



MARKETING IDEAS COMIX

1. Parents can post the drawings of their kid on social media platform- With a hashtag #98thPercentile #ComixContest2021 #UnleashTheArtist. Caption: My kid participated in the Comix contest by 98thPercentile. Share, like and comment and make him/her win the comix contest.

OR

Caption this- Parents can upload their kids comix drawings and ask the audience to caption this. This is the best way to increase the number of comments on your posts.

2. Post your kids drawing in various FB Groups related to comix. FB Groups are the best medium for this. The best way to find groups is by using the search engine option on both the platforms.

3. Can use the power of Instagram Reels which is booming these days- Wherein parents can share the BTS videos of their kid during the comix competition.

Reason- This will not only increase the reach of the contest but will also give more engagement to kid.

4. Insta live session wherein kids can showcase their drawings, share their experience of the contest or what all they learnt from this competition, and how winning this competition is important for them.

Reason- Insta Live will be the best way to communicate about the contest as people are always excited to see the live stories so it will enhance the reach.

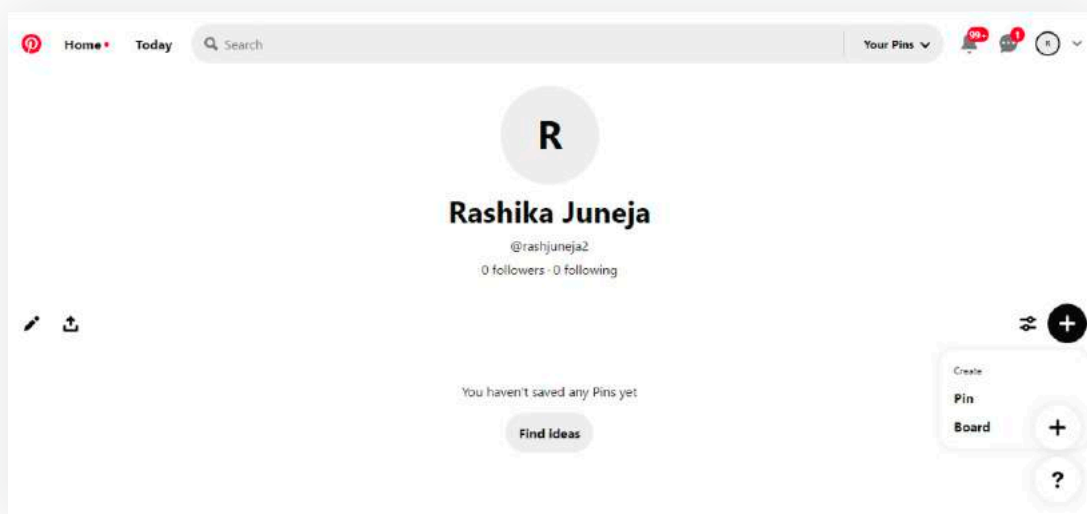
5. Ask your friends and family to share your kids comix drawing in their WhatsApp groups and ask them to post on their social media handles.

6. Do not underestimate the value of this image-sharing site- Pinterest is the image sharing and social media service that enables the discovery of information on the internet using images and, on a smaller scale, animated GIFs, and videos, in the form of pinboards.

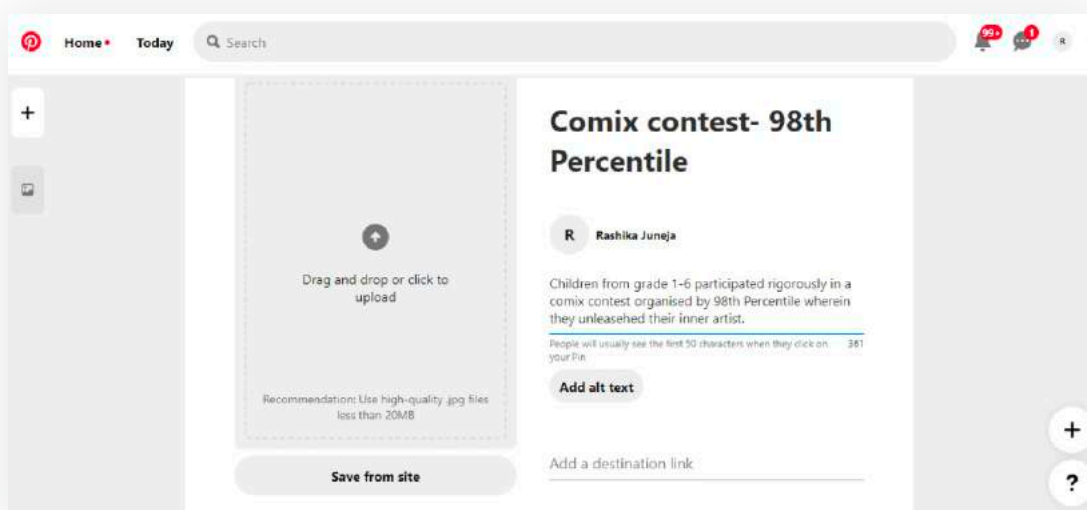
Using their pinboards Parents can create a comix Designs boards and then create a pin with their kids drawing. And with that people who will visit that specific pin, will click the pin which will take them directly to the Facebook custom URL that we created wherein they can vote for the kids.

Steps to follow:

- Login to Pinterest by visiting this link: <https://in.pinterest.com/>
- Go to your profile and create a board and the pin



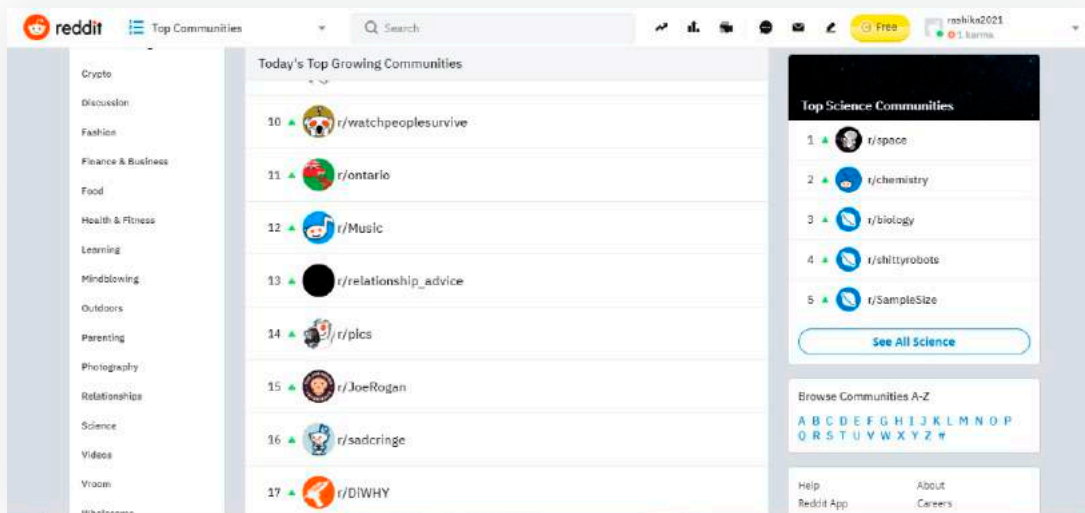
- Enter what the pin is about, add Facebook custom URL link, add 98thPercentile link, add board name and save the pin.



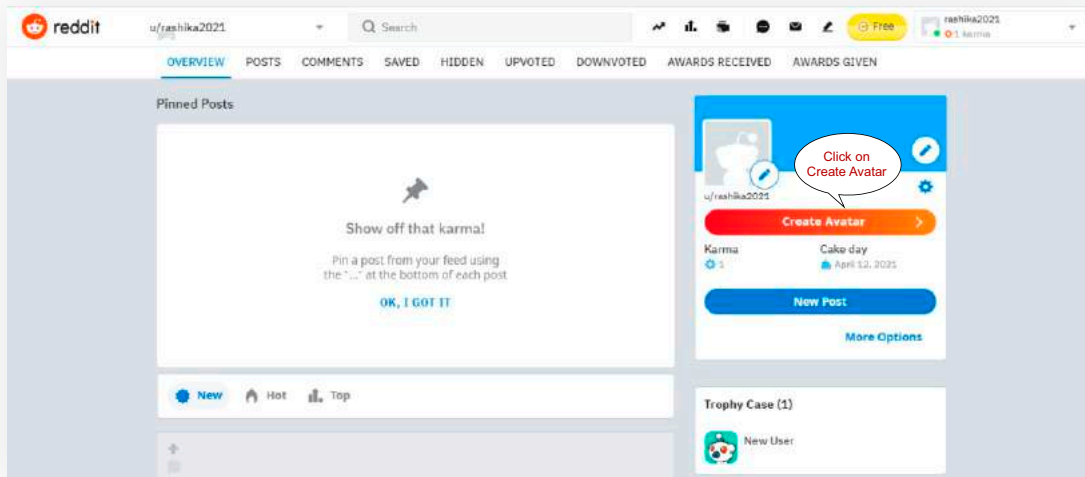
7. Reddit- Reddit is a network of communities based on people's interests that allows users to discuss and vote on content that other users have submitted. It will be a great way to help your kids gets an engagement.

Steps to follow:

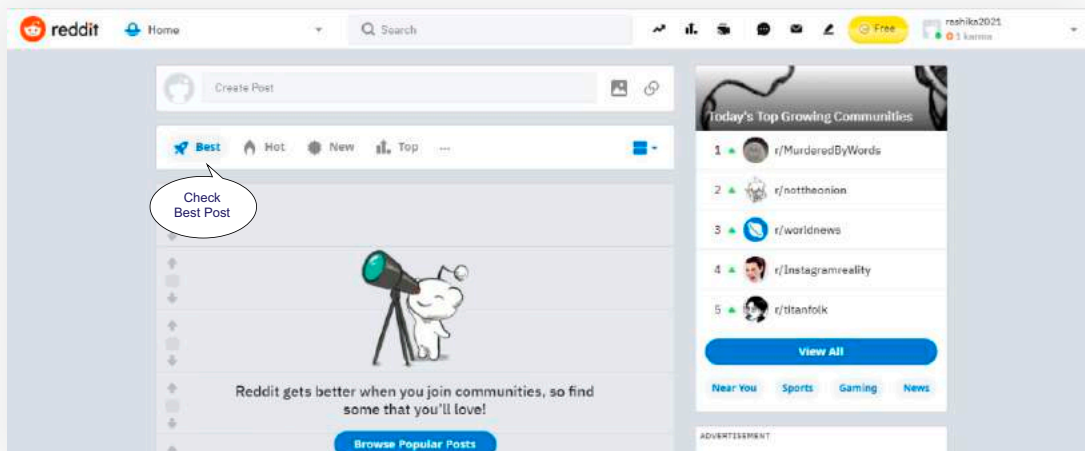
- Login to Reddit by visiting this link- <https://www.reddit.com/>
- Join the community- Art and design, Memes, learning or what you feel like.



- Create your kid's profile.



- And post comix into specific communities.



Important points to remember-

- Publish Your Posts at the Best Time

To get the best results on social media, you need to post when the audience is most active.



FACEBOOK
1pm - 3pm
Thursday & Friday



PINTEREST
8pm - 11pm
Saturday



TWITTER
12pm - 6pm
Monday through Friday



INSTAGRAM
3pm - 4pm
Monday

- **#98thPercentile**

Do not forget to use #98thPercentile and #ComiXContest2021 #UnleashTheArtist in your every post. It will create more reach for your kids. And helps 98thPercentile keep track of entries and makes them easy to scan through.

- **Share a clear message.**

Do let the audience know what you want them to do in your post- Mention words like "share, like, comment, win, contest etc..".