



DIGITAL MARKETING + CONSULTATION

At **SkipLine Parties**, we have been collecting contact information from every guest that utilizes our services from private events, limousines, and large-scale events. This year alone we have added over **5000** contacts to our text lists, and e-mail lists are over 18,000.

These added contacts are verified and direct to the Edmonton area. In accordance with CASL (Canadian anti-spam legislation), **SkipLine Parties**, follows their guidelines stringently to ensure our continued business and future. With this in mind, the "Opt-Out" option is always made apparent in all marketing contact made. The more we utilize these marketing lists, the more likely it is that we potentially lose these contacts as a viable business source. We have taken that into account when considering effective pricing for partnered advertising.



EDMONTON DEMOGRAPHIC

AGES 18-35

MAIN DEMOGRAPHIC LOOKING TO GO OUT, BE SOCIAL, AND SPEND MONEY WHILE OUT WITH FRIENDS

CURRENT OPTIONS

Email Marketing Campaigns



AVG OPEN RATE

Option 1e- \$0.025 up to 5,000 Custom email with an unlimited amount of characters and imagery.

Option 2e- \$0.02 for 5001+ Custom email with an unlimited amount of characters and imagery.

(Save an ADDITIONAL 20% by increasing your audience)

SMS Marketing Campaigns

Single text of 161 characters or less

- Option 1a - \$0.10 up to 2500
- Option 1b - \$0.08 for 2501+ **(Save an ADDITIONAL 20% by increasing your audience)**

Single text of 322 characters or less

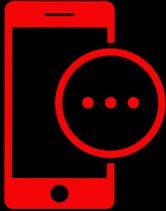
- Option 2a - \$0.15 up to 2500 **(Save and ADDITIONAL 25% by doubling your content)**
- Option 2b - \$0.12 for 2501+ **(Save and ADDITIONAL 20% by increasing your audience)**



AVG OPEN RATE

MMS MESSAGE OF 1581 CHARACTERS OR LESS

Add 9.8x more content than a single text! This option can also support emoji's or an image (images and emoji's reduce the amount of characters able to be used by data allotment). However, emoji's are statistically a GREAT way to grab attention and add value to the viewing of the text campaign when not requiring the full allotment of character usage.



Option 3a - \$0.25 up to 2500

Option 3b - \$0.20 for 2501+
(20% Discount)

ADDITIONAL CAMPAIGN DISCOUNTS

To be truly effective, all marketing should have some consistency to ensure it's properly reaching its target audience. As such, if there is a 3 or 4 campaign commitment, please enjoy the discounts as provided:

4 Text Campaign - choose any preferred campaign option, and the 4th blast will be invoiced at a 75% discount and an additional email blast of 20k+ contacts for FREE (Email retail of approx. \$400.00)

3 Text Campaign - choose any preferred campaign option, and the 3rd blast will be invoiced at a 35% discount and an additional email blast of 10k contacts for FREE (Email retail of approx. \$250.00)



SKIPLINE PARTIES APP NOTIFICATION PUSH

This push appears directly on the notification tray of any person with the SkipLine Parties App on their device. It firstly provides an audible notification sound, as well they will receive text notification (90 characters) that guarantees a 100% engagement rate

RATE: \$0.10 PER PUSH



100%
Engagement Rate

TARGETED SOCIAL MEDIA CAMPAIGNS

SkipLine Parties will create Targeted Social media campaigns for both **Facebook** and **Instagram**. These campaigns are curated from our filtered party demographic contacts. This Includes graphic development, split tests, and monitored content to optimize interactions and visibility.

Not only do our campaigns target specific demographics from our extensive list of active partiers, but our campaigns rate of engagement is on average **28-35% cheaper per click with a 18-25% higher impression** rating than non-specific ads. Your money goes a lot further.



**CHEAPER
CPA**



**HIGHER
IMPRESSIONS**



**MORE PRODUCTIVE
ADS**

This service is only **\$350/month** per specific campaign the venue wishes to direct traffic to. This includes professional graphic development as well. A very conservative ad spend of \$1050.00 will not only be more effective, but pay for itself to a more refined demographic and market.

**This rate is for the services, maintenance and optimization of the ad program(s). The venue is required to provide a credit card and budget for payment of all ad expenditure.*

VENUE CONSULTING + MARKETING

SkipLine Parties management team has **32 combined years of hospitality experience** from every level of employment. This starts from serving, bartending, promotions, Assistant Management, General Management, and Operations Management.

With this experience, we can easily assess and create a professional evaluation, along with a detailed execution plan to aid and assist your venue with optimization protocols for not only a better client experience, but a more sustainable organic result.

These packages are customized and tailored to your specific needs and venue. Ask us about this service, and we will gladly offer you a quote.