



## PROMOTIONAL BEST PRACTICES

### POINT OF SALE

#### 1. Hang event-specific posters

- Placed in high-traffic areas such as entryways, windows, bathrooms, and hallways
- Should be hanging for at least two full weekends prior to event

#### 2. Utilize branding posters

- Shipped quarterly, these promote the brand of the event, i.e. UFC, and upcoming dates without mentioning specific fighters
- Should be hanging at all times
- Should be placed strategically around store, per same suggestions as the event-specific posters
- Can be used in place of event-specific posters in the event of last-minute card changes

#### 3. Educate staff on upcoming event

- Have bartenders, hosts, and servers invite guests to upcoming UFC watch party in the two-week period before an event
- Employees should be able to answer basic questions on the event – who, what, where, when. JHP can provide a fact sheet with all of these details

#### 4. Use checks as a reminder

- Program point-of-sale system to print reminder of upcoming event on bill

### DIGITAL

#### 1. Utilize paid or organic advertising on Facebook, Instagram

- Post at least twice a week about the event beginning three weeks in advance; increase frequency in the final few days before
- Boost post with small dollar amounts to maximize reach – unboosted posts by businesses reach just 1-2% of followers
- Include a clickable call to action or offer

#### 2. Create a Facebook event (for each location, if possible)

- Update regularly with news about the watch party, photos, etc.
- Encourage staff to share with their networks

#### 3. Use Twitter organically

- Interject your voice in UFC conversations by replying to Tweets from UFC, quote Tweeting UFC fighters, fans, personalities, etc.
- Snarky, comedic tone works best
- Less overt selling, more raising of awareness through being a part of the discussion
- Create a hashtag unique to the UFC experience

#### 4. Advertise the event on company website

- Prominent display on the home page – create your own or use banner ads or website backgrounds available in style guide
- Standing announcement that all UFC events are shown – update with specific details of each upcoming fight

#### 5. Use email marketing

- Send at least two email blasts per event (per location, if possible)