

# Finding Happiness Movie

## Online Marketing Plan

### Vision:

Nationwide (to worldwide) dissemination of the Finding Happiness film and the Ananda communities serving as a true solution and living example to a better way of life

### Objective 1) Promote Finding Happiness Movie Online Reach

Build community of supporters who share our cause and feel connected to the movement based on the inspirational content (information) we provide.

### Content Marketing:

- Themes of Content:
  - Happiness Challenge
  - Happiness Tips series
  - Happiness Quotes-Inspirations
  - “What Makes me Happy” personal stories series “When I changed, everything changed.”
  - Happiness Lifestyle (by target areas - yoga, meditation, health, community/sustainability, Yogananda, education)
- Ask the Happiness Experts
  - Take the Happiness Survey
  - Happiness Research
- Ways of Sharing Content Online:
  - Blog Articles
  - Search Engine Optimization (SEO) guiding the creation of content
  - Happiness Newsletter
  - Infographics- Visual Graphics for online sharing
  - Social Media Sites (Facebook, Pinterest, Google+, YouTube, Twitter)
  - Ananda Community (Colonies, Village News, Ananda for the Future Outreach members)
  - Happiness Ambassadors (person-person networks in targeted areas)
  - Online Advertising
  - Video (creating media series)

### Objective 2) Market-Based Research:

Using Formative Research to test marketing communications to find the best “framework” or ways to use language and make connections with the audiences.

- Research our niche in the “Happiness field”
- Marketing Surveys: testing of happiness movie messaging by target audience and content themes, helps also to unify brand
- Identify search engine keyword phrases (SEO for content marketing)
- Sharing results with teams and ambassadors for promotions and outreach

### Objective 3) Evaluation:

Tracking how we are doing, what needs improving.

“When you change, everything changes.”  
Begin the journey to finding happiness.

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- Weekly reports that track areas of online marketing
  - Social Media
  - Website traffic, views, user behavior
  - Online Advertising results

### **Target Audiences:**

Those on a personal journey to live a happier, more fulfilling life, as well as those who want to help create a happier world

- Yoga Practitioners
- Meditators, Spiritual Seekers
- Wellness-Holistic Health: Conscious Living, Healthy Living
- Education (Conscious, Holistic)
- Community Life, Sustainability, Connection

Countries: Start with targeting US and India, then Europe

### **Goals:**

1. Increase movie website traffic –1,000 views per day
2. Increase DVD sales (December) – 100,000 minimum
3. Increase movie's trailer views – 1,000,000 views
4. Increase social media presence (Facebook likes, Pinterest and Twitter followers, Google+ community presence) –10,000 likes/followers, network of 10,000,000

### **Objective 1) Promote Finding Happiness Movie Online Reach**

Build community of supporters who share our cause and feel connected to the movement based on the inspirational content (information) we provide.

### **Content Marketing:**

Audience-driven based marketing – creating the content that the audience wants and bridging this with what we are inspired to give.

- Blog article development:
  - Happiness & Nature
  - Yoga for Joy (Happiness)
  - Benefits of Meditation
  - Joyful Education
  - Community Life
  - Sustainability and community living
  - Healthy Living and its Effects on the Brain – Experience of Happiness
  - Happiness is Within You

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- Happiness Expert Interviews related to organizations or people living at Ananda or in the film who speak to what makes people happiness by target audience area
- Yogananda and the Garden Party—community movement - what does Yogananda have to do with Finding Happiness
- Video on Behind the Scenes filmmaking
- Organize on website into sections of blog, ex: “How to Be Happy”, “Ask the Happiness Experts”, “Happiness Research”
- Search engine optimization (SEO)
- 30 Day Happiness Challenges
  - Do one nice thing today for someone else
  - Smile at someone new, etc.
  - Take a worry vacation
  - Make 1,000 people happy
  - Start a smile campaign with your loved ones
- Happiness Tips
  - Gather daily quotes /inspirations for finding happiness for posting on site, in newsletter, and social media
  - Universal, non-sectarian
  - Utilize blog article and happiness movie book of daily tips
- What Makes Me Happy
  - Video series of personal stories – ex. “I’m a Mormon.”
  - “When you change your whole world changes.”
  - “When I changed, my whole world changed.”
- Happiness Survey
  - Gather resources for happiness surveys
  - Create questionnaire
  - Post on the website
  - Share via social media sites
- Ask the Happiness Experts
  - Find credible professionals/organizations associated with Finding Happiness,
  - Happiness research or findings

### **Video Content:**

Supports content created for blogs on Happiness and reaches vast audience on YouTube. To create a more dynamic, interactive website.

- Develop video
  - Meditation descriptors quick videos
  - Happiness category topics by theme / need of audience
  - Stories of people from Ananda Village and their search for happiness, especially those who appeared in the film
  - Happiness Tips (philosophy of happiness, teachings) 30 sec to 1 minute
  - What Makes Me Happy

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- Ask the Happiness Experts
- Yogananda 30 second bite
- Upload to social media sites (YouTube, Blip, Vimeo, etc.)

### **Social Media:**

Improve and expand social media networking to increase website traffic and overall support to take the movie message out to the world.

- Post frequent updates on social media sites
  - Facebook
  - Twitter
  - Pinterest
  - Instagram
  - YouTube/Google Plus
  - LinkedIn
  - Set up HootSuite tool for pre-scheduled, frequent posts (recycles daily quotes over set time period for example)
- Expand social media following:
  - Invite more friends and Gmail Users to Google + circles
  - Start new Google communities
  - Post from individual filmmakers' and writers' Facebook account
  - Follow additional boards on Pinterest and re-pin variety of photos related to the essence of the movie
  - Create pins/posts that link to blog articles and "Do it Yourself" or Self-improvement content related to Finding Happiness
  - Facebook "like" promoting ad (see online advertising)
  - Ask individuals to share via personal social media accounts, especially the trailer
  - Setup Live Streams for practice discussion groups for post-movie viewers.
    - Host seminars on community living, sustainability, and education based on popularity and need.
  - Review automatic posts to YouTube for use of strong keywords in video descriptions
  - Pinterest: gain invitations to community boards with wide-spread reach.
  - Create Infographics

### **Search Engine Optimization (SEO):**

Optimize search engine results by conducting research on keywords and seeing what information audiences are searching for...

- Keyword research for each target audience- what do they type in?
- What types of articles we can create based on what lots of people type in by topics and related questions

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### **Online Advertising:**

Create Ads based on different target audiences and/or main theme of message (based on specific need or interest of audience).

- Create marketing survey that tests content: text, imagery, incentives, social statistics/#'s of interest, by interest/target audience
- Market-based research (see below) ads by target audiences
- Promoting page likes (Facebook, Instagram, Pinterest)

### **Online Newsletter:**

Finding Happiness newsletter increase subscribers, expanding social media networks and increasing the number of visits to the website.

- Improve numbers on email subscriber list by offering incentives:
  - Offer free E-Book of part of the happiness book
  - Free inspiration weekly e.g. happiness tips, quote of the week, etc.
  - Joining Happiness challenges
  - Entering in raffle to earn a weekend stay at the Expanding Light yoga retreat for a workshop on happiness if you share to your newsletter to social media accounts or follow social media accounts.
- Connect to social media sites, list all social media accounts we have on newsletter. App integration.
- A/B Testing of time/day and formatting.

### **Objective 2) Market-Based Research:**

Using Formative Research to test marketing communications to find the best “framework” or ways to use language and make connections with the audiences.

- Compare the marketing of other organizations in the happiness field (also community, sustainable living, yoga, and other markets)
- Survey testing of best happiness movie messaging and framework
- Interview key people representing our target audiences and test out potential marketing messaging
- Unification of Branding- what's the commonalities/similarities of messaging that worked for different audiences?
- Analyze the results and share with the teams
- Create Marketing One-Pagers (handouts – 1 per target audience)
- Share the most powerful individual stories (testimonials) that we found during the process and use for content (blog articles, social media, newsletter etc.)
- Create new content based on results (imagery, video, articles of interest to the audience, etc.)

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### **Objective 3) Evaluation:**

Tracking how we are doing, what needs improving.

- Weekly reports tracking certain variables
  - Social Media
  - In person desk calendar with data to show increases over time with various sites
  - Input into Excel document that can be shared with marketing team
  - Website traffic via Google Analytics
    - view web usability and keep track of needs for site visitors over time (time on site, demographics, page visits and length of time on page, where they came from (how they found the site))
  - Movie Trailer Analytics via YouTube
- Have users evaluate web navigation and ease of use in person and make changes to help ease of use
- Analyze online advertising results
  - Facebook (Insights) - experiment with interest groups, messaging (phrases and core values)
  - Instagram
  - Google (Google AdSense) to see what ads and keywords have been successfully targeting traffic
- Check in with key informants (representatives of target audience) for interviews to see how they react to our messaging and communications, still on target?
- Revise strategy based on findings

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