

# Campaign Strategy - Blood Drive

This Campaign Includes Blood Donations and Sponsors

Additional elements include:

- Donations with posting proof of completion
- Influencers sharing stories on donations
- Stories created about how donations help others
- Create social mini-series about people being saved
- Share images of donors and people impacted
- Publish stories of Healthcare workers & Blood
- Develop stories of when blood donations are needed
- Reward fans for submitting stories with gamification

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# Campaign Strategy - Social Gaming

This Campaign Includes Fans Interacting With Scenes

Additional elements include:

- Connecting with Social Media w/proof of completion
- Influencers sharing stories from scenes for leads
- Stories created about brief segments of the book
- Create social mini-series from Storyboard elements
- Share images of fan based outfits and wardrobes
- Publish brief stories for fan engagement for upvotes
- Develop stories that can be shared for gamification
- Reward fans for submitting stories with gamification

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# Campaign Strategy - Storyboard

This Campaign Includes Blood Donations and Sponsors

Additional elements include:

- Motivate Fans to produce Storyboards elements
- Motivate Influencers to share images for upvotes
- Create a portfolio of all the contributors work
- Develop collections from different fans for comments
- Create rewards for sharing content and following
- Combine the storyboard portfolios and gamification
- Build a strong **Call To Action** for sharing content
- Create rewards that build on more participation

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