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Introduction and Market Share

HBO Max is a direct-to-consumer subscription video on-demand (SVOD) platform that provides a large variety of streaming options from Max Original content, blockbuster movies, and compelling series that provide viewers with “the best in the class” quality content (Warner Bros.). Founded in May 2020, HBO Max is a sub-organization of HBO, but is owned by Warner Bros. Discovery. The platform provides consumers with an advertising-supported tier low-priced subscription option (Warner Bros.). Since its launch in 2020, HBO Max has expanded into 61 countries including countries across Latin America and the Caribbean (Warner Bros.).

Subordinate HBO Inc.’s mission statement is “At the heart of HBO is our passion for making a difference, and every day we are using our platform to educate, inspire thoughtful action and help make the world a better place” (HBO). The content development and production teams work closely with Warner Bros. Discovery’s Corporate Social Responsibility team to make sure content including issues or significant societal themes are developed and addressed responsibly, to ensure authenticity is captured, depictions are representative, and viewers are provided with support and resources as well as ways to continue the conversation (HBO).

HBO Max is currently on Instagram, Facebook, Twitter, TikTok, LinkedIn, Snapchat, Pinterest, Youtube, and Reddit. HBO Max is mostly above the average engagement per post for media companies and below the number of posts per week, depending on the platform, so the engagement rate does reflect the popularity of the brand, but the presence is far less than average for a media company. Across all platforms, each handle is @HBOMax, making it consistent with the brand, it is the official name, and noticeably separate from HBO (without the Max) which has its own branding across the same platforms. Facebook has 650K followers and has an engagement rate of .03% with an average of 47 posts per week (“Facebook Head-to-Head Report,” 2022). Instagram has 2.84 million followers with an engagement rate of 28% and an average of 48 posts per week (“Instagram Head-to-Head Report,” 2022). Lastly Twitter has 1.13 million followers and has an average of 13% engagement rate per post with about 30 posts per week (“Twitter Head-to-Head Reports,” 2022). Tiktok has an engagement rate of .095% and has an average of 40 posts per day (“TikTok Head to Head Report,” 2022).

In the United States, HBO Max holds 12% of market share (Business Insights, 2022). During 2021, HBO Max had a 5% increase in share making it the fastest growing platform (Esposito, 2022). It was also the most downloaded app in 2021, setting a record of 46 million downloads, surpassing Netflix which received only 38 million downloads, and is on the decline (Business Insights, 2022). In 2021 there were 71 million HBO Max viewers worldwide (Statistica, 2022). It’s forecasted that the number of viewers in the United States alone is expected to exceed 100 million in 2023 (Statistica, 2022). HBO Max earned a revenue of \$7.7 billion at the end of 2021 from subscription services alone, a \$1 billion increase from the previous year (Statistica, 2021). The National Tracking Poll of 2021 by Morning Consult found that 27% of U.S households have subscriptions to HBO Max. By 2027, HBO Max will have 51 million subscribers in the United states. In Latin America, it’s estimated that HBO Max will have an extreme increase in

subscribers going from 1.39 million in 2021 to a predicted 10.23 million by 2026 (Statistica, 2022).

Buyer Persona

The New York Times reports that HBO and its streaming service, HBO Max, have attracted 67.5 million paying users worldwide. HBO Max's current demographic of consumers is 45-54-year-old, white females, with an annual income greater than \$100,000. The average HBO consumer most likely belongs to Generation X as these individuals were born between 1965-1980 (Sager, 2022). Many of these individuals have an education level of a graduate college degree or more. In fact, almost half of Gen X have a 2- or 4-year college degree, and more than 10% hold a graduate degree (RKMA). By studying the generational behaviors of Generation X, HBO Max can tailor their advertisements to their target audience.

Approximately, 65.2 million people in America (19.3%) fall into this cohort and are between the ages of 41-56 (Kasasa, 2021). This generation holds the majority of business leadership positions and despite their relatively small portion of the total population, their purchasing power accounts for 31% of the total U.S. income. GenX earns more than any other generation with an average net worth of \$168,600 (Smith, 2021). Individuals within this cohort are likely to consume media through newspapers, magazines, radio, and television; individuals watch approximately 165 hours worth of TV a month (Kasasa, 2021). Gen Xers are often oriented toward value, information, and authenticity (Wiley, 2022), and individuals place emphasis on honest and genuine messaging that reflect common life experience. This cohort is usually described as resourceful, independent, and keen on maintaining a work-life balance.

GenX relies on social media to discover brands, read reviews, and make purchasing decisions. According to Sprout Social, 56% of GenX consumers learn about new brands through social media and many value a brand's active social presence as it helps to create additional product research. Social listening is crucial to gain the trust of GenX. Companies should be extra vigilant that their content does not offend consumers; GenX-ers are 160% more likely than other generations to unfollow a business if it says something that offends them or opposes their personal beliefs (Caron, 2020). Social media is not the only way GenX learns about new brands though, 1/3 of Xers say they also rely on word-of-mouth recommendations. When advertising to this generation, 82% of consumers say they are looking for personalization from brands that they are loyal to (Data Axel, 2021). According to research, GenX expects brands to educate and excite them through videos and explanations on how a brand may offer them a solution to a common problem. Individuals within this cohort care the most about honest, genuine messaging that reflect common life experience. 85% of GenX say authenticity is the most important quality of a brand when deciding whom to support (Wiley, 2022). While the trust of GenX is hard to earn, many consumers will become brand loyal and are willing to pay a premium for a trustworthy product.

GenX spends approximately 6 hours and 58 minutes a week on social media platforms. On average, individuals within this cohort will use 5-6 different social platforms at least once a week. Interestingly, GenX will regularly switch between devices to access their accounts, including computers, tablets, and mobile phones; however, GenX-ers spend about 3 hours a day on their mobile devices to check their Facebook, research businesses, read the news, and watch YouTube videos (Anderson, n.d.). Despite their activity level on social media platforms, email remains one of the top ways to interact with this generation cohort as 59% of GenX prefers email ads.

GenX-ers consume different content on each platform. HBO consumer segments are interested in all-in-one devices that offer a variety of affordable options. They are enthusiastic about technology but will still consider price sensitivity when it comes to purchasing decisions. They are aware of the risks involved with sharing personal information online but are willing to participate in content-sharing services. HBO consumers are generally financially secure, and their overall financial position will not be too dependent on the future economy. When evaluating this generation, Facebook is an effective tool for sharing discount offers. According to Sprout Social, 41% of GenX follows businesses on social media for contests and 58% follow for deals and promotions. On YouTube, individuals of this cohort are likely to be consuming 'How-To' videos or useful tutorials/ product demonstrations. This is likely due to the fact 60% of GenX-ers prefer a video when learning about a new brand or product. Instagram is used by individuals to follow influencers for beauty, food, health and wellness, fashion, lifestyle, DIY, and parenting. Regarding Twitter, GenX is likely to receive news from this platform; however, of the 48% of GenX-ers who have a Twitter profile, less than half are active users (Carter, n.d.). TikTok provides this generation with nostalgia and humor as individuals engage with videos of past events, people, commercials, or music (Anderson, n.d.).

Companies should focus on posting regularly and utilize email blasts and paid Facebook ads to reach their target audience. Discount codes should be considered to drive online purchases. Advertisements should be suited for mobile devices. As this cohort places emphasis on authenticity, HBO Max should manage and respond to reviews as quickly as possible. Additionally, video marketing showing day-to-day life should be considered as many individuals within this cohort respond well to genuine advertisements. This generation interacts with nostalgia and should be incorporated into marketing channels. HBO Max's target audience is some of the most loyal customers with large spending power, and the brand should consider these characteristics when building a social media marketing plan.

Persona Planner

 Mary Smith	Bio Mary is a career oriented professional who currently works as a Human Resource Director for HubSpot, based out of the companies headquarters in Cambridge, MA.	Quote “Maintaining a work-life balance is important. I am currently searching for a streaming platform that can help me unwind after a long work day.”
	Frustrations (pain points) Searching for brands that align with personal beliefs will unsubscribe from a company if content is offensive or doesn't align with social causes she cares about.	Motivations (goals) - Unwind - Entertainment - Usefulness - Emphasis on social causes
Demographic info Age 47 Location Boston, MA Family Status Divorced, no kids Education level Master Income level \$100,000+	Communication Channels Email Blasts & Paid Facebook Ads Content types and formats Videos and Photos Suited for Mobile Device Content themes and topics Discount Codes	Factors influencing buying decisions Mary places emphasis on usefulness, customer service experience, and discounts when looking for new companies.
		Gains from my product HBO Max allows users access to well-known exclusives, including Friends and Sex and the City, and new original programming, like Game of Thrones. HBO Max is committed to making a difference. HBO launched HBO Inspires to connect audience with social issues

Viewer Persona:

Our research has shown that the current demographic of HBO consumers are white females ranging between the age of 45-54 (income of 100k+ with a graduate degree or more); however, the demographics used to develop an audience persona will vary and be dependent on the show/film being promoted.

The brand will develop various audience personas based on their individual characteristics and platform factors rather than taking a one-size-fits-all approach. The brand will use social listening and monitoring to tap into each program. Examples of metrics used to build an audience persona may include key demographics such as age, gender, location, relationship status, home

type, income, and location. Additional metrics considered may be hobbies, personality traits (outgoing, reserved), pain points (specific problems that our audience is experiencing), and motivations and goals. Behavioral factors should include knowing what social media platforms our target audience is active on and their behavior on each of those platforms. More specific factors could be influencers they may follow and hashtags that they are regularly engaging with. (Barnhart, 2021) These insights will help the brand develop the best audience persona attached to individual programs.

The following is an example of the development of an audience persona for the HBO show

Game of Thrones:

- Game of Thrones is popular with Millennials and Gen Xers
- 68% of the audience for “Game of Thrones” is concentrated in the 18-49 age group.
- Game of Thrones has more male viewers, which runs counter to the vast majority of HBO consumer's demographic
- 56.4% of users on Twitter are male
- Platform with the highest number of viewers of the show
- 20% of GOT viewers are impulse buyers
- 62% love to shop online
- 33% are avid sports fans
- The top three brands associated with HBO Max are PlayStation, Doritos, and Bud Light (Schoenbauer, 2019).

Based on the information collected, HBO Max can build an audience persona of a male fan between the ages of 18-49. This individual loves to shop online and tends to be an impulsive buyer. Twitter is the main social media platform they will use. This demographic can be described as avid sports fans, and Twitter helps them to remain up to date on sports games, statistics, and results. The top three brands associated with Game of Thrones are PlayStation, Doritos, and Bud Light. Our persona will likely follow these other brands on Twitter as well. These brands include hashtags that this male persona will interact with which will then allow us as the brand to follow up on to get a more in-depth persona analysis.

Viewer Persona Planner

 Donnie Mraz	Bio Donnie currently works as a cybersecurity technician for AT&T in Dallas, TX.	Quote “ Finding a streaming service that matches my interest is difficult. There are a lot of products on the market, but I just want to know - who is Jon Snow?”
	Frustrations (pain points) Enjoys watching similar movies and TV shows as friends but can not determine the streaming service right for him	Motivations (goals) Driven by his desire to succeed within his career and the ability to relate to friends
Demographic info Age 38 Location Dallas, TX Family Status Single Education level College Degree Income level 100,000+	Communication Channels Twitter Content types and formats Promotional videos and call to action tweet Content themes and topics #gameofthrones #GOT	Factors influencing buying decisions Will ensure product value and positive product reviews before purchasing Desire to participate in online conversations about the release of new shows Gains from my product Exclusive access to HBO Max Shows, specifically Game of Thrones

SWOT + PEST Analysis

SWOT Analysis

What is the brand doing well?

HBO Max has established itself as an elite streaming option, and its social media presence reflects that status. They are doing three main things very well on social media right now. They set themselves apart from competitors, promote their latest content over various platforms in ways that best reflect the specific platform, and brand themselves consistently.

Setting your brand apart from competitors on social media is a major goal of any brand, and HBO Max has found good ways to achieve this. They have a presence on all major platforms and update and post content more often than competitors. You will find HBO Max profiles on

Facebook, Instagram, Twitter, YouTube, LinkedIn, TikTok, Pinterest, even Snapchat (HBO Max Mini), and Reddit. Over the course of a two-week span from November 7th through the 17th, of the platforms that brands commonly post content on, HBO Max posted more times per day than streaming rival Hulu on Facebook, Instagram, and TikTok. HBO Max posts 6.1 times per day on Facebook compared to Hulu's 3.07, they had 6.86 posts on Instagram while Hulu had 3.07, and on TikTok, they posted 5.7 times per day while Hulu posted only 1.7 times. The only major platform they don't post more content than Hulu on is Twitter, where Hulu posts 4.5 times per day to HBO Max's 4.29 ("Head-to-Head Reports," 2022; "Social Media Benchmark," 2022).

While posting more than its competitors to keep its content up-to-date and relevant, HBO Max also caters to the styles of the specific platforms it is posting on, while remaining consistent when it comes to branding.

HBO Max's Facebook account features a Purple logo, a White Lotus banner, and links to the homepage and support. Their posts tend to be either digital ads or video previews with captions. When we looked at their content, the last three Facebook posts from HBO Max were two digital ads and a video preview. The most recent was a digital ad for *A Christmas Story* remake which was a still of Ralphie sitting on the couch with family opening a gift on what appears to be Christmas morning. The copy reads "A Christmas Story- Now Streaming." The second most recent was a video preview for the *Gossip Girl* remake showing people on smartphones. The headline reads "Devices Change, Gossip Never Stops." The third most recent post was another digital ad, this one for *The Sex lives of College Girls* with the headline "It's Good To Be Back in Essex." These posts reflect Facebook users' habits. People scrolling through Facebook tend to only not watch videos with sound, and rarely click on them. These ads were set up so people would see them and what they were about without having to click, ensuring people get the message (Facebook, 2022).

On Instagram, HBO Max has their purple logo, no banner, and "Let's Fun" slogan with devil emoji. Links to the app store and video clips are also on the homepage. Posts are a mix of stills and videos. The most recent post was a screenshot of a scene from *The White Lotus* with the headline "You already know The White Lotus is to die for. Book your next vacation now. #TheWhiteLotus has been renewed for season 3." The second most recent was a still of scenes from *The Sex Lives of College Girls* with the headline "I am Lila. Lila is me. New episodes of #TheSexLivesOfCollegeGirls are streaming on HBO Max." The third most recent post on Instagram was a video of a scene from *House of the Dragon* with a headline that reads "Every Hand faces a choice eventually." Instagram started as a photo-sharing app and has pivoted to a mix of photos and video since the rise of TikTok, so these posts match what people on the platform are used to. (Instagram, 2022)

HBO Max's Twitter page has its purple logo, White Lotus banner, and "Let's Fun" slogan. Links to the app store, clips, and promoted content. Posts short sentences with a small, short video or GIF on Twitter. The three most recent posts were a tweet stating new episodes of *The Big Brunch* are now streaming, a digital ad for *The Big Brunch* showing stills of contestants with the

headline “Anxiously Waiting for Deliciousness” with a #TheBig Brunch, and a Gif ad for *Love Izzo* with the headline “Warmup is in session” and #LoveIzzo. Twitter posts are mostly text with GIFs or small, short videos, so these posts fit the platform and allow people to easily see and engage with their content (Twitter, 2022).

YouTube features its purple logo, White Lotus banner, and links to its website, clips, and trailers. This platform is probably the one that has stayed most true to its roots and has not pivoted or changed based on what others are doing. Accordingly, HBO Max posts videos on the platform. The last three posts when we looked at their content were three video promos for their original shows *Titans*, *Abbott Elementary*, and *Sort of* (YouTube, 2022).

Although they have an account, as a platform that is meant for professionals to network, HBO Max isn’t too active on LinkedIn. It is used by the brand as a place to find employees and view job openings. It has an older-looking logo than the other platforms, and there is a banner advertising their *Justice League* franchises, which is outside of the circle of shows they’re promoting on other platforms, suggesting it isn’t updated regularly.

On TikTok, you can see the consistent purple logo and “Negronis, anyone” slogan, as well as links to their website, video clips, and trailers. Known for its short-form videos, TikTok allows people to scroll through and click on the content they want to watch. HBO Max posts a range of short-form content in the form of videos and GIFs. The last three posts were two video promos and a GIF. Video promo for *The Rehearsal* with the headline “Door City is in my own home? #TheRehearsal”. Posted four mins ago and has three comments and three likes. Gif of singer Olivia Rodrigo on the red carpet. The headline reads “Livies, this one's for you. #oliviardrigo #rockhall2022.” Actress Mindy Kaling in a video promoting *The Sex Lives of College Girls*. The headline reads “Mindy, you can borrow this account anytime. #slog” (TikTok, 2022).

On Pinterest, we see the purple logo, no banner, and a quick Pinterest blurb with links to trailers and video clips. While there aren’t posts on Pinterest, HBO Max still has a presence through the “pins” they put on their page. They are all very short (10-20 seconds) clips of characters doing funny things in their shows. This is a good way to have a presence on the platform while staying within the parameters of proper use (Pinterest, 2022).

On Snapchat, HBO Max features the purple logo and invites people to watch previews, clips, and even premier episodes of original shows with friends through the app. While doing it, they can use Snapchat’s features to express how they feel about the content. A clever way to have a presence on a platform you wouldn’t think they would be on (Snapchat, 2022).

On Reddit, there is a special HBO Max Reddit logo and HBO Max banner. Reddit is not run by the brand, so it differs from the other platforms. People post questions about shows and other content and the community has an opportunity to talk about HBO Max. There is a separate

Reddit account for HBO, but there is a lot of talk about HBO Max on there as well (Redditt, 2022).

Across all platforms, each handle is @HBOMax, making it consistent with the brand, it is the official name, and noticeably separate from HBO (without the Max) which has its own branding across the same platforms

Where is the brand lacking?

One major thing that sticks out about the brand is the fact that HBO Max and HBO are each branded and packaged as separate entities. The biggest difference between HBO and HBO Max is that HBO Max has more content. But from a branding perspective, the two are kept separate, and if it wasn't for the fact that the name "HBO" is in "HBO Max" they would seem like separate companies.

This could inhibit the brand in the sense that they are competing with themselves for followers and engagement. People could be looking for specific content, want to follow the brand, or engage with something, and go to HBO's pages instead of HBO Max. There isn't an obvious reason as to why HBO and HBO Max are separate. As good as their social media metrics are, they could be even better without the two brands as separate entities. Below are their specific followers for HBO Max accounts:

Below are the number of followers both HBO and HBO Max have on each platform. Taking into account the fact that people follow both, it is still clear that if combined, their following would be much larger.

Facebook

HBO Max- 6.09 million

HBO -12.6 million

Instagram

HBO Max- 2.84 million

HBO - 5.12 million

Twitter

HBO Max- 1.13 million

HBO- 3.2 million

YouTube

HBO Max- 1.66 million

HBO- 2.6 million

LinkedIn

HBO Max- 43,590

HBO- 1.1 million

TikTok

HBO Max- 2.6 million

HBO- 1.6 million

Pinterest

HBO Max- 16,300

HBO- 4,300

Snapchat- N/A

Reddit

HBO Max- 58,600

HBO- 624,000

(“Analytics Made Easy,” 2022)

On a smaller scale, they could be promoting themselves better from a company sense on each platform. While their content is updated regularly and engagement rates and followers are high, they are missing an opportunity to promote their company in the bio sections of each page. In fact, of all the platforms they have a presence on, there isn't a single bio for the company. For some reason, they don't want this as part of their social media presence, but It could give their content some context by providing a backstory for the company.

What can the brand gain?

What the brand can gain is streaming superiority. In this age of so many different options, it is important for a brand to set itself apart from the others. HBO Max has started to do that with marketing that connects people to the brand and makes them need to have HBO Max. This is evident in the engagement rate per post on each platform, particularly compared to competitors.

This metric is very important because it shows how well your posts are being received. This can be anything from liking, reposting, commenting, clicking, etc.

On Facebook, their engagement per post over a recent two-week span (11/3-11/17) was .03%, compared to the industry median of .05%. Furthermore, they posted 47 times per week compared to the industry median of 87 (“Facebook Head-to-Head Report,” 2022).

Over that same period on Instagram, however, their engagement per post was 28%, much higher than the .05% industry average, while still only posting 48 times per week (“Instagram Head-to-Head Report,” 2022).

On Twitter, their 13% engagement rate also ranks much higher than the industry average of .05% while tweeting only 30 times per week (“Twitter Head-to-Head Report,” 2022).

Engagement dips again on TikTok, where there is a .095% engagement rate per post while posting 40 times per day (“TikTok Head-to-Head Report,” 2022).

Compared to competitors, HBO Max is doing a good job of capturing an audience and promoting engagement. We see from a comparison to Hulu that posting more usually creates more engagement, having strong products (individual shows) to promote creates emotion for the product, and brand loyalty results in engagement. Instagram is the platform with the highest engagement rate for all media companies by far compared to other platforms.

Facebook -HBO Max has a much larger Facebook audience than competitor Hulu. From November 3 through November 17 of this year, HBO Max had an audience of 5.28M compared to Hulu’s 3.43M. During that span, engagement per post was 1.42K to 257 in favor of HBO Max. They had six times the engagement and three and a half times more shares per post. (“Facebook Head-to-Head Report,” 2022).

Instagram -HBO Max had 2.84M followers during those same dates, while Hulu had 1.70M. and engagement per post was 8.03K compared to 1.11K, both in favor of HBO Max. HBO Max had seven times the engagement and over two times more comments per post (“Instagram Head-to-Head Report,” 2022).

Twitter -During those dates, HBO Max led in each category again, except for posts per day. They had 1.13M followers and an engagement rate of 1.46K per Tweet. Hulu had 1.12M followers, an engagement rate of 209 per Tweet, and slightly more HBO Max had seven times the engagement and seven times more retweets (“Twitter Head-to-Head Report,” 2022).

TikTok users also favor HBO Max. Over the same period, HBO Max had 2.6M followers, while getting a 24.7K engagement rate per tweet. Hulu had 1.5M followers and saw an engagement rate of 9.04K. HBO had over two and a half times the engagement and eight times more shares per video (“TikTok Head-to-Head Report,” 2022).

What outside forces could hinder the campaign efforts?

Some outside forces that could affect and hinder campaign efforts are the economy, other industries, and competitors.

The economy is a big factor right now. People are cutting back and streaming platforms are not that far down on the cut list. It is important for HBO Max to continue to build its reputation and

be the superior streamer that people keep. They can do this by continuing to ingrain their content into people's lives to put themselves lower on that cut list.

Other industries certainly have a bearing on how HBO Max does. Specifically, the movie theater industry. Because of the pandemic, HBO Max showed every Warner Bros. movie that was released in theaters in 2001 simultaneously on its platform. This ended in 2022 with the easing of the pandemic and the resurgence of the movie theater industry. People certainly subscribed to HBO Max to see content at home instead of going to theaters, and while the platform still releases films that are in theaters, it is not every Warner Bros. film, and it is not simultaneous to their theatrical release dates.

Particularly now that this advantage is no longer there, competitors play a big role in the success of HBO Max as well. The success of other streaming platforms cuts into HBO Max's viewership. Content is the driving factor of whether people choose your platform, and it is more important than ever to promote your content wherever you can to establish yourself as the platform people can't live without.

Something that points to whether this is working is how long after a post people engage with it. Looking at HBO Max's last three posts on each platform where posting is relevant, we see that people are seeing and engaging with it quickly, particularly on Facebook, Instagram, and TikTok.

Facebook

1. Digital ad for A Christmas Story remake. Posted two hours ago and has 507 likes/loves 131 comments and 143 shares.
2. Video preview for Gossip Girl remake. Posted three hours ago, and has 24 likes, two comments, and four shares.
3. Digital ad for The Sex lives of College Girls. Posted five hours ago, 112 likes/ loves eight comments, and 16 shares.

(Facebook, 2022)

Instagram

1. Screenshot of a scene from The White Lotus. Posted 13 minutes ago, with 1,118 likes and 11 comments.
2. Still of scenes from The Sex Lives of College Girls with the headline. Posted one hour ago, with 3262 likes and 24 comments.
3. Video of a scene from House of the Dragon. Posted two hours ago, with 1,494 likes and 3 comments.

(Instagram, 2022)

Twitter

1. Tweet stating new episodes of The Big Brunch are now streaming. 50 min ago, no comments, two retweets, 12 likes, and no shares.
2. Digital ad for The Big Brunch showing stills of contestants. Posted 54 min ago, three comments, two retweets, 24 likes, and no shares.
3. Gif ad for Love Izzo. Posted two hours ago, and has two comments, three retweets, and 57 likes.

(Twitter, 2022)

YouTube

1. Video promo for Titans. Posted two hours ago, 1.9K views, eight comments.
2. Video promo for Abbott Elementary. Posted 22 hours ago, 2,2K views, eight comments.
3. Video promo for Sort of Season 2. Posted 1 day ago, 3K views, 11 comments.

(YouTube, 2022)

TikTok

1. Video promo for The Rehearsal. Posted four mins ago and has three comments and three likes.
2. Gif of singer Olivia Rodrigo on the red carpet. Posted one hour ago and has 108 likes and five comments.
3. Actress Mindy Kaling in a video promoting The Sex Lives of College Girls. Posted two hours ago, and has 2,798 likes and 16 comments.

(TikTok, 2022)

PEST Analysis

While the SWOT analysis is better backed up by our data, looking at a PEST analysis of HBO Max is also helpful, particularly as they expand into other countries, the stability of the economy comes into question, and people reevaluate their jobs, careers, and companies they work for to better fit their values.

Political factors that HBO max must be aware of are different cultures and laws in the countries they expand into. This is something competitor Netflix has had trouble with. Different countries have certain cultural standards and laws that may denounce or ban certain content from airing

within their borders. It is important to be aware of these before they expand, or they may find themselves in hot water. Other political factors to consider are COVID restrictions or the easing of them. While there were restrictions on gatherings, HBO Max was showing popular new releases of films simultaneously on its platform. This was getting them huge subscription numbers and separating them from other streaming platforms. When the restrictions eased, so did these advantages. We all hope we don't see more restrictions, but HBO Max needs to be aware of these things to properly anticipate growth.

Economic factors that could affect the brand are the state of the actual economy and their pricing and content compared to other platforms. Many people are cutting back right now because of inflation and the Fed's rate hikes. As discussed above, streaming platforms are usually high on the list of things to cut, so HBO Max not only needs to separate their content from the rest by relating it to consumers, but they need to examine its pricing. They are generally a lot higher per month than most platforms. They need to make sure their content is worth the extra money people are paying, and that consumers believe it too, otherwise they will lose subscribers.

Certain social factors have come into play more over the past few years. As people reevaluate their careers and employers, they have their values more in mind than before. They ask questions like does my employer support the things I believe in? Are they involved in my community and care about me and my culture? Does the content of the platform fit people's values as well? It's hard to fit everyone, but it is important to make sure everybody feels included and supported by the brand to create a sense of loyalty.

Technological factors to keep in mind are making sure your technology is up to date. Things like bug fixes and speed are important to viewers. Making sure you can stream on different platforms from your TV to your phone to your iPad and laptop, if you aren't available everywhere, you could lose subscribers to competitors. The same goes for the reliability of your streaming. If it doesn't always work right, you could lose out, and it is important to have the staff in place to make sure all of this runs smoothly.

Channel Plan

Channel Plan										
CHANNEL		PURPOSE		EDITORIAL PLAN					MEASUREMENT	
OWNED	TACTIC	DEMOGRAPHIC	BENEFIT	FEATURED TOPICS	WHEN/IDEAL VELOCITY	THEME	CONTENT TYPE	TOPE/ RULES OF ENGAGEMENT	CALL(S) TO ACTIONS	ENGAGEMENT INDICATORS
Instagram	Targeted ads and sponsored posts	Men and women in their 40's and 50's whose annual income of at least \$100,000	Clicks leading to new subscriptions	Game of Thrones, Friends, Euphoria	At least 1-2 posts a week with 1-3 stories a day	Monday: Research data Tuesday: Analyze data Wednesday: Clip of the week Thursday: Cast video Friday: Meet the cast	Photos and videos	Direct, simple, upbeat, playful	"Start streaming" "Sign up today" "Watch now"	New followers, comments, likes, tags in photos
Twitter	Establish brand presence and awareness, engage with users to create online community	Appeals to "Donnie" personas and users who use hashtags	Entertain and inform, promote	Talk about shows such as Game of Thrones	At least 3-5 posts a day	Monday: Research data Tuesday: Analyze data Wednesday: Clip of the week Thursday: Cast video Friday: Meet the cast	Videos, photos, GIFs	Direct, simple, friendly	"Start streaming" Sign up today" "Watch now"	New follower, likes, comments and retweets
Tik Tok	Establish brand presence, while engaging users	Appeals to users of the brand and enjoy short video clips	Entertain and inform, promote, and engage	Promos, bloopers, and behind the scenes	At least 1-3 posts a day	Monday: Produce video Tuesday: Bloopers Wednesday: Behind the scenes Thursday: Cast photo Friday: Meet the cast	Video	Laid back, approachable, direct, and simple Offer escapism	"Start streaming" Sign up today" "Watch now"	# Of views, new followers, comments and likes
CHANNEL		PURPOSE		EDITORIAL PLAN					MEASUREMENT	
PAID	TACTIC	DEMOGRAPHIC	BENEFIT	FEATURED TOPICS	WHEN/IDEAL VELOCITY	THEME	CONTENT TYPE	TOPE/ RULES OF ENGAGEMENT	CALL(S) TO ACTIONS	ENGAGEMENT INDICATORS
Facebook	Establish brand presence, build relationship	Appeal to "Mary" personas	Entertain, inform, promote	Videos and screenshot of HBO max original content, discount codes	For company related post, at least 2x a day	Promote a wide variety of shows and movies	Videos, photos, GIFs	Laid back, approachable, direct, and simple	"Start streaming" Sign up today" "Watch now"	New followers, comments, "likes" and shares

HBOmax will implement plans for three owned social media platforms: Instagram, Twitter, and TikTok. Facebook is seen as the most beneficial to HBOmax therefore it will be its paid social media platform. Once implemented, we will be able to measure how beneficial each platform and plan was in the placement of content.

HBOmax's first owned media is Instagram. The demographic for this platform is men and women in their 40's to 50's who have an annual income of at least \$100,000. The tactic is to have targeted ads and sponsored posts. The benefits would come from clicks leading to new subscriptions. It would be ideal to post a general platform post at least one to two times a week while also posting one to three stories a week.

These posts would include content such as photos and videos of programs like Game of Thrones. The tone would be direct, simple, upbeat, and playful. Calls to action would include, "start streaming", "sign up today" and "watch now". Engagement indicators would be a growth in followers, comments, likes as well as HBOmax being tagged in user photos..

Our theme is to first research our data on Mondays and analyze the data we've collected on Tuesday. We would create a clip of the week on Wednesdays and on Thursdays we would post a cast video. On Fridays we would sit down and meet the cast.

Our tactic for Twitter is to establish a brand presence and awareness, as well as engage with users to create an online community. The demographic we appeal to on Twitter is our "Donnie" persona, as previously stated, as well as users who like hashtags. The benefits are to entertain and inform as well as promote. It would be ideal to post at least three to five times a day about shows and or movies, like Game of Thrones. Our posts will include videos, pictures, and GIF's and the content will be direct, simple, and friendly. Our call to action and themes is also going to be the same as Instagram while some engagement indicators will be new followers, likes, comments and retweets.

Concluding HBOmax's owned media, we will now look at Tik Tok's tactics which are to establish a brand presence while engaging users, as HBOmax will want to entertain and inform as well as promote and engage. Tik Tok appeals to users of the brand that enjoy short video clips and some featured topics to post about are HBOmax promos, bloopers from topTV shows and movies, as well as behind the scenes footage. On this platform it is important to post video content at least one to three times a day. The tone on this app will be laid back, approachable, direct, and simple. It is a platform that offers escapism. The call to action is the same as Instagram and Twitter. Engagement will vary and be dependent on the number of views a post receives, new followers, comments, and likes. The theme for the week is to produce a video on Monday with Tuesday being a day for posting bloopers. On Wednesday HBOmax will go behind the scenes, have a cast photo on Thursday followed by meeting the cast on Friday.

Seeing as Facebook is HBOmax's struggling platform, it will be the platform's paid media. The demographic that will be focused on are those that fall into the "Mary" persona as previously stated. The tactic here is to establish brand presence and build relationships. The benefit here is to entertain, inform and promote HBOmax. It is ideal to post company related posts at least two times a day with content such as videos, photos, and GIF's. Some featured topics that will be posted are videos and screenshots of HBOmax original content as well as discount codes. Posts will have a laid back, approachable, direct, and simple tone on this platform as well as have the same call to action as Instagram, Twitter and Tik Tok. Engagement indicators will be new followers, comments, "likes" and shares

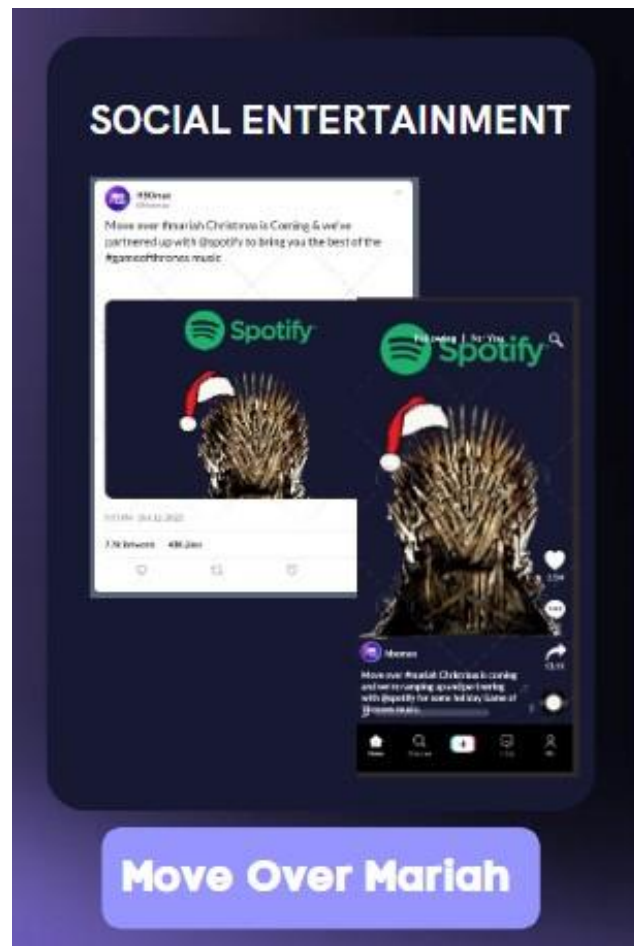
The theme across the board will be to promote a wide variety of shows and movies. The hope is that by following this channel plan HBOmax will have a better social media presence.

Content Creation

Move over Mariah

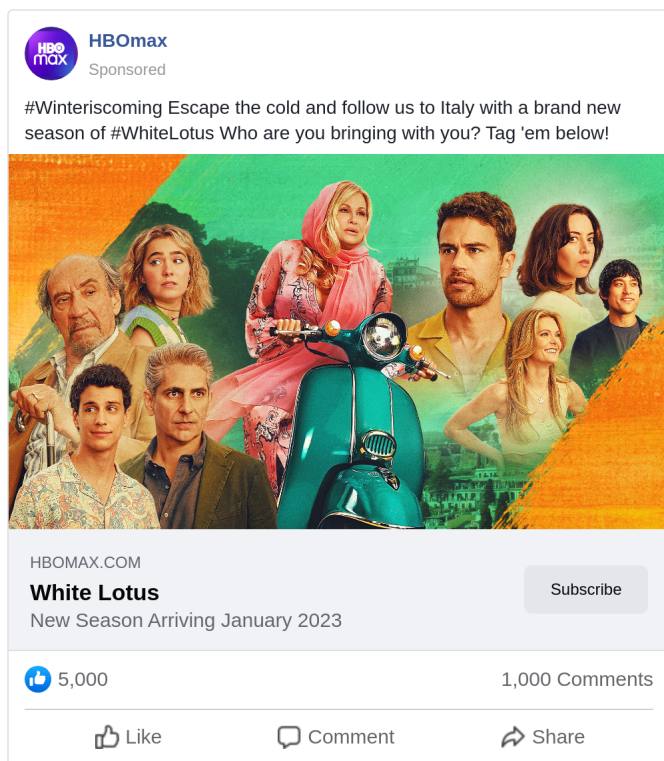
Move Over Mariah is a Social Entertainment post that supports a partnership between HBOmax and Spotify. The post would encourage HBOmax viewers of shows like Game of Thrones and House of the Dragon to head over to Spotify, become users of the platform and listen to curated music from the shows. Additionally it would work to encourage Spotify users to become intrigued about the shows and become subscribers of HBOmax and viewers of the shows.

Platforms used would be TikTok and Twitter. TikTok has become a top platform for music and Twitter is where we would find the highest number of Game of Thrones/House of the Dragon viewers, previously mentioned. There would be a link placed within the posts that would allow for followers/users to head over to Spotify and sign up for Spotify and/or begin listening to the playlist.



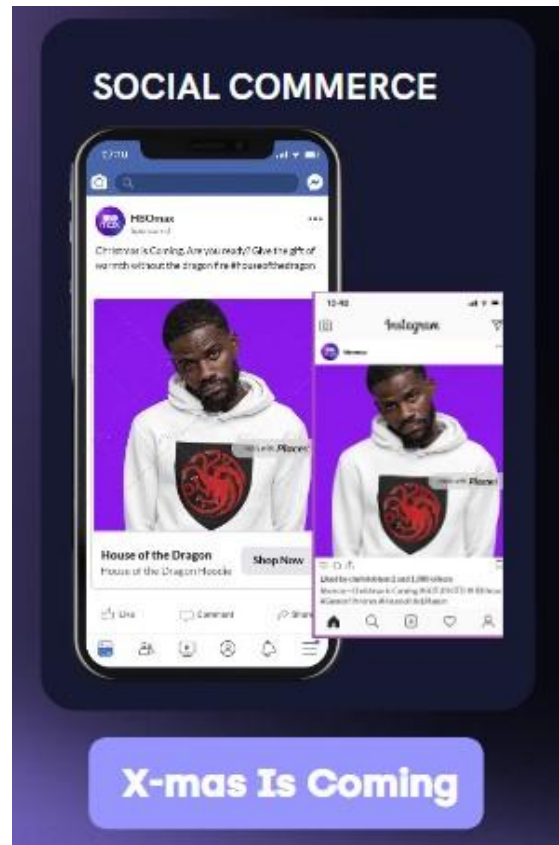
Winter is Coming

Winter is Coming is a Social Community post that will promote the want to engage with not just HBOmax on social media but bring friends and family into the mix. The post gives a nod to Game of Thrones/House of the Dragon with the use of the hashtag #winteriscoming while promoting the show White Lotus. It will have two CTAs; have users tag someone who they would want to bring along on a trip to Italy, the location of the White Lotus' new season, and the following of a link attached to the post that would take the social media user to HBOmax.com where more information about the show and the platform can be seen. Platforms used would be Facebook and Instagram where the activity of tagging one's friend/family on social media is at a higher frequency.



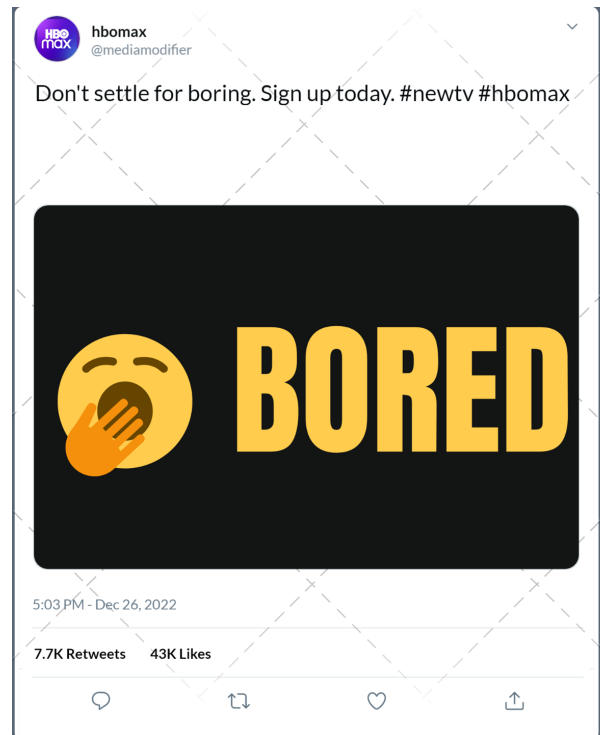
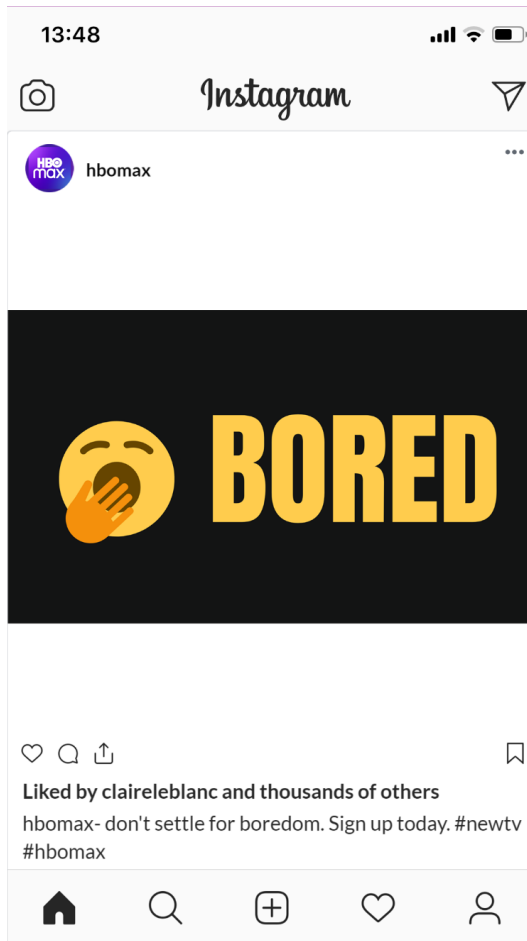
X-mas is Coming

X-mas is Coming is a Social Commerce post that will promote House of the Dragon/Game of Thrones and merchandise attached to the shows. X-mas is Coming is a nod to the famous line of “Winter is Coming” which has grown in popularity amongst fans. CTA will be heading over to the HBOmax Merch Shop via a link on both platforms used: Facebook and Instagram



Don't Settle for Boring

Don't Settle for Boring is a Social Publishing post that promotes HBOmax as a platform and encourages followers/social media users to rethink what they're watching and consider becoming a subscriber to HBOmax. It will be placed on various social media platforms such as Twitter and Instagram. Posts will include a link and CTA where followers/social media users will be encouraged to look over information about HBOmax and subscriptions.



Advertisement (Social Publishing) -

Tune in to Tune Out - Video campaign that would be placed across multiple social media platforms. Platforms include : Facebook, Instagram, TikTok, and YouTube. Presentation of the video would be adjusted in time and formatting to fit the specific platform. We've included a story board that depicts what the advertisement would look like.

Scene 1 Shot 1:

- The scene is shown in black and white
- We see a woman in her car, it's raining, and we can see that she is stuck in bumper to bumper traffic. Heavy rain falls on the car windshield, there are multiple car horns and noisy traffic heard

Scene 2 Shot 1:

- The scene is shown in black and white
- Shot of the woman's legs and a cat meets her at the door
- She is soaking wet and the water dripping causes a puddle to form at her feet
- There is a feeling of defeat

Scene 2 Shot 2

- Black and white
- The woman drops her keys onto a counter and places a bottle of red wine beside them

Scene 3 Shot 1:

- Black and white
- Woman's POV
- She grabs the tv remote and turns on the tv to HBOmax app
- The HBOmax logo pops onto the screen

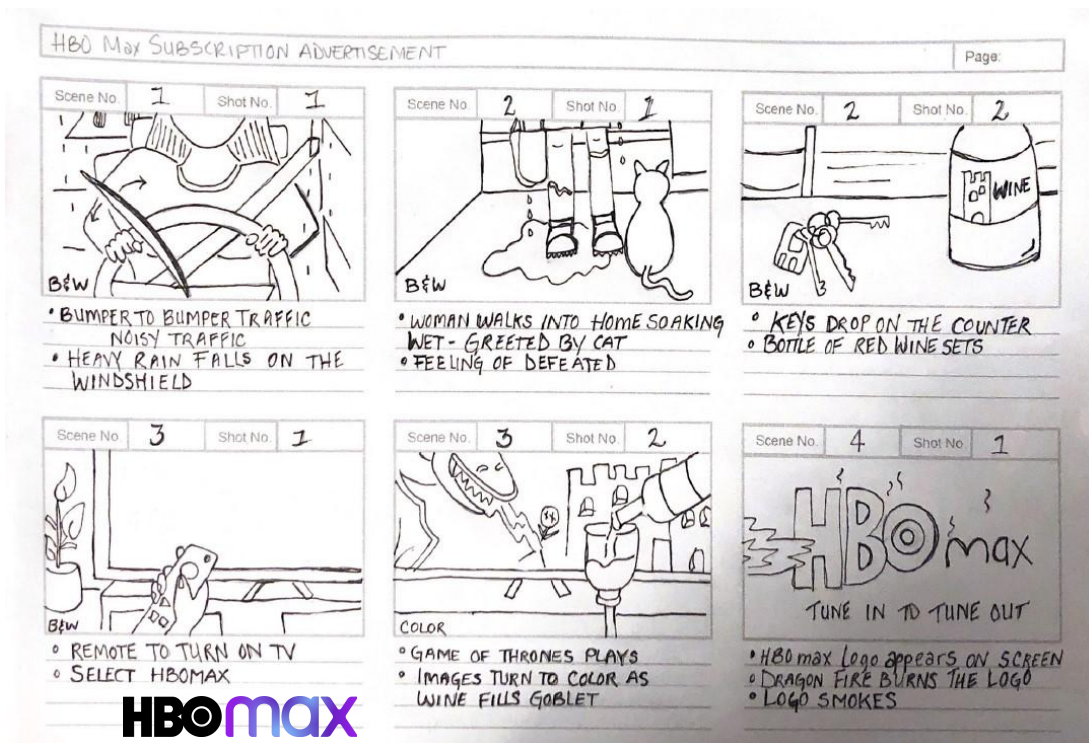
Scene 3 Shot 2:

- This scene transitions from black and white to color as the wine is poured into a goblet style wine glass - the more wine fills the glass the more color is transformed
- Tv: we see images from Game of Thrones being played on the screen

Scene 4 Shot 1:

- HBOmax logo shows up on the screen
- Dragon fire goes across the screen burning the HBOmax logo leaving it burnt and smoking
- The words Tune in to Tune Out come on screen

STORYBOARD:



Content Calendar

Time Period : One Week - Monday, December 12 2022 - Saturday December 17, 2022



MON - 12.12	TUE - 12.13	WED - 12.14	THU - 12.15	FRI - 12.16	SAT - 12.17	SUN - 12.18
8 a.m.  Move Over Mariah 9 a.m.  Winter Is Coming	1 p.m.  X-mas Is Coming	9 a.m.  X-mas Is Coming	5 p.m.  Don't Settle... 8 p.m.  Move Over Mariah	1 p.m.  Don't Settle... 6 p.m.     Tune In to Tune Out	6 p.m.  Winter Is Coming	

Move Over Mariah:

DATE & TIME	12/12/22 8 a.m.
PLATFORM	TWITTER
CONTENT TYPE	PHOTO
COPY	Move over #mariah Christmas is coming & we've partnered up with @spotify to bring you the best of the #gameofthrones music
HASHTAGS	#hbomax #spotify #gameofthrones #GOT #mariah
URL	https://open.spotify.com/artist/22JdJVovP3pV9XkGTih01c
CTA	"Listen Here Now"

DATE & TIME	12/16/22 8 p.m.
PLATFORM	TikTok
CONTENT TYPE	PHOTO
COPY	Move over #mariah Christmas is coming & we've partnered up with @spotify to bring you the best of the #gameofthrones music
HASHTAGS	#hbomax #spotify #gameofthrones #GOT #mariah
URL	https://open.spotify.com/artist/22JdJVovP3pV9XkGTih01c
CTA	"Listen Here Now"

Winter Is Coming, Escape the Cold:

DATE & TIME	12/12/22 9 a.m.
PLATFORM	FACEBOOK
CONTENT TYPE	PHOTO
COPY	#winteriscoming Escape the cold and follow us to Italy with a brand new season of #WhiteLotus Who are you bringing? Tag ‘em below
HASHTAGS	#hbomax #WhiteLotus #winteriscoming
URL	https://www.hbomax.com/series/urn:hbo:series:GYLD3_ArixL1sggEAAAHk
CTA	“Tag a Friend” “Watch Now”

DATE & TIME	12/17/22 6 p.m.
PLATFORM	INSTAGRAM
CONTENT TYPE	PHOTO
COPY	#winteriscoming Escape the cold and follow us to Italy with a brand new season of #WhiteLotus Who are you bringing? Tag ‘em below
HASHTAGS	#hbomax #WhiteLotus #winteriscoming
URL	https://www.hbomax.com/series/urn:hbo:series:GYLD3_ArixL1sggEAAAHk
CTA	“Tag a Friend” “Watch Now”

X-Mas is Coming :

DATE & TIME	12/13/22 1 p.m.
PLATFORM	INSTAGRAM
CONTENT TYPE	PHOTO
COPY	#christmasiscoming Are you ready? Shop your favorite #gameofthrones merchandise
HASHTAGS	#hbomax #christmasgift #holidayshopping #gameofthrones #GOT #HOTD #christmas #christmasiscoming
URL	https://shop.hbo.com/pages/game-of-thrones
CTA	“Shop Now”

DATE & TIME	12/14/22 9 a.m.
PLATFORM	FACEBOOK
CONTENT TYPE	PHOTO
COPY	#christmasiscoming Are you ready? Shop your favorite #gameofthrones merchandise
HASHTAGS	#hbomax #christmasgift #holidayshopping #gameofthrones #GOT #HOTD #christmas #christmasiscoming
URL	https://shop.hbo.com/pages/game-of-thrones
CTA	“Shop Now”

Don't Settle For Boring:

DATE & TIME	12/15/22 5 p.m.
PLATFORM	INSTAGRAM
CONTENT TYPE	PHOTO
COPY	Don't settle for boring, get #hbomax
HASHTAGS	#hbomax #newtv #streaming
URL	https://www.hbomax.com/subscribe/plan-picker?utm_id=sa%7c71700000067030777%7c58700006926526610%7cp62287911530&gclid=CjwKCAiAv9ucBhBXEiwA6N8nYN2RZqtr2qnbVu0WYvLvJ78oI4Hs1D_pMM2PNQO3E1FZykSJEmdSSRoCyBwQAvD_BwE&gclsrc=aw.ds
CTA	“Subscribe Now”

DATE & TIME	12/16/22 1 p.m.
PLATFORM	TWITTER
CONTENT TYPE	PHOTO
COPY	Don't settle for boring, get #hbomax
HASHTAGS	#hbomax #newtv #streaming
URL	https://www.hbomax.com/subscribe/plan-picker?utm_id=sa%7c71700000067030777%7c58700006926526610%7cp62287911530&gclid=CjwKCAiAv9ucBhBXEiwA6N8nYN2RZqtr2qnbVu0WYvLvJ78oI4Hs1D_pMM2PNQO3E1FZykSJEmdSSRoCyBwQAvD_BwE&gclsrc=aw.ds
CTA	“Subscribe Now”

Tune in to Tune Out: Will launch on the same day and time across 4 platforms indicated. It is a high priority and large campaign.

DATE & TIME	12/16/22 6 p.m.
PLATFORM	YouTube, FACEBOOK, TikTok, INSTAGRAM
CONTENT TYPE	VIDEO
COPY	Tune in to Tune Out
HASHTAGS	#hbomax #hbo #gameofthrones #GOT #HOTD #houseofthedragon
URL	https://www.hbomax.com/?utm_id=sa%7c71700000067030777%7c58700006926526610%7cp62287911530&gclid=CjwKCAiAv9ucBhBXEiwA6N8nYDpmGRdmDIJ6Y0gsPq4BH_IZ_CGY61O8XCihPik2rtVbJRFA_T7SxoCJzAQAvD_BwE&gclsrc=aw.ds
CTA	“Subscribe Now” “Watch More”

Analytics:

To determine the success of HBO Max's social media campaign, it is important to look at the current engagement rate, the number of posts per week, and the current audience size across social media platforms.

	Facebook	Instagram	Twitter
Engagement rate per post:	HBO Max .03% Media .051% Median .64%	HBO Max 28% Media .64% Median .67%	HBO Max 13% Media .011% Median .037%
Posts per week:	HBO Max 47 Media 87.2 Median 5.87	HBO Max 48 Media 8.1 Median 4.55	HBO Max 30 Media 75.9 Median 5.04
Audience Size:	650K followers	2.84 million followers	1.66 million Followers
("Head-to-Head Reports," 2022; "Social Media Benchmark," 2022)			

One current strength of HBO Max is its visibility across all social media platforms, and its ability to maintain consistent branding. HBO curates content based on the social media platform utilized but remains consistent in posting screenshots and video content of programs available for streaming. Currently, HBO Max posts 47 times a week on Facebook; 48 times a week on Instagram; and shares 30 tweets a week. The company currently sees the most consumer engagement on Instagram. HBO Max's consistent posting ensures consumers are up-to-date and provided with relevant content. Typically, media companies tend to share less online. Although

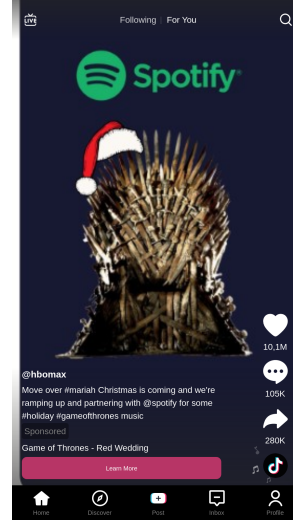
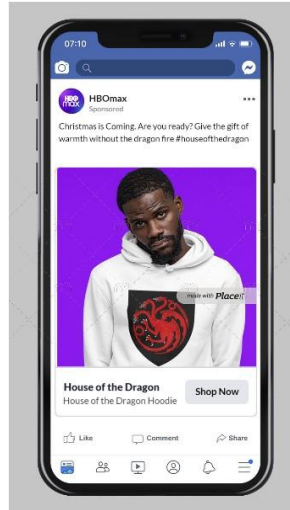
HBO Max shares more online than its larger competitors, such as Hulu, if posts were increased a change in engagement rate could be observed. By advertising strong products, such as successful HBO Max shows, the brand could create an emotional attachment to the product and increase brand loyalty among consumers.

The objective of this campaign is to promote subscriptions to HBO Max. HBO Max offers exclusive Max Original content to subscribers while providing access to movies, TV shows, and other series. One factor in promoting HBO Max subscriptions is the level of escapism the subscription could provide its consumers. The brand's target audience is 45–54-year-old females with an annual income of upwards of \$100,000. The TV shows and movies offered on the platform can provide distraction and offer relief from everyday stressors. The social media content created is relatable and will appeal to our target audience.

The goal of our social media campaign is as follows:

- Raise the engagement rate on Facebook from 0.03% to the industry average of 0.05%; focus on growing following Instagram and Twitter
- Boost the number of posts per week by at least 20 to approach the media industry average
- Grow audience across the social media platforms by providing users with relatable advertisements, sneak peeks at new shows, and continue sharing videos and screenshots

Engagement rates can show a company the number of likes, comments, retweets, and account mentions; however, engagement does not provide a company with the context needed to make decisions on social media strategies. Simply counting the number of content interactions will not determine the social media campaign's success. HBO Max should look at the follower growth rate to determine trends and ensure long-term followers. HBO Max should research brand likability, brand image, brand loyalty, brand affiliation, congruency, and purchase intent. If interested in brand awareness and perception, then reach, impressions, and sentiment should be monitored. HBO Max customers place emphasis on positive product reviews and product value making social listening that much more crucial for the success of our social media campaign.

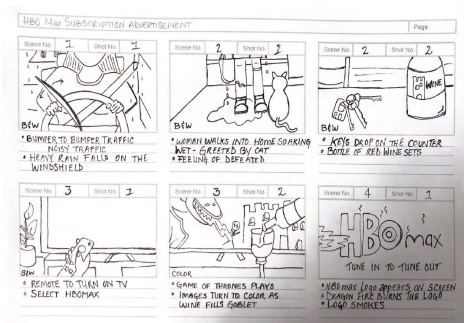


Social Commerce:

- X-Mas is Coming
- To be promoted on Facebook and Instagram

Social Entertainment:

- Move Over Mariah
- To be promoted on Twitter and TikTok



- "Tune in to Tune Out"
- To be promoted on Facebook, Instagram, Tik Tok, and YouTube

- "Winter is Coming. Escape the cold."
- To be promoted on Facebook.

The above chart shows some of the promotional efforts of the HBO Max campaign. The HBO Max Facebook has a following of 6.09 million and an engagement rate of 0.03%. The average engagement rate for media companies is 0.05%. One way to determine the success of the campaign is to have the number of likes, comments, shares, and account mentions increase to the media industry average on Facebook. Currently, the HBO Max Instagram and Twitter have an engagement rate above the industry average. On Instagram, HBO Max has an engagement rate of 28%, compared to the industry average of 0.64%, and on Twitter HBO Max sees an engagement rate of 13%, compared to the industry average of 0.01%. While these numbers surpass the media industry average, the goal of the Social Commerce and Social Entertainment campaign is to encourage purchases and grow the number of social media followers. HBO Max has a current Instagram following of 2.84 million and a Twitter following of 1.66 million; however, when compared to its parent company, HBO, there is room for growth across these platforms.

HBO Max has seen an average of 45 retweets and 395 likes based on the last 100 published tweets. The “Move Over Mariah” campaign should increase the number of retweets, favorites, and mentions. As this advertisement is in conjunction with Spotify, one of the most important KPIs to measure is the number of link clicks, which will take consumers to Spotify.

HBO Max has a low engagement rate on Facebook of 0.03% per post. The “Winter is Coming” campaign should increase the number of likes, comments, shares, and link clicks that lead consumers to the HBO website.

HBO Max has an average of 23,000 likes and 321 comments on Instagram. The Social Commerce campaign should increase the number of online followers while analyzing the number of likes and comments on the content. One of the most important KPIs to monitor is the number of clicks that lead consumers to purchase the hoodie.

HBO Max has an average of 12,500 likes and 908 comments on the last 20 published YouTube videos. The “Tune in to Tune Out” campaign should increase the total watch time, the total number of video views, likes, comments, and the click-through rate. The goal is for the YouTube audience to visit HBO Max’s website and purchase a subscription to the platform.

HBO Max has an average of 102,610 total views on Tik Tok. Their content receives 9,675 likes and 124 comments on average. HBO Max should analyze the number of views, likes, shares, and comments on the content.

HBO Max should focus on email blasts to reach its target audience. First, the brand should evaluate the success of the email blast by looking at the bounce rate. This rate gives the company insight into how many individuals land on HBO Max’s landing page but immediately exit. If individuals do not remain on the company website for long, the email and website content may need reevaluation to align better. Next, a conversion rate on an email blast should also be considered as this gives the company an idea of how many email recipients clicked the link and completed a desirable request, such as purchasing a subscription. Lastly, the company should

evaluate the success of an email blast by looking at the return on investment. To do this, the company should look at the net revenue of the campaign compared to how much the campaign costs.

Additionally, HBO Max should focus on paid advertisements on Facebook to reach its target audience. By first looking at the engagement rate, HBO Max can see how many reactions, likes, comments, and shares the content received. As our goal is to generate new leads, the brand would want to see increased clicks on content as this indicates a referral from social media. While the number of clicks is crucial to determining the success of a campaign, the click-through rate can help determine the effectiveness of a company's ad. For click-through rates (CTR), the number of clicks is compared to impressions, or how many people who viewed the ad clicked on it. When ads see high impressions with low CTR, it means the content needs to be evaluated. By targeting the right audience and using relatable visuals, we aim to have high impressions with high CTR.

The success of our social media campaign can be identified by looking at the most important Key Performance Indicators (KPI). The KPIs that would determine the success of the HBO Max campaign is the number of consumers interacting with online content, individuals purchasing a subscription, and consumers recommending the platform to others.

Campaign Specific KPIs

Move Over Mariah : Key factors that would determine the success of this post/campaign would be how many Twitter reshares the post receives, how many likes and ultimately how many follow through link clicks the post gets. Another key factor would be how many link follow throughs actually have a follower listen to the Game of Thrones playlist on Spotify. Further measurements would be considered such as information given by Spotify regarding how many listeners played through the Game of Thrones/House of the Dragon playlist and how many listeners followed through their link to get to HBOmax's website. The measuring of HBOmax website traffic during the campaign would also be measured as it can provide more information regarding the success of the campaign's goal of obtaining potential subscribers.

Winter is Coming, Escape the Cold: Twitter : Key factors that would determine the success of this post.campaign would be how many retweets, likes, comments, and tags the post receives on Twitter. Another factor measured would be how many follow throughs of the link to the HBOmax platform occur. A measurement of how many of those link clicks lead to subscriptions would also take place. Similarly the factors looked at on Facebook would be how many likes, comments, shares and tags the post receives and of course the measuring of how many link clicks the post receives and how many turn into subscriptions.

X-mas is Coming: Key factors that would determine the success of this campaign/post would be the link follow throughs to the HBOmax website and its merchant page. The CTA of purchasing the merchandise would also be measured along with which platform the follow through came from. Likes, comments and reshares would also be taken into consideration when evaluating the success of the post/campaign, reach is a measurement that HBOmax would intake.

Don't Settle for Boring: Key Factors that will determine the success of this post/campaign would be the engagement with the post such as comments, likes, retweets, and shares. The highest concentration on what would be considered successful would be information given regarding how many followers/social media users actually follow through with the CTA and follow the link and look over details regarding the subscription options for HBOmax. Clicks to subscribe follow through will be monitored by the website traffic portion.

Tune in to Tune Out:Key factors that would determine the success of this campaign would vary depending on the platform used.All four platforms used would include a link with which the viewer can follow to the HBOmax website where information about subscriptions and the promoted show can be found. Followers of the link can then decide to become a subscriber by following further links found on the website. **YouTube:** the number of views the video receives, the number of viewers that watched the entire video, without skipping. How many viewers followed the link for more information. (tracking of how many follow through viewers subscribed will be measured.) **TikTok:** How many likes, comments, and link follows the post receives. Website tracking would then take over to measure CTA follow through of subscribing **Instagram:** Factors measured will be likes, comments, shares and tags for standard platform posts. Instagram stories will include links to which viewers can follow to be brought to the HBOmax website and have the option to become a subscriber and receive more information about the viewing platform. **Facebook:** Similar to Instagram, the factors measured would be likes, comments, shares and tags. The post will have a link embedded to HBOmax's website where users can follow to learn more about the platform, CTA referral numbers will be tracked via HBOmax's website.

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