

CFA Cat Show Activities

<ul style="list-style-type: none">● Ticket Sales<ul style="list-style-type: none">○ Eventbrite○ I-X Center Ticketing○ Affiliate ticket sales programs with shelter and celebrity cats○ Selling tickets at Discount Drug Mart○ Groupon, Goldstar, Eventful● Promotion Ticket Deals<ul style="list-style-type: none">○ iHeart radio stations○ NBC website○ Group sales to local Cleveland businesses● Social Media Advertising<ul style="list-style-type: none">○ CFA Facebook Event advertising and promotion○ CFA Instagram○ CFA Twitter○ CFA Reddit● Digital Advertising<ul style="list-style-type: none">○ Cleveland.com○ iHeart Media○ Geo-fencing○ Retargeting○ Audience interest● Print Media<ul style="list-style-type: none">○ Plain Viewer newspaper○ Trade with smaller Cleveland printer publications○ Distributing event postcards, table tents and coupons to 512 location in the Cleveland DMA	<ul style="list-style-type: none">● Partnerships<ul style="list-style-type: none">○ Royal Canin○ 10 Northeast Ohio Shelters○ Pet People, Litter Genie, Neon Litter○ Cleveland blog influencers○ Cleveland Scene● Email campaigns<ul style="list-style-type: none">■ CFA list■ I-X Center List■ Event ticketing lists● PR<ul style="list-style-type: none">○ Royal Canin Press release and social marketing○ PR Web Newswire Press Release● Television Commercials<ul style="list-style-type: none">○ General Show 15 second○ Savitsky Focus 15 second● iHeart Radio<ul style="list-style-type: none">○ Commercials○ Live interviews● Live television:<ul style="list-style-type: none">○ NBC Morning Show○ NBC Donovan Show○ New Day Cleveland○ Kicking it with Kenny” on Fox 8○ Live at the show on Saturday Morning● Live streaming<ul style="list-style-type: none">○ CFA Facebook & Instagram○ Cleveland.com
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