

10th Annual
Brunch & Benefit Concert
11am - 2pm

Afterparty
2-5pm

Avalon Hollywood
1735 Vine St.
Hollywood, CA 90028

Tickets on Sale
www.mojamoja.tv

sponsored by
FIGAT7TH

2.10.2018

MOJAMOJA

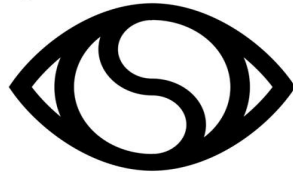
CELEBRATING 10
YEARS OF MUSIC
DISCOVERY



SOUL CONTROLLER AWARD



Soulection
DJs Kronika & Sasha Marie



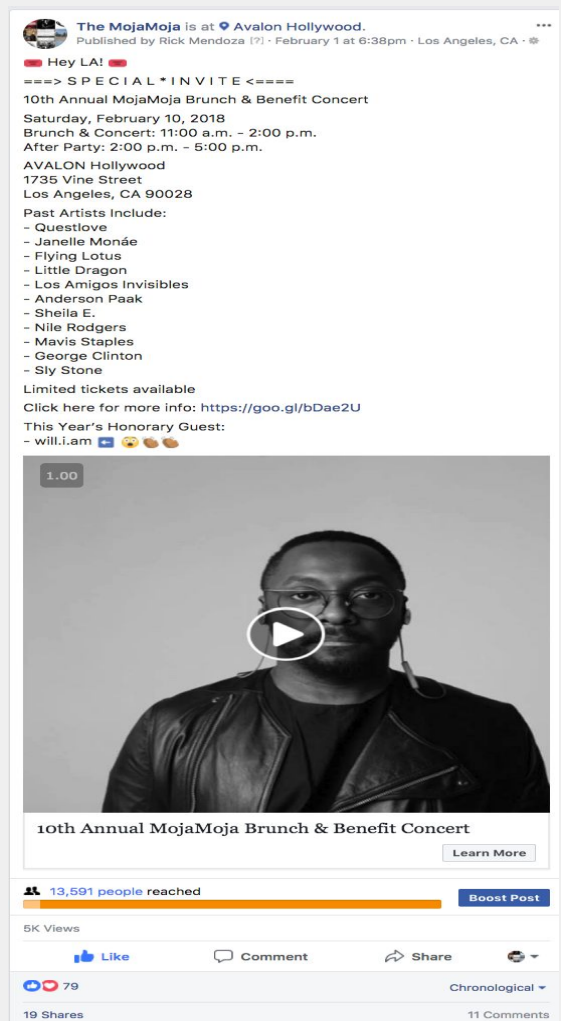
Step #1: Video Views Campaign

Overall Campaign Objective: Increase event/brand awareness via social media ads and engagement in order to create consumer buy in and ultimately increase ticket sales

Overall Campaign Strategy: Social Media ads and brand/event engagement via Event website and Event Page.

Results/Tactics:

- Increase Engagement
- Build Social Proof
- Create Video Views Audience
- Increase Page Likes and Follows
- Branding



The image shows a Facebook post for an event. The post is from 'The MojaMoja' and is located at 'Avalon Hollywood'. It was published by Rick Mendoza on February 1st at 6:38pm in Los Angeles, CA. The post content includes: 'Hey LA!', 'SPECIAL INVITE', '10th Annual MojaMoja Brunch & Benefit Concert', 'Saturday, February 10, 2018', 'Brunch & Concert: 11:00 a.m. - 2:00 p.m.', 'After Party: 2:00 p.m. - 5:00 p.m.', 'AVALON Hollywood', '1735 Vine Street', 'Los Angeles, CA 90028', 'Past Artists Include: Questlove, Janelle Monáe, Flying Lotus, Little Dragon, Los Amigos Invisibles, Anderson Paak, Sheila E., Nile Rodgers, Mavis Staples, George Clinton, Sly Stone', 'Limited tickets available', 'Click here for more info: https://goo.gl/bDae2U', 'This Year's Honorary Guest: - will.i.am'. Below the text is a video player showing a man in a leather jacket with a play button overlay. The video player has a '1.00' duration indicator. Below the video player is the event title '10th Annual MojaMoja Brunch & Benefit Concert' and a 'Learn More' button. At the bottom of the post, it shows '13,591 people reached', a 'Boost Post' button, and engagement metrics: '6K Views', 'Like', 'Comment', 'Share', '79', '19 Shares', and '11 Comments'.

The MojaMoja is at Avalon Hollywood.
Published by Rick Mendoza (7) · February 1 at 6:38pm · Los Angeles, CA · 🌐

Hey LA! 🇺🇸

====> SPECIAL *INVITE <====

10th Annual MojaMoja Brunch & Benefit Concert

Saturday, February 10, 2018
Brunch & Concert: 11:00 a.m. - 2:00 p.m.
After Party: 2:00 p.m. - 5:00 p.m.

AVALON Hollywood
1735 Vine Street
Los Angeles, CA 90028

Past Artists Include:
- Questlove
- Janelle Monáe
- Flying Lotus
- Little Dragon
- Los Amigos Invisibles
- Anderson Paak
- Sheila E.
- Nile Rodgers
- Mavis Staples
- George Clinton
- Sly Stone

Limited tickets available
Click here for more info: <https://goo.gl/bDae2U>

This Year's Honorary Guest:
- will.i.am 🎤 🎧 🎸 🎹

1.00

10th Annual MojaMoja Brunch & Benefit Concert

Learn More

13,591 people reached

Boost Post

6K Views

Like Comment Share

79

19 Shares

Chronological

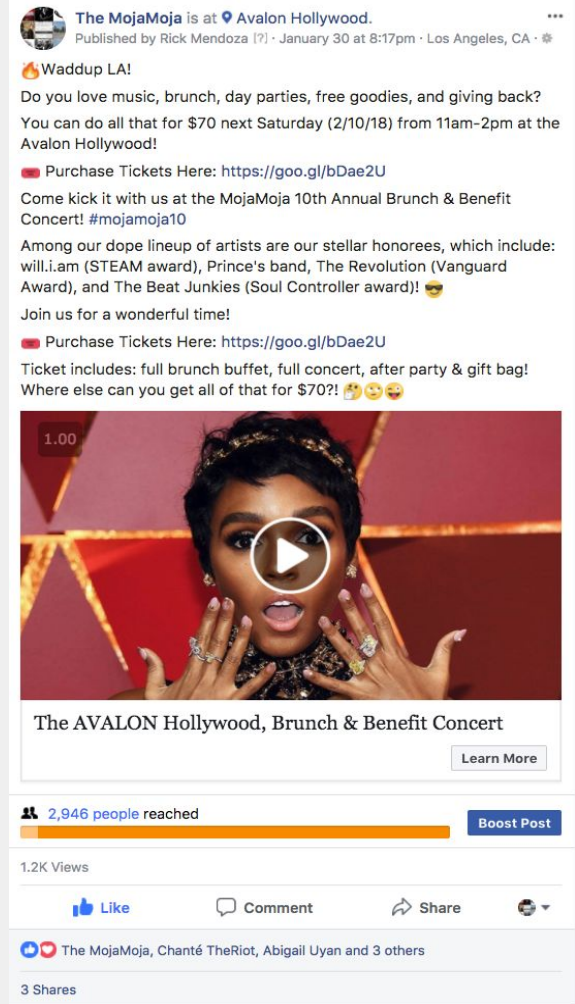
11 Comments

Step #1 Cont'd: Video Views Campaign

Target Audience Objective: Find appropriate fan/consumer base which will engage with SM channels as well as convert to ticket sales.

Target Audience Reach: Initial audience to test consumer engagement and interest as well as conversion to ticket sales.

- Fans and Friends of the Page
- Lookalike Audiences of Page
- Lookalike of Video Views
- Interest/Behavioral Targeting



The MojaMoja is at Avalon Hollywood.
Published by Rick Mendoza [?] · January 30 at 8:17pm · Los Angeles, CA · 🌐

🔥 Waddup LA!

Do you love music, brunch, day parties, free goodies, and giving back? You can do all that for \$70 next Saturday (2/10/18) from 11am-2pm at the Avalon Hollywood!

👉 Purchase Tickets Here: <https://goo.gl/bDae2U>

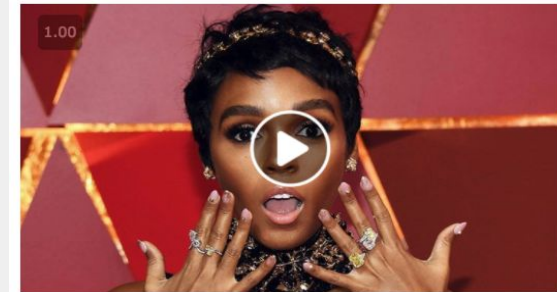
Come kick it with us at the MojaMoja 10th Annual Brunch & Benefit Concert! #mojamoja10

Among our dope lineup of artists are our stellar honorees, which include: will.i.am (STEAM award), Prince's band, The Revolution (Vanguard Award), and The Beat Junkies (Soul Controller award)! 🙌

Join us for a wonderful time!

👉 Purchase Tickets Here: <https://goo.gl/bDae2U>

Ticket includes: full brunch buffet, full concert, after party & gift bag! Where else can you get all of that for \$70?! 🙌🙌🙌



The AVALON Hollywood, Brunch & Benefit Concert

[Learn More](#)

👤 2,946 people reached [Boost Post](#)

1.2K Views

👍 Like 💬 Comment ➦ Share 🌐

👤 The MojaMoja, Chanté TheRiot, Abigail Uyan and 3 others

3 Shares

Step #2: Event Response Campaign

Promoted Audience:

- Fans of the Page
- People that have engaged with Page
- People that watched <50% of Video
- Prior Email List

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Brunch & Benefit Concert
11am - 2pm

Avalon Hollywood
1735 Vine St.
Hollywood, CA 90028

Afterparty
2-5pm

Tickets on Sale
www.mojamoja.tv

sponsored by
FIGAT7TH

2.10.2018

MOJAMOJA

CELEBRATING 10
YEARS OF MUSIC
DISCOVERY

BEAT JUNKIE SOUND
WWW.BEATJUNKIES.COM

SOUL CONTROLLER AWARD

will.i.am
STEAM AWARD

The Revolution
VANGUARD AWARD

Wajatta

Charity Partner

Jungle Fire

Soulection
DJs Kronika & Sasha Marie


The Steoples

Elise Trouw


Step #3: Retargeting Campaign

Retarget Audience:

- People that replied to the Event Response
- People that watched <50% of the video
- People that didn't complete checkout
- People that visited Ticketing Page
- Excluding people that purchased

 **The MojaMoja**
Written by Rick Mendoza [?] · February 8 at 8:20pm · 🌟

☀️ Don't miss out. Tickets are going up this week.
10th Annual MojaMoja Brunch & Benefit Concert
Saturday, February 10, 2018
Brunch & Concert: 11:00 a.m. - 2:00 p.m.
☀️ COUPON CODE: mojamoja10



Last Chance to Get Your Discount Tickets
[Learn More](#)

Last chance: Yes Tickets are Going Up...
AVALON Hollywood 1735 Vine Street Los Angeles, CA 90028
[HTTPS://WWW.EVENTBRITE.COM/E/10TH-ANNUAL-MOJAMOJA-...](https://www.eventbrite.com/e/10th-annual-mojamoja-...) [Learn More](#)

👍 Like 💬 Comment ➦ Share 🌐


👤 Chuck Nunley IV, Christopher Wright and 5 others

4 Shares

Step #3: Retargeting-Discount Tickets

Retarget Audience:

- People that replied to the Event Response
- People that watched <50% of the video
- People that didn't complete checkout
- People that Interacted w/ Page
- Excluding people that purchased


 **The MojaMoja** is at **Avalon Hollywood**.
Published by Rick Mendoza [?] · February 6 at 10:13pm · Los Angeles, CA · 🌐

Tomorrow's the last day to get discount tix at \$55 before they go up to \$90 at the door.
<https://goo.gl/bDae2U>
(use promo code: mojamoja10)

Tix include brunch buffet, comp cocktail, swag bag sponsored by @FIGat7th, concert, award show and Afterparty featuring @Soulection ... all for a great cause. Don't miss out!
<https://goo.gl/bDae2U>
(use promo code: mojamoja10)


Even if you can't attend buy a ticket like many already have to support paid STEAM and Tech Job summer apprenticeships for underrepresented youth. We are less than \$8K away from reaching our goal of \$25K and your support can help us and make a difference in someone's life!

Celebrate a decade of music discovery this Saturday at the Avalon Hollywood



985 people reached [Boost Post](#)

690 Views

[Like](#) [Comment](#) [Share](#) 

[The MojaMoja, Deana Becker, Brian Robinson and 11 others](#) [Chronological](#) ▼

4 Shares 1 Comment

Analytics: Total Ads/Traffic and Ad Spend

40680644 Discard Drafts

Search Filters Campaign Delivery: Any Impressions (Campaign): > 0 Campaigns: (8) Save Filter Clear Jan 2

Account Overview Campaigns **8 selected** Ad Sets for 8 Campaigns Ads for 8 Campaigns

+ Create Duplicate Edit Create Rule Columns: Custom

✓	Campaign Name	⚠ Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking Action
✓	Boost Post	⊖ Inactive	1 Landed	85	96	\$3.72 Per Landed	\$3.72	Ongoing	2
✓	Retargeting 2	⊖ Inactive	27 Landed	1,068	2,109	\$1.13 Per Landed	\$30.57	Ongoing	521
✓	Retargeting 1	⊖ Inactive	3 Landed	124	138	\$0.80 Per Landed	\$2.40	Ongoing	45
✓	Conversions-Lander	⊖ Inactive	14 Landed	842	966	\$0.72 Per Landed	\$10.09	Ongoing	189
✓	Engagement	⊖ Inactive	601 Post Engagements	1,465	1,591	\$0.02 Per Post Engagem...	\$12.90	Ongoing	522
✓	Traffic	⊖ Inactive	275 Link Clicks	11,630	16,141	\$0.52 Per Link Click	\$142.74	Ongoing	3,382
✓	Video Engagement - Insight Pull	⊖ Inactive	11 Post Engagements	27	27	\$0.07 Per Post Engagem...	\$0.74	Ongoing	10
✓	Video Engagement-Moja18	⊖ Inactive	1,161 Post Engagements	2,854	2,998	\$0.03 Per Post Engagem...	\$36.95	Ongoing	1,072
▶ Results from 8 campaigns				—	15,709 People	24,066 Total	—	\$240.11 Total Spent	4,958 People

Total Ads Created: 8

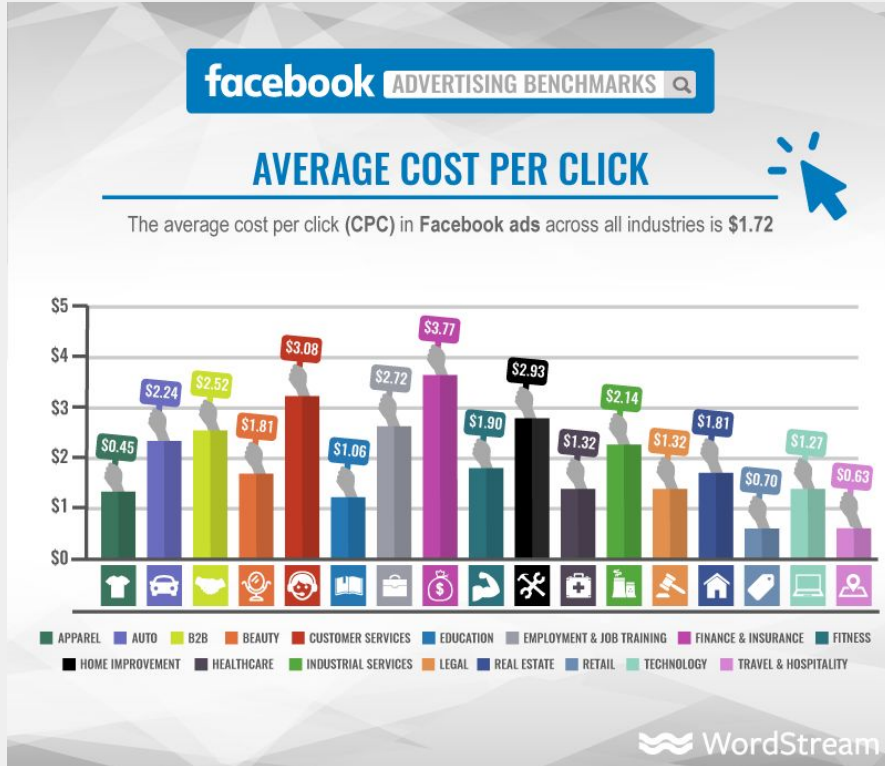
Total Reach: 15,709

Total Impressions: 24,066

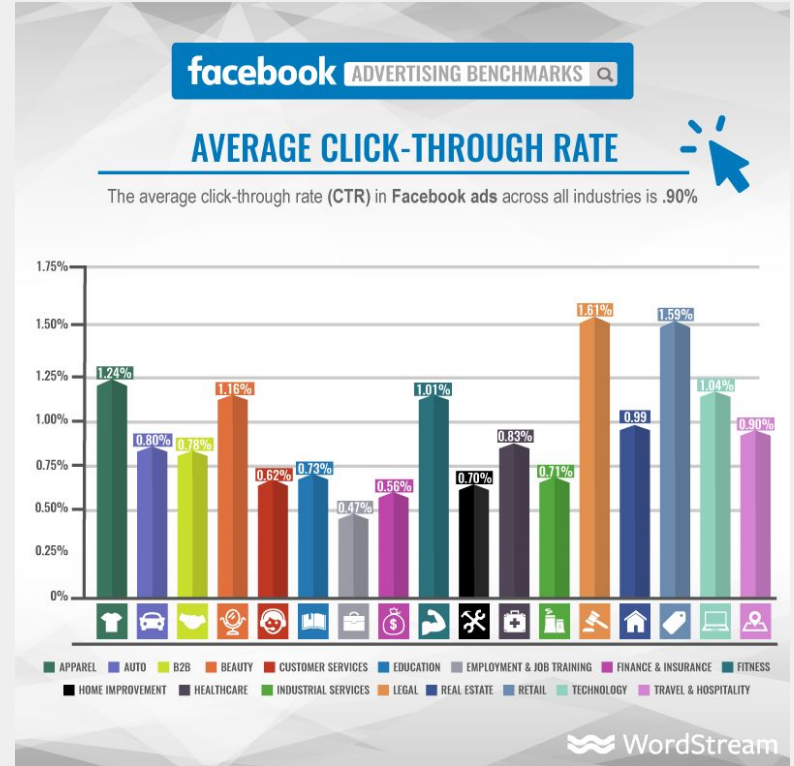
Total Ad Budget: \$250

Total Ad Spend: \$240.11

Analytics Cont'd: Industry Standards vs. GMMG/MOJA



MOJA CPC: \$0.16



MOJA CTR: \$0.72