SocialPressure Marketing Plan

Presented By:

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DECEMBER 2025

SocialPressure
MARKETING PLAN

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Meet the Team

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Overview

Social Pressure is an event and marketing company, it is mainly known for **nightlife events, exclusive parties, and curated social experiences.**

- They work with many famous venues and brands in New York, Long Island, and the Hamptons.
- They run events with an average of 720 people and a **90% sell-out rate.**
- They have worked with **over 100 businesses** and built a strong name in **nightlife and youth culture.**

Their strength is producing **unforgettable events** and bringing people together through music, culture, and great execution.

Current State

@socialpressure_

- The account content focuses on promoting nightlife events, exclusive parties, and curated experiences for their community, particularly highlighting their events in New York City and The Hamptons.

- The account is steadily building its online presence with active participation from its audience.

- Content showcases vibrant event promotions and party highlights, positioning itself as a go-to nightlife curator.

Key Insights:
- Instagram Followers: **8.9K**
- **317** Total Posts
- Average of **25** Likes per Post
- Average of **2** Comments per Post
- **0.30%** Engagement Rate
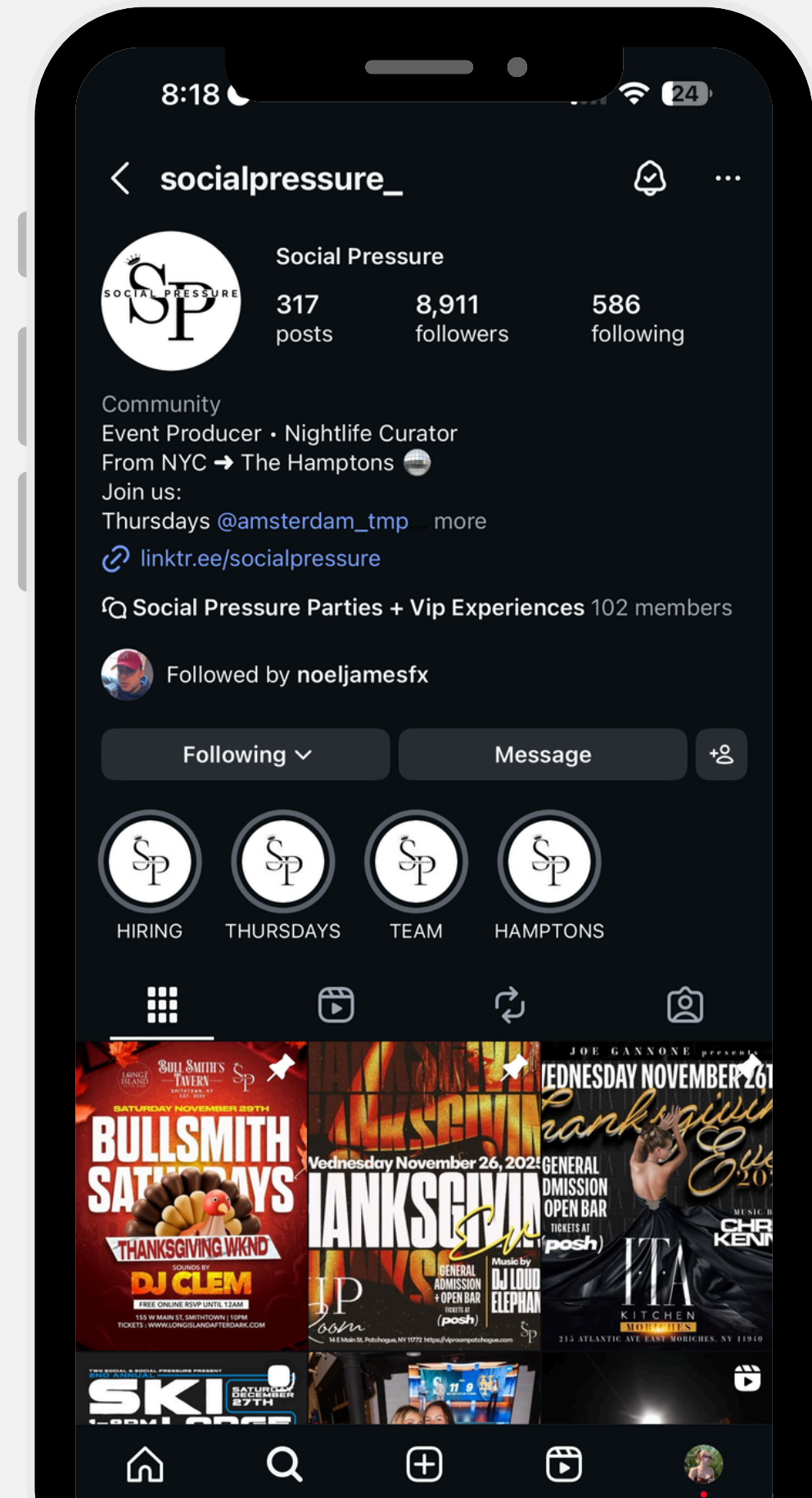
Target Audience

Demographics
- Age: 25–45
- Location: NYC, DC, Miami (metro + surrounding areas)
- Lifestyle: Urban professionals, creatives, entrepreneurs, and culture workers
- Income: Mid–high disposable income (spend on nightlife, travel, festivals, dining)

Psychographics
- Value-driven: Care about social justice, climate, gender equity, voting rights
- Culturally fluent: Follow trends in music, art, nightlife, and fashion
- Cause-curious, not yet deeply activated: Open to civic engagement when it's easy, social, and fun

Behavior & Media Habits
- Regularly attend concerts, clubs, pop-ups, and festivals
- Heavy users of Instagram, TikTok, and Spotify
- Follow artists, DJs, activists, and cultural media (e.g. Complex, Rolling Stone, Paper, local creators)
- Motivated by FOMO, exclusivity, and shareable moments (photo walls, VIP areas, behind-the-scenes access)

Customer Persona

Jordan Rivera, 32 – Creative Director, Brooklyn, NY
Income: $110K/year
—

Lifestyle & Habits:
Out 2–3 nights/week (concerts, DJ sets, brand events)
Splits weekends between Brooklyn nightlife + quick trips (Miami, Montauk, DC)
The friend who always says, "I found this event, we should go."

Values & Mindset:
Cares about women's rights, climate, voting, but rejects "homework politics"
Sees culture as a gateway to change
Wants events that are fun first, meaningful by design

Digital Behavior:
Lives on Instagram & TikTok, always posting Stories
Follows DJs, artists, activists, culture media (Complex, Rolling Stone, Paper)

Target Market

New York City — Flagship
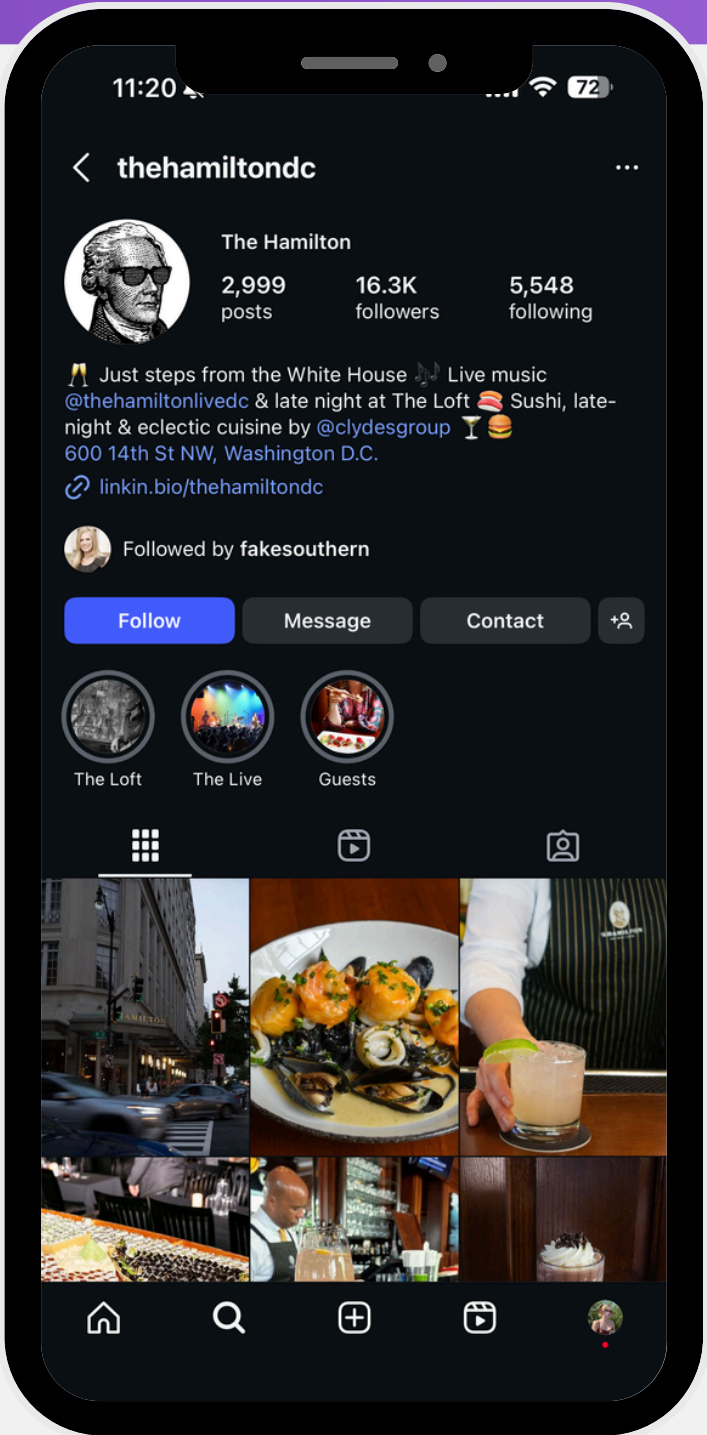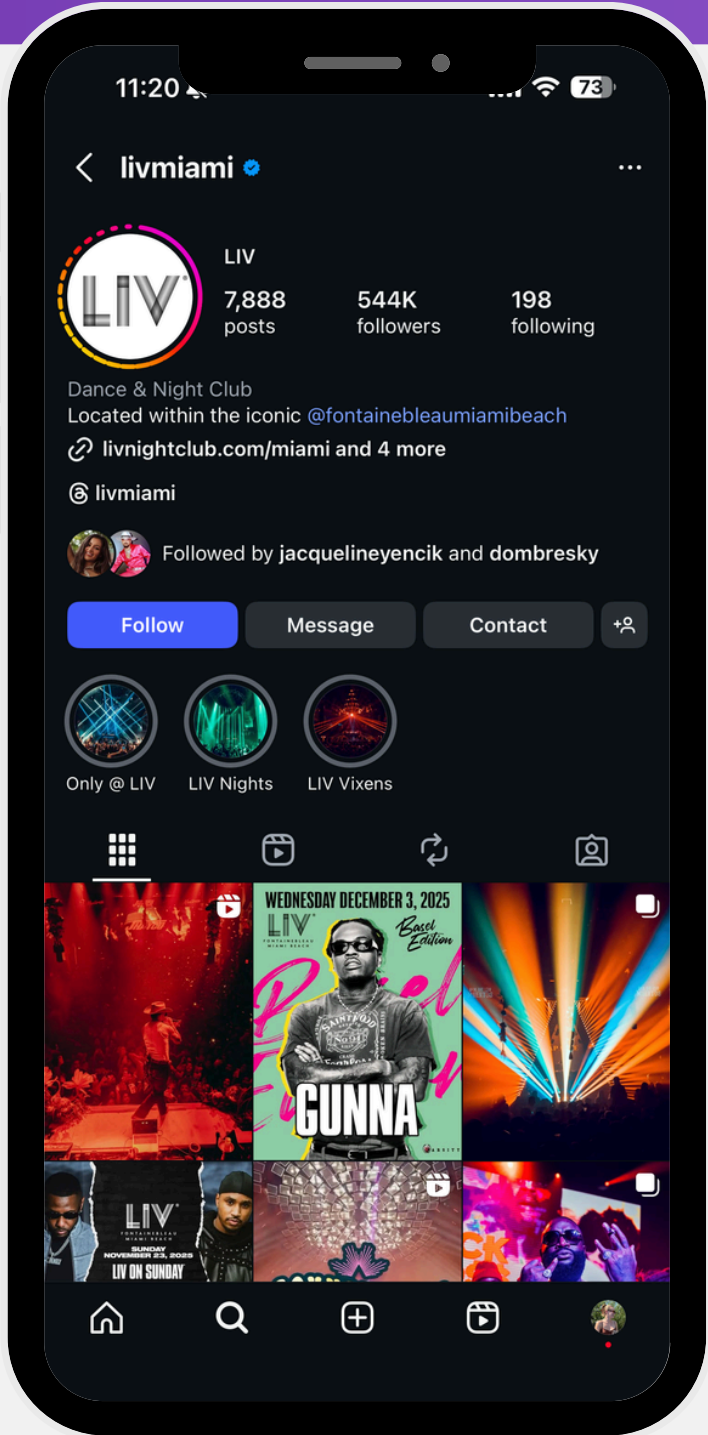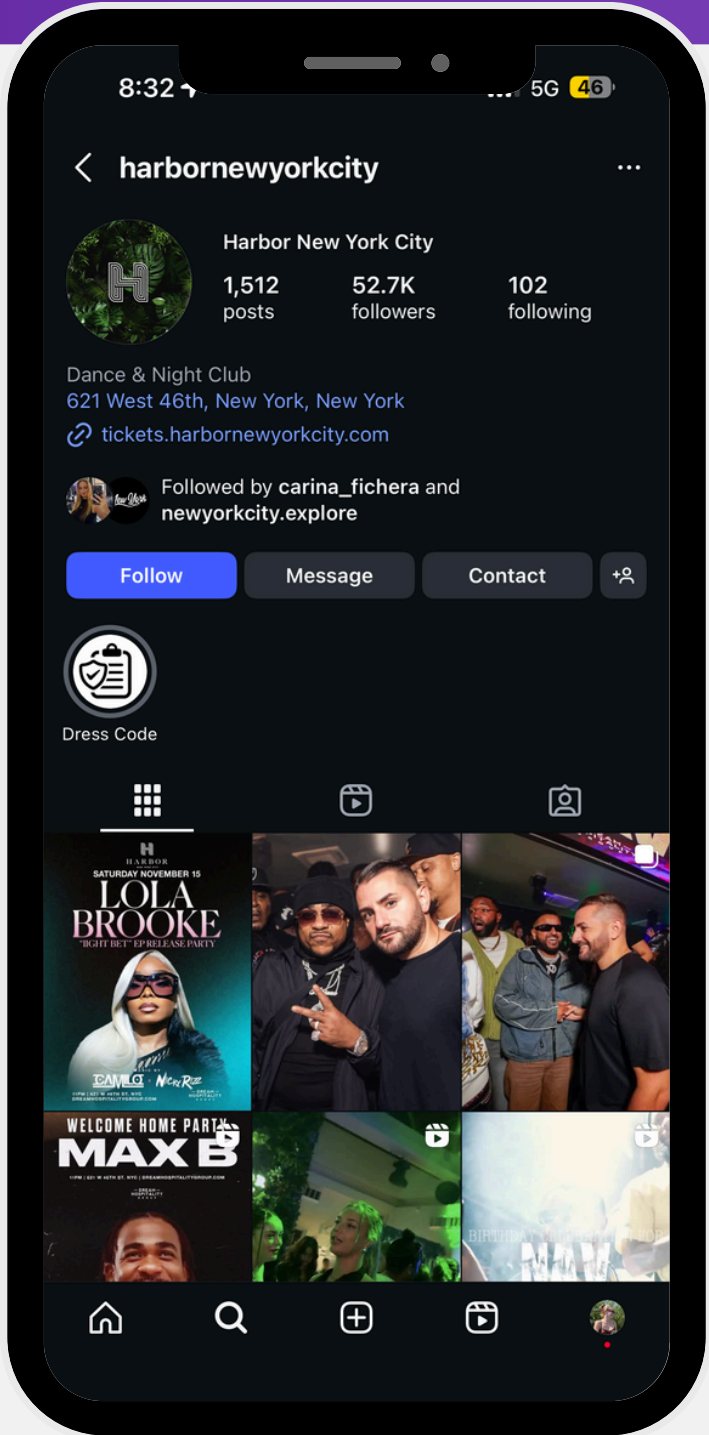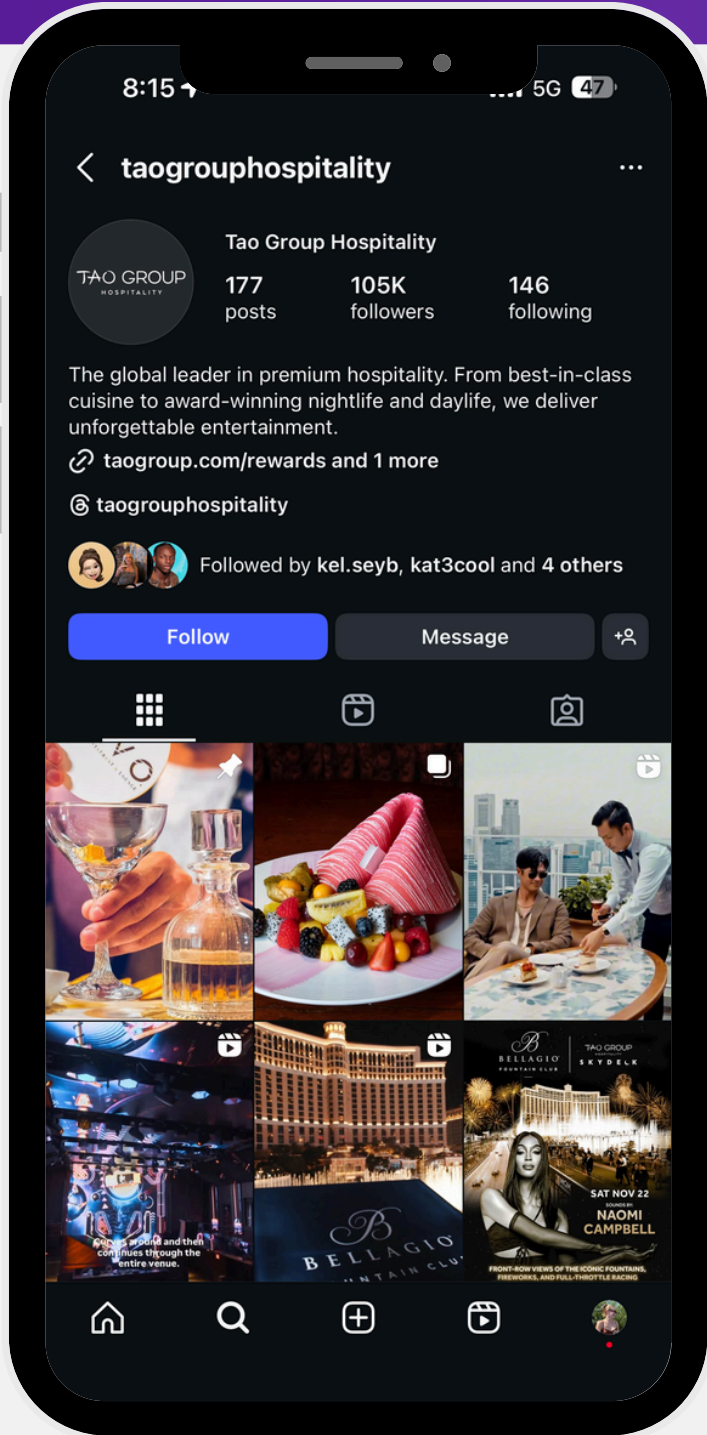
Washington, DC — Policy Hub

Miami — Culture Destination

Competitive Landscape

NYC

taogrouphospitality

Tao Group Hospitality
177 posts · 105K followers · 146 following

The global leader in premium hospitality. From best-in-class cuisine to award-winning nightlife and daylife, we deliver unforgettable entertainment.
taogroup.com/rewards and 1 more
taogrouphospitality
Followed by kel.seyb, kat3cool and 4 others

Follow · Message

MIAMI

harbornewyorkcity

Harbor New York City
1,512 posts · 52.7K followers · 102 following

Dance & Night Club
621 West 46th, New York, New York
tickets.harbornewyorkcity.com
Followed by carina_fichera and newyorkcity.explore

Follow · Message · Contact

Dress Code

WASHINGTON D.C.

livmiami ✓

LIV
7,888 posts · 544K followers · 198 following

Dance & Night Club
Located within the iconic @fontainebleaumiamibeach
livnightclub.com/miami and 4 more
livmiami
Followed by jacquelineyencik and dombresky

Follow · Message · Contact

Only @ LIV · LIV Nights · LIV Vixens

thehamiltondc

The Hamilton
2,999 posts · 16.3K followers · 5,548 following

🎹 Just steps from the White House 🎶 Live music @thehamiltonlivedc & late night at The Loft 🍣 Sushi, late-night & eclectic cuisine by @clydesgroup 🍸🍮
600 14th St NW, Washington D.C.
linkin.bio/thehamiltondc
Followed by fakesouthern

Follow · Message · Contact

The Loft · The Live · Guests

The Problem (Today)

- **Perceived as nightlife-first, not mission-first.**
  - Public footprint centers on weekly parties (Fridays @ Docks Off 5th, Saturdays @ Bull Smith's/Amalfi; RSVP links in bio), reinforcing a "party brand" identity.

- **Transactional call-to-actions (tables/RSVP) vs. community or cause actions.**
  - Links push approvals and bookings, not civic engagement.

- **Limited proof of impact beyond attendance/content.**
  - No visible metrics on sign-ups, donations, or volunteering.

- **First-party data under-leveraged.**
  - Reliance on third-party RSVPs (Posh/Luma) and DM/text for tables suggests fragmented data capture and limited audience segmentation.

- **Audience accessibility vs. exclusivity tension.**
  - Approval-only and bottle-service cues can narrow who feels welcome.

- **Venue & geography constraints.**
  - Heavy NYC/Hamptons cadence introduces seasonality and high cost contexts that can gate participation and dilute community-building.

- **Partnership whitespace.**
  - No consistent, public-facing collaborations with advocacy or civic groups.
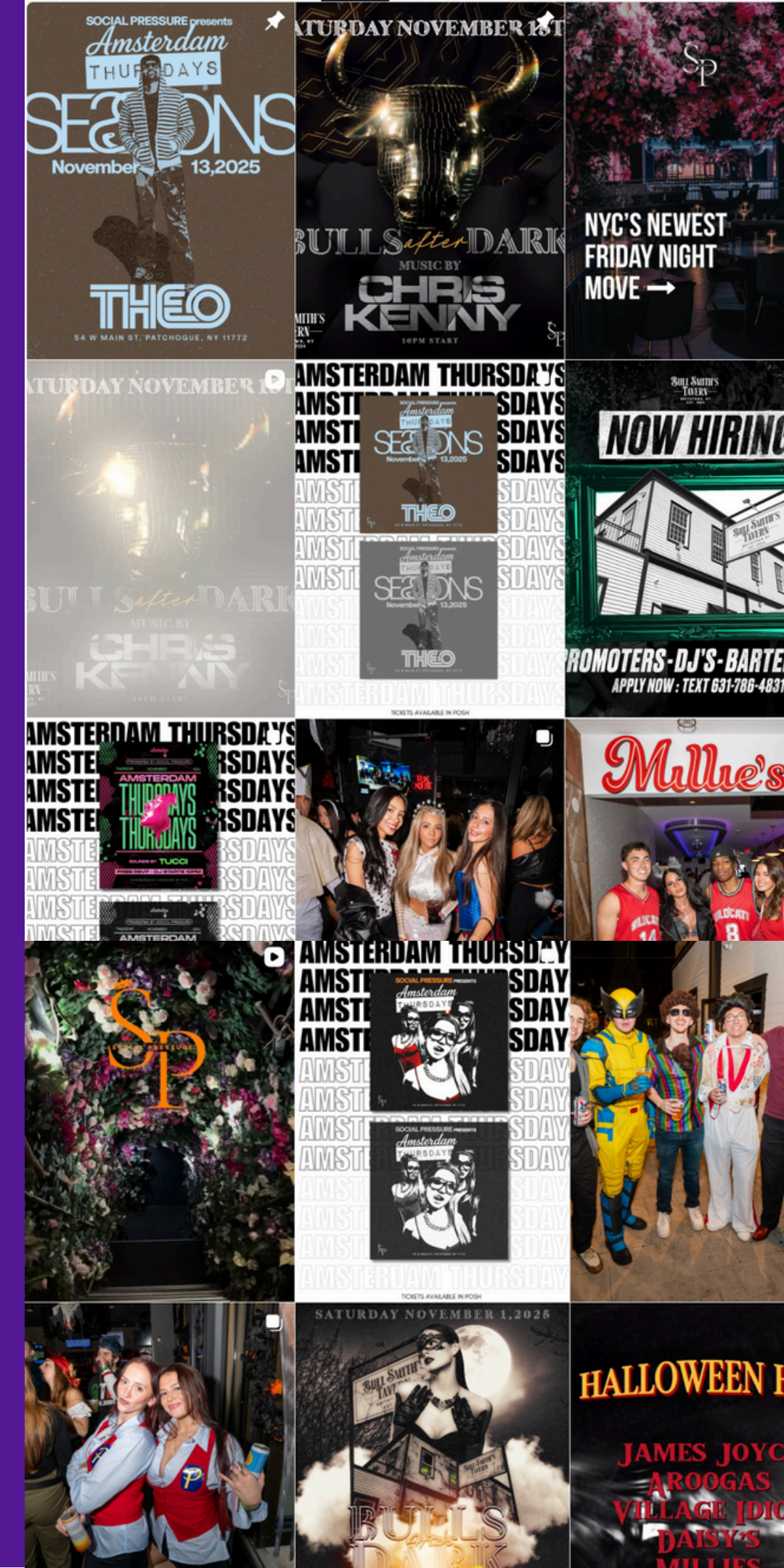
The Opportunity

- **IRL converts.** Live experiences drive high-intent sign-ups and repeat engagement.
- **Culture × cause unlock.** Artists/creators make action feel native to nightlife.
- **Measurement edge.** On-site actions (registrations, pledges) prove value to sponsors.
- **Geography advantage.** NYC, DC, Miami concentrate creators, media, and advocacy networks.

LEVERAGE WHAT EXISTS (TODAY → NEXT)

- **Weekly parties = feeder funnel.** Use current nights to test low-lift CTAs (QR kiosks, "1-tap" sign-ups).
- **VIP/table pipeline = high-LTV cohort.** Add optional purpose benefits (priority access, hosted intros) tied to actions.
- **Content engine.** Turn recap reels into impact reels (actions completed, partners spotlighted).
- **Creator network on deck.** Give residents/hosts cause roles (on-mic moments, story scripts, link stickers).
- **Data capture upgrade.** Consolidate RSVPs into a single CRM; tag attendees by interests/cause actions.
- **Venue relationships.** Negotiate cause-friendly holds (booth space, LED time, QR placements) on existing nights.

SocialAMP
PLUGGING INTO POLITICAL IMPACT

"Social" represents community, connection, culture, and civic engagement.

Maintains Current Brand Recognition.

"Amp" Conveys amplification: elevating voices, boosting messages, enhancing impact.

SocialAMP
PLUGGING INTO POLITICAL IMPACT

Brand Positioning Statement

SocialAMP is a curated events service that connects communities, causes, and changemakers by producing safe, high-impact political, fundraising, and charity events.

We transform participation into influence, giving people and organizations a seamless way to plug into political impact.

What We Do

- Curate and manage political events, fundraisers, and charity activations.

- Connect candidates, organizations, and supporters with meaningful experiences.

- Provide professional event production with the cultural edge of SocialPressure.

- Elevate civic engagement by making events accessible, modern, and influence-driven.

Brand Purpose

To amplify civic dialogue, community impact, and mission-driven storytelling through elevated event production.

Key Messaging

A NEW APPROACH TO EVENT IMPACT

We are an event architecture firm that leverages masterful logistics and sophisticated design to achieve your organization's most critical goals. We don't just host events; we engineer high-value platforms for fundraising, policy influence, and strategic networking.

PROVEN EXECUTION, ABSOLUTE DISCRETION

SocialAMP highlights background in high-profile events has honed our ability to execute complex, multi-stakeholder gatherings with flawless precision and absolute discretion. We'll keep the focus on your mission and guests.

Unique Selling Points

OPERATIONAL CREDIBILITY

- Flawlessly managing large-scale logistics (venues, security, production, talent) under the highest pressure.
- We guarantee zero-defect execution.

CROSS MARKET NETWORKS

- Exclusive access to venues/talent, reduced vendor costs through established relationships, built-in cross-promotion opportunities plus security protocols to ensure event consistency.

Campaign Tactics
CONTENT MARKETING

Thought Leadership Content

Position SocialAMP as an expert in political and charity event planning by creating thought leadership content. This could include social media posts on **LinkedIn** about the nuances of hosting high-stakes political events or fundraising galas.

Ex: Create informational videos discussing key trends in political fundraising, such as digital donations or VIP engagement strategies on a weekly basis to establish the brand as an expert in these areas.

Behind-the-Scenes Event Coverage

Use **Instagram** Stories, Reels, and Carousel posts to showcase behind-the-scenes footage of event planning, setup, and execution.

Ex: Post "Behind the Scenes" Stories for events, showing setup, VIP guests arriving, or highlights of entertainment to generate buzz and increase engagement.
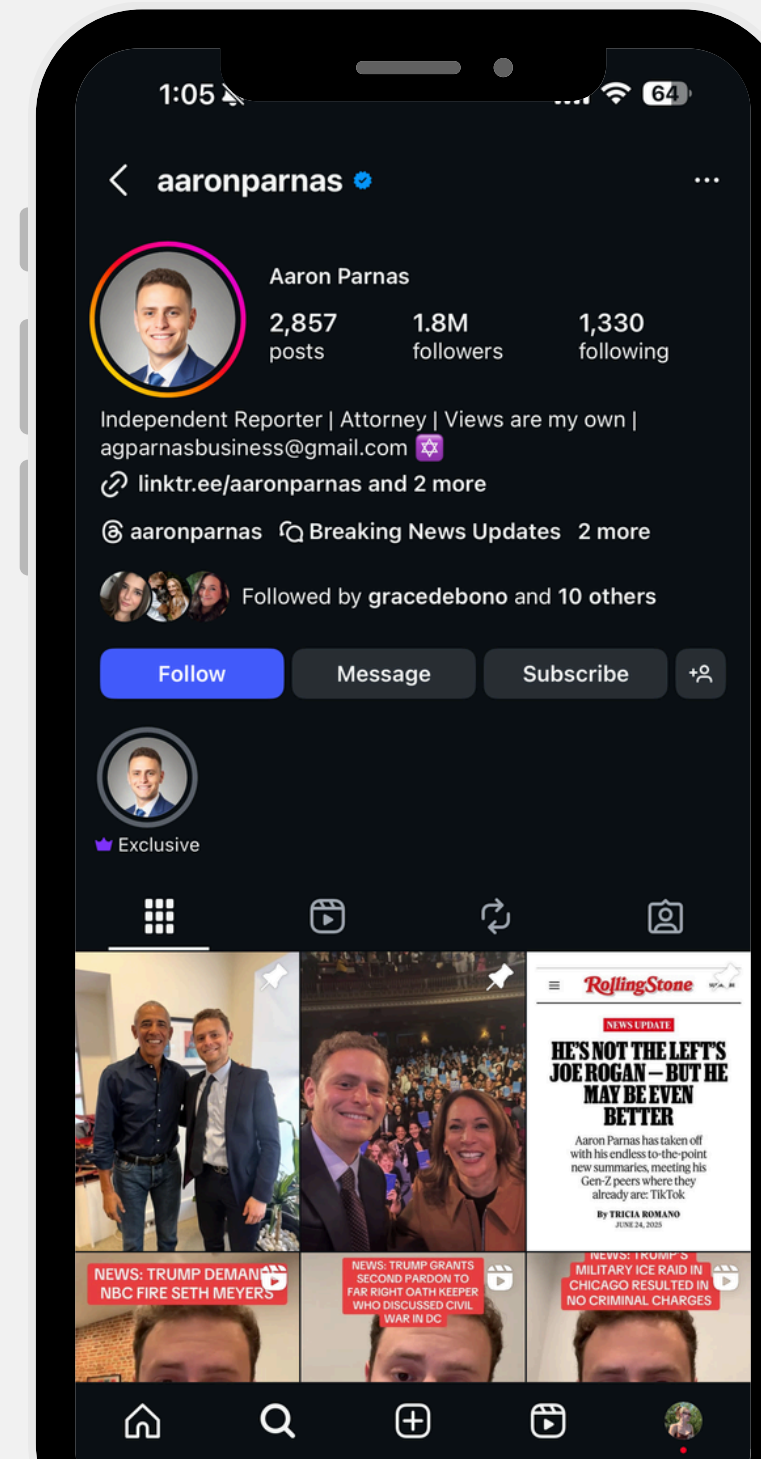
Campaign Tactics
INFLUENCERS

Work with Local Influencers or Celebrities for Charity/Political Events

Partner with influencers, local political figures, or celebrities to promote SocialAMP's services and to attract attention from high-net-worth individuals who are likely to host or attend charity events.

Ex: Offer a celebrity influencer the opportunity to be the host at a high-profile fundraiser, and have them promote the event across their social channels.

Aaron Parnas

@aaronparnas (IG)

1.8M Followers

3.43% Engagement Rate

Based in D.C.

Nonpartisan Political Commentator

37.4% of Audience is **25-34 Years Old**

Campaign Tactics
DIRECT OUTREACH

→ Outreach to Political & Civic Organizations

Direct email + pitch deck to local/state political groups, civic coalitions, and youth voter organizations.

Offer: Event production support (sound, staging, talent booking, live streaming) for their existing events.

→ Hyperlocal Field Partnerships

Reach out directly to:
- Local libraries
- Community centers
- Public housing councils
- Neighborhood alliances
- University clubs (political science, social justice, music & arts)

Offer: Free pop-up programming (DJ sets, mini-panels, speaker series) in exchange for visibility + turnout.

→ Targeted Social Media DMs & Creator Collabs

Reach out to micro-creators who already post about:
- Civic engagement
- NYC culture
- Gen Z activism
- Nightlife and events

Offer: Free event access behind-the-scenes content co-branded reels promoting turnout + voter registration

Campaign Tactics
STRATEGIC PARTNERSHIPS

Form Strategic Partnerships

Build partnerships with political organizations, nonprofit groups, and influencers in the charity space.

Ex: Offer to support political or community leaders in their campaigns or charitable causes i.e. offer to provide support for their public events via entertainment, VIP guest services, or professional event management.

Build Relationships with Political Figures

Develop relationships with local politicians, community leaders, and well-known advocates in the charity sector. Create opportunities for them to use your services for events, galas, and fundraisers to increase visibility.

Ex: Build relationships via direct outreach. Identify political figures, local politicians (e.g., city council members, state representatives), and community leaders who you want to work with and reach out via curated emails or LinkedIn messages.

Campaign Timeline

PHASE 2 (Q2-3)
ENGAGEMENT

Engage the political and nonprofit sectors, increase involvement, and position SocialAMP as the go-to event partner for charity and political events.

1

3

PHASE 1 (Q1)
AWARENESS

2

Introduce SocialAMP as a new player in the political and charity event space, creating awareness among political figures, nonprofits, and influencers.

PHASE 3 (Q4)
CONVERSION

Convert relationships into bookings, secure high-value clients, and build long-term partnerships.

Goals & KPIs

GOAL #1: Build Brand Awareness in the Political and Nonprofit Event Space.

Key Performance Indicators:

- Increase total social media reach and impressions by **30%** within the **first 90 days** of launch.
- Grow audience of political, nonprofit, and civic sector followers by **15%** by the end of **Q1**.
- Secure **3–5** mentions or shares from relevant creators, partners, or civic organizations within the **first three months**.
- Achieve **10K+** combined views on launch announcement content (across IG, TikTok, LinkedIn) within the **first 30 days**.

Goals & KPIs

GOAL #2: Drive High-Value Engagement with Civic Organizations, Creators, and Community Partners.

Key Performance Indicators:

- Establish **10–12** new partnerships with civic groups, nonprofits, university clubs, or micro-creators by the end of **Q2**.
- Achieve an average engagement rate of **4%** or higher on thought-leadership and behind-the-scenes content by **mid-year**.
- Host two satellite pop-up events with a target of **100+** attendees each within six months.
- Secure **20–30** direct outreach conversations via email, DM, or LinkedIn with political or nonprofit prospects within the **first 90 days**.

Goals & KPIs

GOAL #3: Convert Engagement into Bookings and Measurable Civic Impact.

Key Performance Indicators:

- Book **3–5** paid political/charity event contracts by **Q4**.
- Successfully produce one large-scale SocialAMP event (target: **600+** attendees) **within six months**.
- Register **1,000** new voters through **HeadCount** or partner activations within **six months.**
- Capture **2K+** new contacts into a unified CRM by the end of **Q3**.
- Achieve **25%** repeat booking rate from early partners by **year-end**.

SMART Objectives

Specific	Host 1 large-scale "AMPLIFY" concert + 2 pop-up satellite events (panel + DJ night).
Measurable	Register at least 1,000 new voters via HeadCount partnership.
Achievable	Leverage Social Pressure's artist network & venue experience.
Relevant	Strengthen brand equity as a culture x cause connector.
Time-Bound	Within 6 months of campaign launch.

Key Takeaways

This is a true brand extension strategy. SocialPressure is connected to SocialAMP in a very intentional way.

SocialAMP will transform participation into influence through partnerships, influencer collaborations, and the coordination of safe, high-quality events.

We will build awareness of SocialAMP in the political and nonprofit sectors, deepen engagement through meaningful interactions, and ultimately drive conversions by securing high-value clients and long-term partnerships.

Our intentional strategy recommendation will ensure that SocialAMP becomes a force in the political event planning space.

Let's Plug Into Social Impact, Together.

QUESTIONS?