

****Xumo Ad Campaign Proposal Sketch****

****Campaign Title:** "Streaming Beyond Limits"**

****Objective:****

- Increase brand awareness and user subscriptions for Xumo.

****Target Audience:****

- Ages 18-45, tech-savvy, media consumers, cord-cutters, and streaming enthusiasts.

****Key Messages:****

- Free streaming with no contracts.
- Diverse content offerings: movies, TV shows, live events, and news.
- User-friendly interface and accessibility across devices.

****Campaign Components:****

1. ****Digital Advertising:****

- Social Media Ads (Facebook, Instagram, Twitter)
- Google Display Network
- YouTube Pre-Roll Ads

2. ****Influencer Partnerships:****

- Collaborate with popular streaming and tech influencers to promote the platform through reviews and tutorials.

3. ****Content Marketing:****

- Create blog posts and videos highlighting hidden gems on Xumo.
- Weekly newsletters showcasing top trends and new releases.

4. ****Promotional Offers:****

- Limited-time free trial for new users.
- Referral bonuses for existing users who bring in friends.

5. ****Events and Sponsorships:****

- Sponsor local events or film festivals to showcase Xumo's offerings.
- Host virtual watch parties for popular shows or movies.

6. ****Measurement and Analysis:****

- Track key metrics: user sign-ups, engagement rates, ad reach, and conversion rates.
- A/B testing for digital ads to determine the most effective messaging.

****Timeline:****

- Phase 1: Research and Planning (Month 1)
- Phase 2: Creative Development (Month 2)
- Phase 3: Campaign Launch (Month 3)
- Phase 4: Monitoring and Adjustments (Ongoing)

****Budget:****

- Total Estimated Budget: \$XX,XXX
- Breakdown: Digital Ads, Influencer Fees, Production Costs, Event Sponsorships, Miscellaneous

****Conclusion:****

- The "Streaming Beyond Limits" campaign aims to position Xumo as the leading choice for free streaming services while engaging and expanding its user base.