ads to folks that have come to Rodney's web site. This means that after a fan leaves our site, we can place a geo-targeted banner ad for a specific show in front of them across thousands of different sites. We can pinpoint geo-location making the ad spend highly efficient.



These ads are almost always above 100% ROI with a Click Through Rate of .2% (\$6 CPM)

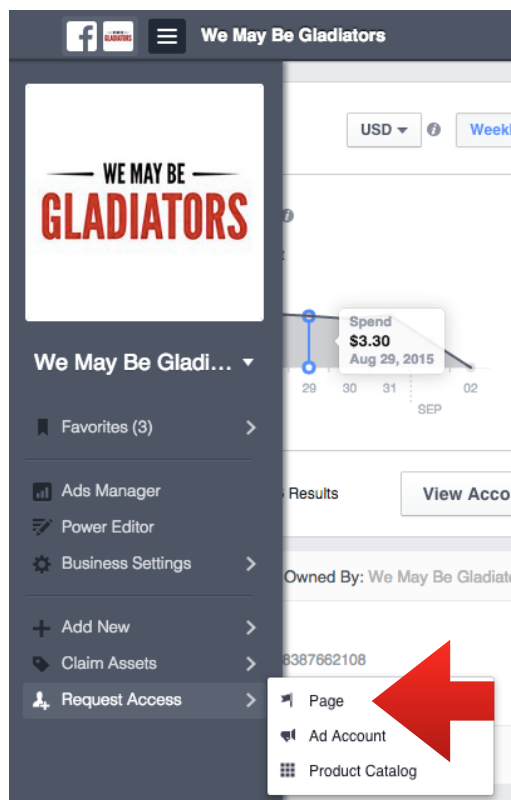
Sounds great, how do I get started.

For Facebook Advertising

A large percentage of the digital spend should occur on the Facebook platform as it has some of the best ways to reach our active fan base. Facebook allows us to add you as an advertiser on Rodney's page so your ad will come from Rodney's Facebook page. There are two way to do this: 1 is just through your existing FB account and one is through Facebook Business Manager. (FBM) If you don't know what FBM is, it is a more robust way to manager your ad accounts and pages in Facebook. More info can be found here <https://business.facebook.com/overview>

Here are step by step instructions:

- 1) If you do not use Facebook Business Manager, that is fine, please send us the email address you normally use to buy Facebook ads (the email address attached to your FB account that you buy ads through). If your company uses Facebook Business Manager, please request access from your Facebook Business Manager Account. You can request access within your FB manager account by choosing "Request Access" on the bottom left rail. Choose Page under Request Access.



2) Type in Rodney Carrington and choose his profile.

3) On the next screen, check mark Page Advertiser (and Page Analyst if you need it)

4) Let us know you have submitted request by emailing me at ryan@wemaybegladiators.com

5) Once we receive your email I will approve the request.

6) Once approved you can start building out your ad campaign.

7) When building out ads, please be mindful that you are speaking directly to Rodney's fans on Rodney's page. Please keep your ads geo-targeted for your event and don't try to "be" Rodney or try to be funny - it never works well. Just state the facts and drive them to purchase tickets right at your ticketer. (See our below examples) Please send us the text for your ad so we can offer up any suggestions that might help make it more impactful. We respond to promoters placing ads quickly.

Here are some ads from Outback Concerts.



Rodney Carrington
Published by Shelley Todd [?] · August 26 at 10:47am · 🌐

Where my friends at in West Palm Beach?! I'll be seeing you guys September 18 at the Kravis Center. Get your tickets today, let's have a good time! bit.ly/1Vax7gh



FRIDAY
9/18
KRAVIS
CENTER
RODNEY CARRINGTON

Like Comment Share



Rodney Carrington
Published by Shelley Todd [?] · July 27 · Edited · 🌐

Hey Chattanooga, TN! Rodney is coming to Tivoli Theatre on Saturday, September 26. Tickets are on sale now! <http://bit.ly/1OMrxNn>
#HereComesTheTruth



RODNEY CARRINGTON
HERE COMES
THE
TRUTH

If you have any questions or need help, please reach out to:

Ryan Bitzer

ryan@wemaybegladiators.com

(615) 967-7010

We are here to help and make this show as successful as it can be.

Thanks, Team Rodney