

Discoverability Plan Toolkit

Helping you create a strategy
to find and engage your audience.

What is a Discoverability Plan?



The short answer:

A Discoverability Plan outlines how your target audience will discover your program.

Think of it as a strategy that identifies how you, your partners, and your broadcasters/platforms will use all of the tools possible to cohesively promote and market your program in a way that will engage kids both in Canada and internationally.

Why is a Discoverability Plan necessary?



Promotion and global discoverability are important to the success of any audio-visual or digital content program.

Kids today have access to large amounts of content at their fingertips (on YouTube, Netflix, broadcaster apps, social media, etc.), leaving it up to Producers to ensure that their content can be discovered by their audience.

A Discoverability Plan is also a key element in your Rocket Fund application. As an equity investor, the Rocket Fund looks to invest in content that is strong, original, resonates with children today, and engages and enriches its audience.

How do I develop a Discoverability Plan?

The best Discoverability Plans are both achievable for the company and appropriate for the audience.

You can come up with basic ideas and budgets while you're in development, and you should have some form of a plan in place before you start production.

We've put together 20 questions to consider when developing your Discoverability Plan. As all projects are unique, no two plans will be the same!



20 Questions to Consider



Remember:

- Give us detail where you can. Just saying “we’re planning to use social media” is too vague!
- You don’t need to answer every question. Only include items that make sense for your program and your target audience.
- If you are unfamiliar with social media, publicity and promotion, you may want to consider using a third party company to help provide insight for your plan.

1. AUDIENCE

- What age group are you targeting?
 - Be specific (i.e. elementary aged children from 7 to 9)
- Is there a secondary audience?
 - Some programs might also capture an older or younger audience than initially targeted, or be of interest parents and educators.
- Is your program suitable for families or co-viewing?
 - Will parents and kids watch the program together?
 - Are you going to actively market the show to both parents and kids (as opposed to a show targeted at a pre-school aged child that a parent might watch)?



2. APPS AND GAMES



- Will your program have associated apps or games?
- What is the concept?
- On which platform(s) will they reside?
- How will the app/game engage the audience and provide a more in-depth experience?

3. WEBSITE

Will your program have an associated website?



4. SOCIAL MEDIA



- Which social media platforms will you utilize?
- Will you create dedicated channels for this program, or use your existing company channels?
- How will you engage with your audience?
- If you have a teen audience, where will you find them?
- If your audience is under 13, will you be targeting parents?



5. DIGITAL CONTENT

In addition to apps or games, what types of content will you create for your website or social accounts?

Consider what content works best for each platform, and what the release strategy should be (both as a promotional tool to generate interest in your program and also to engage your existing audience)



6. SOCIAL OUTREACH



- Will you be reaching out to bloggers or influencers to help spread the word or cross-promote?
- Are there any hashtags you can take advantage of to help you promote your program?

7. NEWSLETTER



Will you be creating a newsletter or exclusive content to send out to your fan base?

8. FAN BASE

Do you have an existing fan base you can tap into?
How large is it? How will you engage with them?

Consider your key creative team and cast - do they have fan bases that you can access through social media or otherwise?



9. PAID ADVERTISING

Will you be exploring online advertising via Facebook, YouTube, Google Adwords, or other PPC options?

Consider where your audience is online, and what types of advertising might work best (i.e. trailers on YouTube, short videos and images in sponsored Facebook and Instagram posts)



10. BROADCASTERS/PLATFORMS



How will broadcasters/platforms give you a boost to ensure your program reaches a wide audience?

Consider how they could help with digital content, social media, marketing, partnerships, or events.

11. PARTNERS



Will you be partnering with any organizations or charities?

How will they be able to help your program be discovered?

12. TRADITIONAL MARKETING



What type of traditional marketing will you employ to increase your program's reach?

Consider press releases, magazines, radio and TV.

13. CONTESTS



Will you host a contest?

Contests are not exclusively for game show or competition programs and can act as a way to promote the program and further engage the audience.

How can kids participate?

How will you promote it?

14. PROMOTIONAL MATERIALS



Will you be handing out any promotional materials or have merchandise for sale?

Where and when?

15. LAUNCH

Will you hold a launch event?
What promotional elements will you include leading up to it?



16. EVENTS



Will you host experiential events so kids can explore your program, learn about its purpose and get to know the characters?

Consider partnering or getting involved with existing events that are aimed at your target audience.

17. INTERNATIONAL REACH



How will your strategy ensure kids across the world can hear about your program?

18. EXPERIENCE



Have you had previous success with any of your strategies on other similar programs?

19. TEAM

Will you implement these strategies in-house or employ consultants?



20. BUDGET



How much money have you set aside to accommodate each piece of your strategy?

- Consider the development, creation and implementation of your plan as well as additional content, events, contests, paid promotions or advertising.
- Consider how you will finance this budget - is it included in your production budget? Is there additional funding available?

You're on your way!



After considering these 20 items, you should have a clearer understanding of who your audience is, where you will find them, and how they will discover and interact with your program.

Use your answers to develop a detailed and achievable plan to include in your application to the Shaw Rocket Fund.

Provide as much detail as you can at this stage, but also know that the plan will change and evolve once your program is in production.

Use the following checklist to build and maintain your plan!

The Discoverability Plan Checklist

Have you considered:

- Target Audience
- Apps & Games
- Website
- Social Media
- Digital Content
- Social Outreach
- Newsletter
- Existing Fan Base
- Paid Advertising
- Broadcaster Support
- Partner Support
- Traditional Marketing
- Contests
- Promo Materials & Merchandise
- Launch Event
- Experiential Events
- International Reach
- Previous Experience
- In-house Team vs. Consultants
- Budget