

JXJ FESTIVAL 2023



Lena Barkin



JxJ Festival started as two separate and related festivals, the Washington Jewish Film Festival and the Washington Jewish Music Festival, both established in the 90s.

Since combined into JxJ Festival in 2019, it's attracted 300,000 customers across 180+ events.

2023 programming includes 30 films and 6 concerts across venues in the DMV area.

BIG QUESTIONS*



WHICH CHANNELS TO USE?



WHO DO WE TARGET?



**WHAT'S MOST COST
EFFECTIVE?**

OBJECTIVE

Increase ticket sales by 5% over 2018 numbers.

1

Primary KPI: Single Ticket Sales

2

Secondary Digital KPI: CVR 

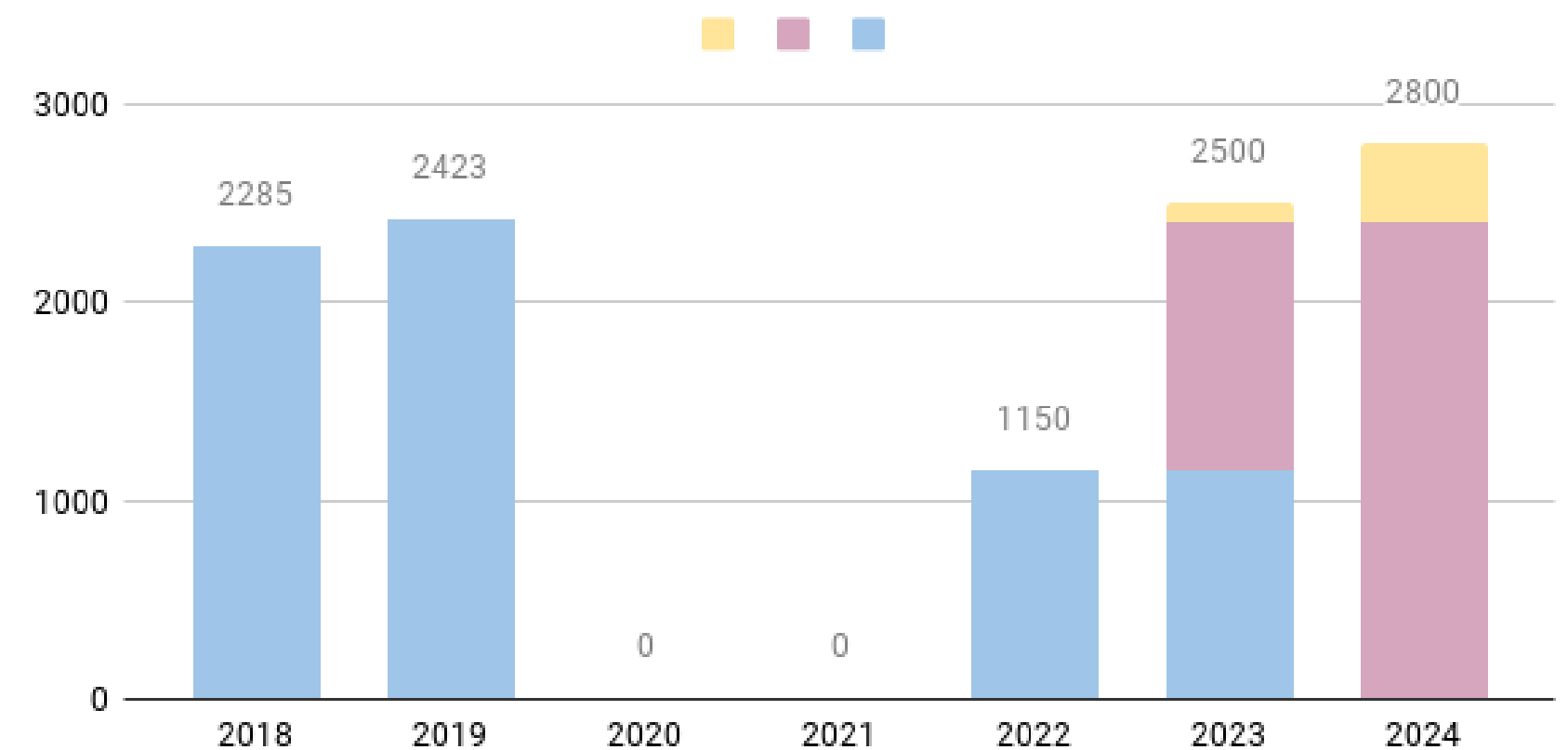
PAST TICKET SALES



GOALS

2400 (5% over 2018)

2500 (3% over 2019)



TACTIC 1

GOOGLE ADS

- FUNNEL GOAL: INTEREST
- MAINTAIN COMPANY VISIBILITY



PRIMARY KPI: WEBSITE
TRAFFIC
(SECONDARY: CPC)

TACTIC 2

FACEBOOK ADS

- FUNNEL GOAL: AWARENESS
- PACKAGE + PROMOTE INDIVIDUAL PROGRAM THREADS



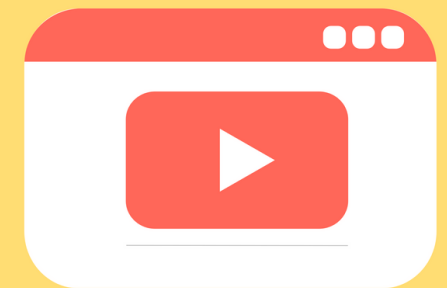
PRIMARY KPI: REACH
(SECONDARY: CTR)



TACTIC 3

VIDEO CONTENT

- FUNNEL GOAL: AWARENESS/INTEREST
- RECUT TRAILERS TOGETHER TO CREATE JXJ MONTAGE



PRIMARY KPI: VIEWS
(SECONDARY: CTR)

GOOGLE ADS

- Targets people already interested (searching) for film & music events
- Takes up free real estate.
- CPC: \$.80 with goal CVR of 4%
- metrics through Google Analytics



Enter keywords

Keywords are words or phrases

film competitions
cinema fest
film events
short film contest
list of film festivals
fest movie
short film competition
short film festivals
foreign film festival
sundance film
film fest movie
international movie festival
international film



Ad • www.jxjdc.org/events

[Film Festivals Near Me | Film Festival Ti...](#)
Exciting Lineup of International Film Pre...
JxJ Celebrates the Diversity of Jewish ...

Extras

Music

Film

Series

 Call (301) 777-3210

This Is What Happens If You Don't



netflix

All

Images

Videos

News

Maps

Shopping

Settings

All regions

Safe search: moderate

Any time

hulu.com

Report Ad

Watch New & Exclusive Series - Watch on Your Favorite Device

AD

With Showtime & Starz Add-Ons, We Have Something For Everyone. Watch Your Favorite Shows & Movies on Your TV, Tablet, or Mobile Device.

75+ Live TV Channels · 30 Day Free Trial · 75+ Live TV Channels

Shows: Grey's Anatomy, Rick and Morty, This is Us, Empire, The Voice

Watch Movies

Start a Free Trial to watch popular Movies on Hulu including ...

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All Your Favorite Shows and Movies Anytime, With Ads or Without.

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TV Shows And Movies

Stream All Your Favorite Shows and Movies on Hulu Today.

philo.com

Report Ad

Philo: The New Way to watch TV - Watch TV free for a week

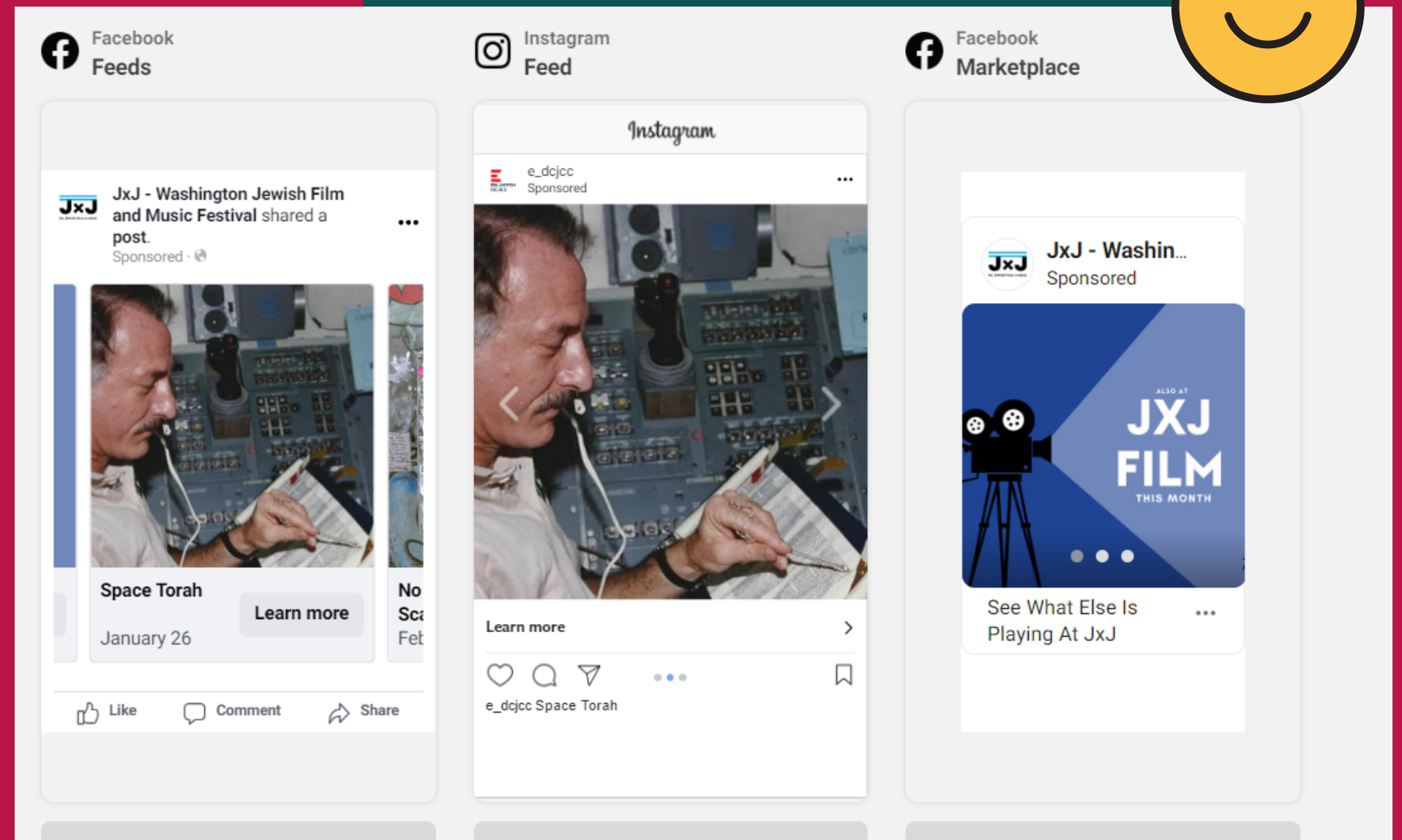
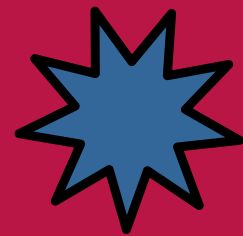
AD

Live your best life with Philo. All the features, none of the hassle. AMC, Comedy Central, Discovery, History, HGTV, VH1 and so much more!

Our channel lineup · Watch Mash-Up Our House · Watch Live Video Now · Get started

FACEBOOK ADS

- Individual creatives for separate film or concert series
- Best place to show off posters
- Broad range and scope - older users but lots of affinity groups
- Focus on getting brand recognition over conversion
- metrics through Meta Suite



VIDEO ADS

- Highlight a variety of content and offer teasers
- Can be recut for different themes/genres and to fit across multiple outlets
- Brand recognition with potential for further interaction (on social media, etc)
- Younger demographics on Youtube and Insta
- Metrics collected across channels, conversions measured through GA



- bumper ads
- IG reels
- FB video ads
- In-Stream Ads



**CAFRITZ
HALL**

WHAT IF IT FAILS?





HOW MUCH WILL THIS COST?



Media					Website				Return on Ad Spend (ROAS)		
Site Name	% of Spend	Budget	CPC	Clicks to Website	Conversion Rate	Conversions	Avg. Order Value	Revenue	ROAS Goal	Delivered ROAS	% vs. ROAS Goal
Paid Search	50%	\$3,000	\$0.80	3,750	4.00%	150	\$40	\$6,000.0	10%	100%	900%
Facebook	17%	\$1,000	\$0.68	1,471	3.34%	49	\$40	\$1,964.7	50%	96%	93%
YouTube	33%	\$2,000	\$0.49	4,082	3.34%	136	\$40	\$5,453.1	29%	173%	495%
Total Budget	100%	\$6,000	\$1.55	9,303	3.64%	335	\$40	\$13,417.8	450%	1341%	400%

Good
vibes

????



Profit

SLAY