



Social Engagement > Offer > Landing Page > Purchase

- **Offer**

- Unique
- Exclusive
- Themed
- High Value
- Limited Quantity
- Formatted appropriately for Social Media Channel
- Social
- Limited time to purchase
- Limited time to use (event only)C
- Clean skin without navigation
- Different image from ad
- Promote Post

Distractions: Same-old thing, Selling Not offering

- **Landing Page**

- Responsive
- Unique entertaining element
- Informative text
- Drives eye to call to action
- Humor!
- Embedded add to Cart
- A/B Testing

Distractions: Link to Homepage, Link to Laundry List Ticket Page, Not Mobile, No new media or text to maintain excitement, navigation or other visual traps

- **Conversion**

- Responsive
- Convenient
- Quick
- Secure
- Electronic ticket provided.
- Ecommerce Analytics

Killers: Ticketing process not mobile enabled, offer value not well described, too many steps, feels strange or insecure.