COMPANY X

...and the Crowdfunding Campaign!

Abraham Divina IV and team

11 Apr, 2025

X COMPANY X

THE BRIEF

Crowdfunding Preparation



Research



Planning



Launching

THE BRIEF.

Crowdfunding Preparation

Research:

What do we need to set-up the crowdfunding campaign?

What information can help us?



THE BRIEF.

Crowdfunding Preparation

Planning:

How do we apply our findings to fit **Co. X's** situation?

How do we begin and what should our focal points be?

What problems should our plan address?



THE BRIEF.

Crowdfunding Preparation

Launching:

How do we prepare for launch?

What do we do at launch?

How do we maintain our project?



SO HOW DO WE TACKLE THIS?



Quantitative Research

Don't Worry! We swallowed up this information to apply it to your values and tailor it to the campaign we worked on together. Such as... which variables help a campaign.



Looking at Creative Ideas

Looking into researches that have gone through data at strategies campaigns, both successful and unsuccessful used to bolster their campaign. Filtering out for the ones you could use. What would the Campaign page look like?

AGENDA OVERVIEW

01 Key Points, Marketing, Platforms

02 Variables, and Campaign Page

03 Campaign Start, Middle, & End

04 Budget and SWOT Analysis

X COMPANY X

RULES

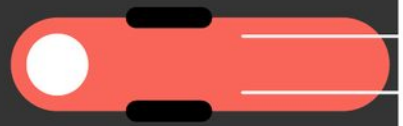
01 Attracting Numerous Backers

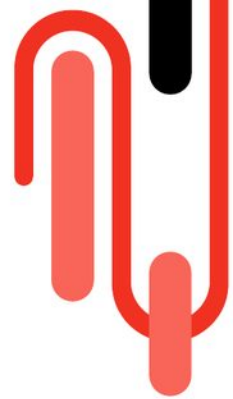
02 AVOIDING Big Backers

03 Transparency

04 Building Trust

05 Find a way to do Rules 1-4...





X COMPANY X

GROWING THROUGH MARKETING

Before we get ahead of ourselves, we must inform the people about us!

Looking at it from an economic point of view...
Co. X presents a product where there aren't really any producers. There are platforms where people can post about unfiltered news and there are dedicated platforms that let you post news but are censored. Co. X aims to solve this market failure by providing a dedicated platform with NO filters.



So we have a product, what now?
There are steps we can take to grow this product through marketing, namely in-house and through agencies.

IN-HOUSE MARKETING

Yes, we'll be recommending in-house marketing



It may seem daunting at first, however there is a reason we opted for in-house... The way some digital marketing agencies operate may seem against Co. X's values. How do they get people's emails? Why the constant need to sell businesses a dream? We don't need aggressive marketing that would annoy potential donors. They're also expensive...

QR code removed

That doesn't mean in-house is cheap however. Marketing Costs are hard to calculate since they can get more expensive the more people we market to. Politely ask for their emails to let them know they'll be the first to know of your campaign.

Knowing Target Audience

Most paid adverts are on a per engagement basis, thus we can optimise our costs by targeting platforms where our target audience are.

Client Report Page 3, Par.4-7 (**The Dangers of Digital Marketing Agencies**)

X COMPANY X

PLATFORMS

X

Crowdfunder

- Keep-It-All
- 5% (free if sponsored) and 2.4% + 0.20 GBP per transaction
- Donations, Rewards

patreon

- Subscription (Ongoing Keep-It-All)
- 5-12% + payment fees (2.9% + 0.25 GBP)
- Donations, memberships

gofundme

- Keep-It-All
- 0% platform fee, 2.9% + 0.25 GBP payment processing
- Donations

INDIEGOGO

- Keep-It-All
- 5% platform fee + 3-5% payment processing
- Pre-orders, Rewards

VARIABLES FOR SUCCESS

Signaling Theory in the Campaign Page

Helping Others: Highlight Co. X as an opportunity to help others (Project Y)

Optimistic Language: “We strive to empower your voice and defend your views and rights to unfiltered news.”

Content: Explain more through pictures, videos, and comments to maintain engagement.

QR code removed

VARIABLES FOR SUCCESS

What do they want to see on your page?

<u>What did other campaigns do</u>? Source: A Case Study of Kickstarter (n.d.):

When combining Pictures and Videos in a Campaign Page, some of the biggest contributors to increasing probability of a successful campaign that are also relevant to Co. X's campaign include:



Product Specification (Website and Project Y)



Development Process



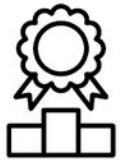
Fund Allocation



Progress Status



Appreciation



Reward Options

Client Report Pages 11-13 for information on variables with positive and negative effects

QR code removed

REWARD OPTIONS

The Three Main Rewards

- Beta Testing
- Tokens to support news!
- Live Forums



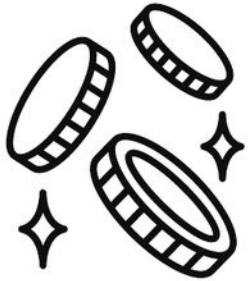
Live Forums

Tickets to meet online or in person!



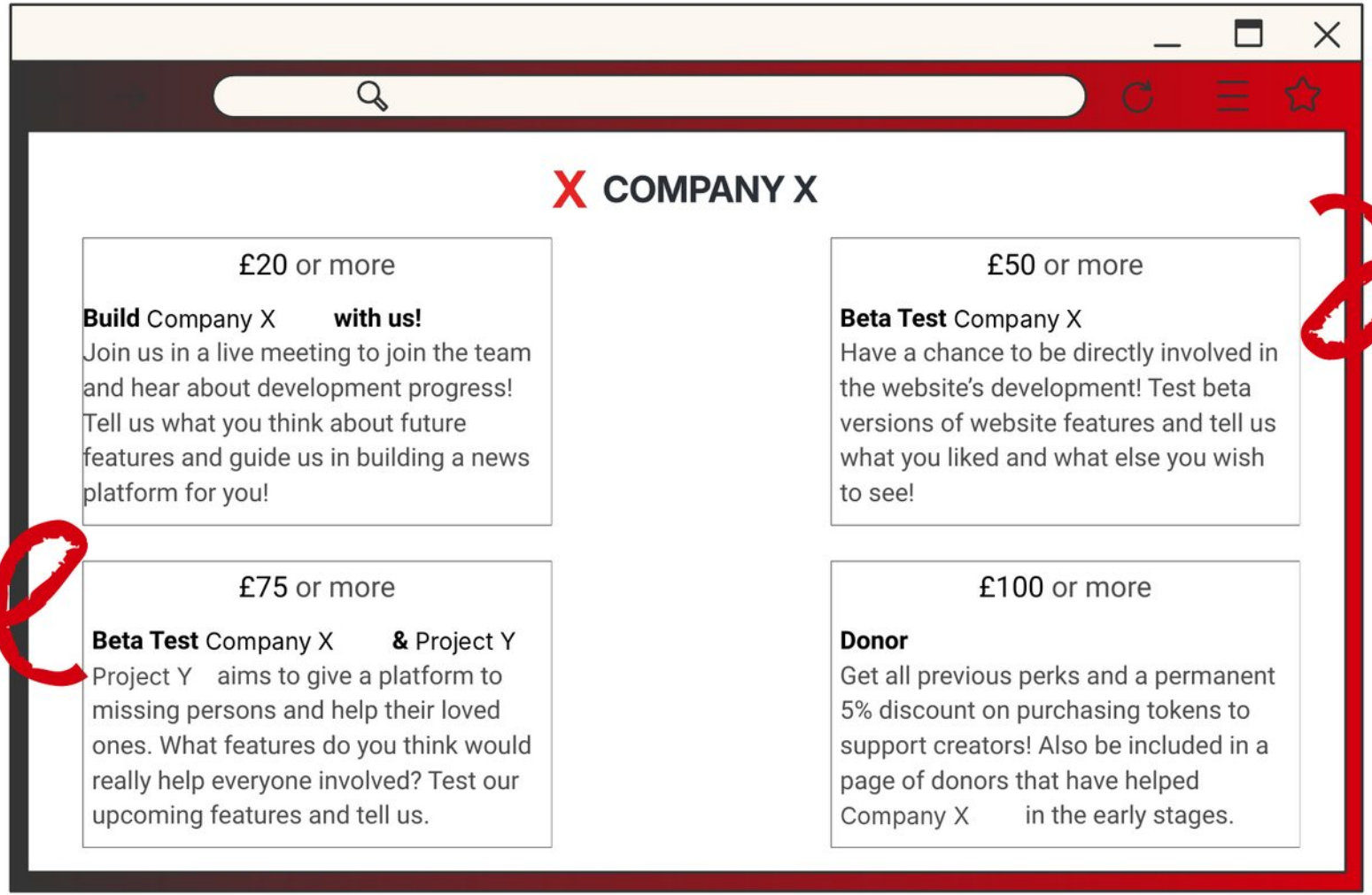
Beta Testing

Get feedback on development while users can enjoy early access!



Tokens

Tokens to reward authors for providing news!


X COMPANY X
£20 or more
Build Company X with us!
Join us in a live meeting to join the team and hear about development progress! Tell us what you think about future features and guide us in building a news platform for you!
£50 or more
Beta Test Company X
Have a chance to be directly involved in the website's development! Test beta versions of website features and tell us what you liked and what else you wish to see!
£75 or more
Beta Test Company X & Project Y
Project Y aims to give a platform to missing persons and help their loved ones. What features do you think would really help everyone involved? Test our upcoming features and tell us.
£100 or more
Donor
Get all previous perks and a permanent 5% discount on purchasing tokens to support creators! Also be included in a page of donors that have helped Company X in the early stages.



SETTING UP

Platform Comparison

Platform	Cost per 1k	Key Demographic	Best For	Ad Format	Content Length
YouTube	£200	25-45yo	Brand storytelling	60s skippable ads	0:30-2:00
Instagram	£150	18-40yo	Visual narratives	Carousels + Reels ads	0:15-0:30
Facebook	£120	30-60yo	Community building	Story ads + Live Q&As	0:05-0:15
X	£100	30-50yo	Breaking news	Text threads + Polls	280 chars max
TikTok	£80	18-30yo	Viral reach	Spark Ads + Duets	0:09-0:15

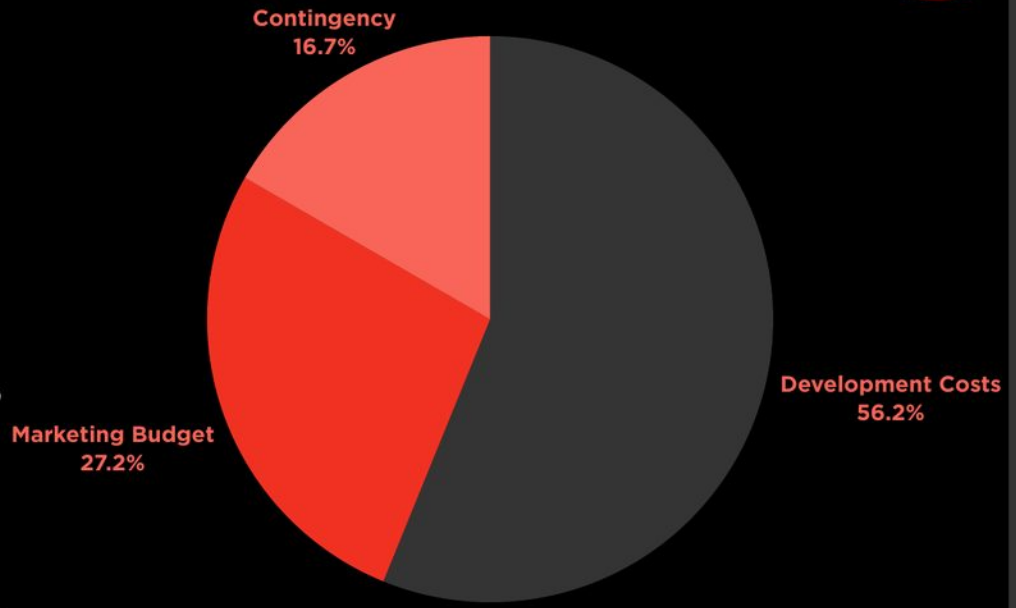
Production Budget
YouTube: £2,000 (3x 60s mini-docs)
Instagram/FB: £1,500 (20 posts + 5 Reels)
TikTok: £500 (15 UGC clips)
X: £300 (50+ text posts)

X COMPANY X

BUDGET ALLOCATION INSIGHTS

Campaign Only!

Variable Cost for any Live Forums
The £7,500+ marketing budget is split between video production (£1600-£2500), 3 professional video for start, middle, and end. (£1500-£2000) and £100-£500 for shortform videos and social ads (£5,000+), with video getting priority as it delivers 3x higher retention rates according to Google Ads benchmarks.
£7750-£15500 Development Costs as per client's information
Total: £23,000 + 20% Contingency: £27,600



CAMPAIGN... START!

Start Strong

Right before starting, find the right time when reach and audience have increased. Do we have a Minimum Viable Product ready for people to see how the product works or at least give photos of what it would look like?
Professional Videos: Have professionally pitched videos per phase: Start, Middle, End

Short-Form Videos

Have a schedule for posting this such as bi-weekly to show organisation



Adjust to the Platform

Depending on the platform's features, add the features that were discussed. For example, on Crowdfunder UK and Indiegogo, have rewards ready and for Crowdfunder UK, regular donations.

SMART GOALS

S

Specific:
Define clear milestones and goals:
i.e.
£100k in the two weeks

M

Measurable:
Establish a criteria to track progress and measure success:
i.e.
Having 3,000 backers in those first two weeks

A

Achievable:
Realistic and attainable from the effort done so far?
i.e.
Have we managed to reach 50,000 engagements before the campaign?

R

Relevant:
Tie the metrics directly to the broader objectives of the company and the campaign:
i.e.
Raising $100,000 will fund 20 new investigative journalism stories this year

T

Time Bound:
Set deadlines for urgency and focus.
i.e.
When should we have achieved 50% of the funding goal?
First three weeks?

X COMPANY X

CAMPAIGN MAINTENANCE

Have we reached a sufficient amount from our campaign start?

If yes, how do we continue this momentum?
If not, how what has gone wrong?

Either way, find which departments could be improved upon. Marketing, Development, Operations, Product.

Provide Reassurance: What can be done with the money received so far?

We've Achieved 30% of the Funding Goal in the first two weeks!

Here's What we can do so far!

1. Start App Development
2. Finalise the UI/UX of the website.
3. Partner with relevant authorities that can help **Project Y** reach more people!

CAMPAIGN MAINTENANCE

Mid-campaign slumps and how to handle it: Kickstarter themselves give tips on creating solutions so let's come up with some. What to do when momentum slows and donations plateau?

Have social media templates: Have easy to copy-paste templates that family and friends can share to those who haven't heard of you on their social media platforms.

X COMPANY X

Have News to Share?

Hello family and friends! Have you heard of Company X? They're a News platform run by, well us the people, where you can read and share on a platform that shares unfiltered content.
Seen a political situation not given enough attention? Share it!
Your favourite sports team just won? Share it!
A new scary virus just started spreading globally? Share it!
Your cat's ill?... Sure, share it!
Spread the word and tell everyone about the crowdfunding campaign.
Just make sure your news are reliable!

Client Report Page 16 for extra information on social media templates

CAMPAIGN END



It's the last week, what do we do now?

Check-up on your SMART goals. Have we been able to accomplish them? Regardless of the outcome, share it with your loyal donors and let them know how the campaign went and thank them for supporting you the whole time!



Communicate the Next Steps

Clearly outline what backers can expect moving forward. What can you do with the funds gained (either not enough or more than enough). Be transparent about potential delays. Continue building relationships with your backers by sharing behind-the-scenes updates and involving them in future decisions or projects.

X

Client Report pp.17-18 for more information on Steps Forward

SWOT ANALYSIS

S

Resourcefulness: Improvising with rewards
Organisation: Large Emphasis on Organisation
Low Rewards Costs

Positive Feedback Loop!

W

Diversity of Rewards
Unpredictable Outcome
High Costs and High Reward
Reliance on Marketing

O

Market Upset for Current Media
Market Demand for Product

T

News Markets with Large Influence mean strong competitors.

Reputational Harm if Campaign Fails

X COMPANY X

CONCLUSIONS AND TAKEAWAYS

Consistency in Transparency, Communication, Beliefs, Development

SMART Goals will allow for organised planning throughout the campaign

Resourcefulness as a value will help us achieve more with less

Organisation is important for the firm to address problems effectively and it would reflect on the campaign. People reward it.

Marketing is the most important tool for success in this campaign.

X COMPANY X

THANK YOU

11 Apr, 2025

X COMPANY X

References

Belleflamme, P., Lambert, T. and Schwienbacher, A. (2015) ‘Crowdfunding: Tapping the right crowd’, Journal of Business Venturing, 29(5), pp. 585–609.

Chen, Y., Dai, R. and Yao, J. (2020) ‘Learning from failure: Crowdfunding data and startup performance’, MIT Sloan Management Review, 61(2), pp. 1–12.

Gerber, E.M. and Hui, J.S. (2013) ‘Crowdfunding: Motivations and deterrents for participation’, ACM Transactions on Computer-Human Interaction, 20(6), pp. 1–34.

Huang, L., Pearce, J. and Williams, K. (2020) ‘Crowdfunding delays: Evidence from hardware startups’, Entrepreneurship Theory and Practice, 44(3), pp. 507–532.

Mollick, E. (2014) ‘The dynamics of crowdfunding: An exploratory study’, Journal of Business Venturing, 29(1), pp. 1–16.

“News Consumption in the UK: 2024 Research Findings Welsh Translation Available.” 2024. p.g 5

“The Sprout Social IndexTM Edition XIX: 02 the Sprout Social IndexTM.” n.d. p,g 5 https://media.sproutsocial.com/uploads/Sprout-Social-Index-Report-2023.pdf.

Babbington-Fowles, Georgia. 2024. “How Micro-Influencers Can Drive Niche Engagement and ROI for Brands – Quirky Frog.” Quirkyfrog.co.uk. 2024. https://www.quirkyfrog.co.uk/industry-insights/how-micro-influencers-can-drive-niche-engagement-and-roi-for-brands/.

“Building Rewards — Kickstarter.” n.d. Www.kickstarter.com. https://www.kickstarter.com/help/handbook/rewards.

“Reward-Based Crowdfunding: What You Need to Know - CrowdLift.” 2024. Crowd Lifting. October 2024. https://crowdlift.ing/crowdfunding-types/reward-based-crowdfunding/. https://www.ibisworld.com/us/bed/per-capita-disposable-income/33/

Content. 2024. “Content Engagement: Content Timing: Content Timing: When to Publish for Peak Engagement - FasterCapital.” FasterCapital. 2024. https://www.fastercapital.com/content/Content-engagement--Content-Timing--Content-Timing--When-to-Publish-for-Peak-Engagement.html?.

TechCrunch (2016) ‘Pebble Time’s delayed but transparent journey’, TechCrunch, 10 May. Available at: https://techcrunch.com/2016/05/10/pebble-time-delays (Accessed: 5 April 2025)

Crowdfunding Success Factors: A Case Study of Kickstarter (n.d.). Crowdfunding Success Factors: A Case Study of Kickstarter. [online] Available at: https://pure.aber.ac.uk/ws/portalfiles/portal/74587243/Vu_Thi_Ngoc_Trinh.pdf.

Staff, K. (2025). Overcome Your Kickstarter Funding Plateau. [online] Kickstarter Blog: Crowdfunding Tips, Stories & Insights. Available at: https://updates.kickstarter.com/overcome-the-mid-campaign-slump/?ref=section-homepage-newsitem-how-to-overcome-the-mid-campaign-slump [Accessed 6 Apr. 2025].

Crowdfunder, 2024. Crowdfunder’s Fees. Available at: https://www.crowdfunder.co.uk/fees

Indiegogo, 2024. Fees & Pricing for Campaigners: How much does Indiegogo cost? Available at: https://support.indiegogo.com/hc/en-us/articles/204456408-Fees-Pricing-for-Campaigners-How-much-does-Indiegogo-cost

GoFundMe, 2025. Start a GoFundMe. Available at: 203604424-Learn-about-fees

Patreon, 2025. Patreon Pricing. Available at: https://www.patreon.com/en-GB/pricing

Apppl Combine – Marketing & Advertising Agency (2025). Discover strategies for impactful email campaigns with expert insights from digital marketing agencies to boost engagement and ROI. [online] Linkedin.com. Available at: https://www.linkedin.com/pulse/how-digital-marketing-agencies-build-successful-email-campaigns-rfymc/ [Accessed 6 Apr. 2025].