

Marketing Cheat Sheet UFC 226

Now that you have ordered UFC 226, we want to share with you the step-by-step process to promote a successful watch party at your establishment.

FIRST THING

- Hang upcoming event-specific posters in high-traffic areas (entrance, bathrooms, windows, etc.)
- Visit our [Marketing Hub](#) and download the radio and video ads.
- Sign into the [UFC Style Guide](#) and download the digital assets for promoting on social media and your website. For instructions on operating the style guide, [click here](#).

MARKETING TOOLS

We have copy blocks and facts about the event in addition to social media assets. Below is a list of event-related hashtags, Twitter handles and Facebooks accounts to interact with. There is also a list of YouTube ready clips for you to copy and paste.

Facts about UFC 226

- Stipe Miocic has defended his championship three times and holds the record for most consecutive title defenses in the history of the UFC heavyweight division.
- Daniel Cormier is no stranger to the 265-pound division, winning the Strikeforce Heavyweight Grand Prix in 2015 with a five-round victory over Josh Barnett.
- After both men successfully defended their respective titles at UFC 220, a UFC heavyweight championship superfight between current champion Stipe Miocic and current light heavyweight champion Daniel Cormier will headline UFC 226.

UFC 226 Hashtags

[#UFC226](#) [#BeThere](#) [#UFCBar](#) [#UFCFightNight](#) [#UFC](#)

UFC 226 Twitter Handles

[@UFC](#) [@dc_mma](#) [@Stipemiocic](#) [@BlessedMMA](#) [@BrianTCity](#)

UFC 226 Facebook Accounts

[@UFC](#) [@OfficialStipeMiocic](#) [@danielcormiermma](#)

If you have any questions or need guidance through your marketing process, please email us at marketing@joehandpromotions.com

UFC 226 YouTube Links

[UFC 226: Legends Rise](#)

If you do not have time to be creative, don't worry! We have a three week guideline set of social media posts that make it as simple as telling you when to post and what to post, and allows you to copy, paste and schedule promotional posts for UFC 226.

3 WEEKS OUT

- Inform your staff on the upcoming events and make sure that they know you will be hosting a UFC watch party on July 7.
- Use the following taglines in your email blasts. Alert your customers that you will be hosting the next UFC fight.
 - UFC 226: Legends Rise
 - UFC 226: Two Title Fights
 - UFC 226: The Superfight
- The artwork below, found in the UFC Style Guide, is the banner to use for email marketing.



2 WEEKS OUT

- Use the images found in the [UFC Style Guide](#), and add a fight promotion image to your website.
- Make an event on Facebook and invite your followers.
 - Inside the Facebook Event
 - Use the below photo as the event header.
 - Be sure to inform your staff and recommend to them to invite their Facebook friends.
 - Post any food or drink specials you will be having during the UFC event.
 - Promote any giveaways you may have the night of [#UFC226](#) as well.

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TEN DAYS OUT

- Make sure you have paid for UFC 226.
 - The benefit with paying early is that people will begin to make their plans for UFC fight night in the upcoming week. Once your event is paid for, this will have your business show up on the [UFC](#) & [Joe Hand Promotions](#) bar finders.
- Make a pinned Facebook post about UFC 226 using the image and caption below.
 - Facebook Post for pinning:



[@OfficialStipeMiocic](#) will defend his heavyweight title against current light heavyweight champion [@danielcormiermma](#) at UFC 226 on Saturday, July 7. Come out and enjoy the show!

- Make a pinned tweet about UFC 226 using the image and caption below.
 - Post for pinning:

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In the UFC Superfight on Saturday, July 7, [@Stipemiocic](#) will defend his heavyweight title against current light heavyweight champion [@dc_mma](#) [#UFC226](#) [#BeThere](#) (or here!)

- o Post the below item and caption to Instagram.



We will be hosting a huge [#WatchParty](#) for [#UFC226](#) on Saturday, July 7! [#BeThere](#) Don't miss it!

SEVEN DAYS OUT

- First Twitter posting:
 - o Join our [#UFC226](#) watch party Saturday, July 7. [@Stipemiocic](#) and [@dc_mma](#) square off inside the Octagon LIVE on PPV. Watch party starts at 8 p.m. ET!
 - *Note: the first of the undercard fights are at 8 p.m. ET, PPV fights begin at 10 p.m. ET.*

SIX DAYS OUT

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- Facebook and Twitter Post
 - This Saturday, July 7 is UFC 226. Come out and enjoy the fights with us at our watch party!
- Post inside your Facebook event
 - Less than one week to go until our UFC 226 watch party. Don't forget we will have food & drink specials all night!

FIVE DAYS OUT

- Facebook Post:
 - Make sure to get here early on Saturday night. UFC 226 prelims start at 8 p.m. ET & PPV starts at 10 p.m. ET. We will show both!
- Twitter Post:
 - Saturday, July 7 we will be showing [#UFC226](#). The pay-per-view starts at 10 p.m. ET but our watch party starts at 8 p.m. ET. Come join us!
- Post inside your Facebook event
 - The undercard begins at 8 p.m. ET Saturday night, we will have food and drink specials starting early! We are looking forward to another great night with our favorite UFC fans!

Use this artwork with your posts:



FOUR DAYS OUT

If you have any questions or need guidance through your marketing process, please email us at marketing@joehandpromotions.com

Use the following taglines in your email blasts. Alert your customers that you will be hosting the next UFC fight.

- The Superfight: Stipe Miocic defends his heavyweight title against Daniel Cormier at UFC 226, Saturday, July 7
- Two Title Fights: Heavyweight Champion Stipe Miocic takes on Daniel Cormier, Featherweight Champion Max Holloway defends his title against Brian Ortega.

The artwork below found in the UFC style guide is the banner to use for email marketing.



- Facebook and Twitter Post with below art.



- ICYMI: UFC 226 is Stipe Miocic is currently riding a six-fight win streak dating back to 2015.

THREE DAYS OUT

Facebook and Twitter post:

- Facebook:
 - [#UFC226](#) is the event of the weekend, and our watch party will be the place to be. This is clearly the biggest fight to date in 2018! [@OfficialStipeMiocic](#) defends his title against [@danielcormiermma](#) Saturday, July 7 at 10 p.m. ET.

- Twitter:

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- [#UFC226](#) is the event of the weekend, and our watch party will be the place to be. This is clearly the biggest fight to date in 2018! [@OfficialStipeMiocic](#) defends his title against [@danielcormiermma](#) Saturday, July 7 at 10 p.m. ET.

TWO DAYS OUT

- There are just TWO days left until the most anticipated UFC event of the year! Join our watch party this Saturday night!

Use this artwork with your posts:



ONE DAY OUT

- Tomorrow night we will host a huge watch party for UFC fans to gather and watch the Miocic vs. Cormier & Holloway vs. Ortega fights. Don't miss out! Join us at 8 p.m. ET to start the night off with the UFC preliminary fights!

MORNING DAY OF

Use this artwork for both social media posts.

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- Facebook Post
 - It is [#UFC226](#) fight morning! Don't forget to join us tonight at 8 p.m. ET for a fun-filled night of UFC fights! [#BeThere](#)
- Twitter Post
 - It is [#UFC226](#) fight morning! Don't forget to join us tonight at 8 p.m. ET for a fun-filled night of UFC fights! [#BeThere](#)
- Post inside your Facebook event
 - [#UFC226](#) is tonight! We can't wait to see all of our favorite UFC fans in the house! Call us directly if you have any questions about the watch party tonight [XXX-XXX-XXXX. \(enter your phone number\) #BeThere](#)

AFTERNOON DAY OF

- Facebook post:
 - [#UFC226](#) PPV starts at 10 p.m. ET, but start your night off early with us. Come in & catch the prelim fights that begin at 8 p.m. ET!
- Twitter post:
 - [#UFC226](#) PPV starts at 10 p.m. ET, but start your night off early with us. Come in & catch the prelim fights that begin at 8 p.m. ET!
 - *Note: the first of the undercard fights are at 8 p.m. ET, PPV fights begin at 10 p.m. ET.*

EVENING OF FIGHT

- Facebook Post
 - Our watch party is starting with the preliminary [#UFC226](#) fights that start at 8 p.m. ET.

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- Twitter Post
 - Our watch party is starting with the preliminary [#UFC226](#) fights that start at 8 p.m. ET.

Use the Artwork below with your posting:



- Use your Instagram or Snapchat story to show UFC fans following you that your bar is packed on fight night by scanning the crowd.

POST EVENT

- Instagram Post
 - Post a photo of your packed bar.
- Facebook and Twitter Post
 - Post a photo of your packed bar and thank all of the UFC fans that came out to join your watch party.
- Tag JHP or use #JHPUFC in your bar photos for a chance to win a UFC gift!

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