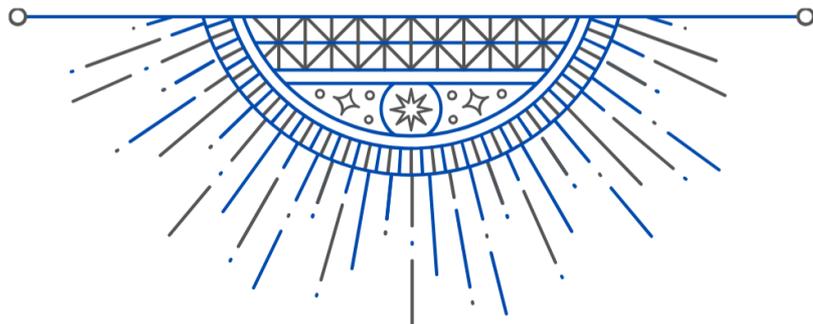


LET'S BREAK THE ICE

LEDOKOL CLUB



A BRIEF BACKGROUND

Why some of the
BEST CLUBS all
around the world
STOP BEING
FAMOUS after a
while?

People view the
CLUBBING as a
way to **ESCAPE**
from
daily life

EXCLUSIVITY is the answer



Let's break
the ice!

TO FORGE A PATH FOR OTHERS TO FOLLOW
SIR THOMAS NORTH, 1579



OUR TEAM



Adriana
Sánchez

UIT / UD (SPAIN)



Anastasia
Smirnova

ITMO



Anton
Shiriaev

MASU



P R O B L E M

People between 25-35 years old are **tired of visiting the same places.**

Each time someone lose interest on a club is because they begin to pay **more attention to details.**

People are **tired of** the **monotony** and **crave for something exclusive.**



P R O B L E M

Currently, **Ledokol Club does not have presence in the main platforms**, and that, from a marketing point of view, is a waste of the available resources that are just a click away.

The more in social networks you are, the more presence you will have on the Internet, and that is traduced to **popularity and customers**.



SOLUTION



OUR OFFER

Private events

WHO CAN ENTER

Only those who get a valid password from Ledokol page on social platforms

USP

For every event, different password and way to get it offered

MARKETING STRATEGY

Use SMM and develop Ledokol accounts to promote the club and its parties

PROMOTION TOOLS

Gamification, lead generation through targeted advertising, SEO promotion and dynamic remarketing

WHAT'S MORE?

Branded gifts, raffles and promotion

IN CONCLUSION

HOW IT WORKS... PRIVATE EVENTS



Private things attracts people

Communication between club and customers

New followers: potential customers

Increase brand awareness, brand loyalty



IN CONCLUSION

HOW IT WORKS... **EXCLUSIVE GIFTS**

Viral marketing way

Small gifts are cheap in production

Catchy design, which people associate with club

Promotion without club participation



POTENTIAL CONTACTS

	<p>Sever Apparel</p>	<p>+78002503439 severapparel51@gmail.com</p>	<p>Murmansk/Northern design company (clothing, souvenirs)</p>
	<p>Futbolka 51</p>	<p>+78152413041 vk.com/footbolka51/ <i>Instagram: footbolka51</i></p>	<p>Gift and souvenirs design company</p>
	<p>Record Dance Radio</p>	<p>+78152994747 anna@ers51.ru</p>	<p>Radio Station. Music and promotion support</p>
	<p>TV-21</p>	<p>+78512400870 news@tv21.ru</p>	<p>TV promotion</p>
	<p>City Community Murmansk</p>	<p>vk.com/murmanskgroup romanglek51@gmail.com</p>	<p>Social Media Marketing</p>
	<p>MDM-Light</p>	<p>+78005059871 info@mdm-light.ru</p>	<p>Design and creation</p> 

