**Dark Crusade – Chapter Six – Dromund Kaas – Advertising Campaign

Taldryan General Forces**

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# Introduction

The Dark Brotherhood has a massive amount of user-generated content, from both the regular members and the Dark Council. This user-generated content includes images in the forms of Herald-created robes, lightsabers and Warbanners, as well as individual member graphics, including character graphics commissions. Additionally, the collected works of Brotherhood members in the forms of character stories and adventures, poems, house and clan-level histories are also available to show off the talents of the membership, and hopefully draw in the artists and writers of the internet when they see the quality content of the club’s work – and want to add to the pool.

The Brotherhood has an incredible fictional backstory, in the forms of Vendetta and non-Vendetta plot updates, as well as the previously mentioned histories of clans and houses. These can be used to demonstrate to the greater internet using what a creative and vibrant place the club is, and hopefully drive interest into having a new generation of creative fiction writers join and contribute.

Listed below are a number of broad ideas in categories, as well as specific tasks and recommendations for each category.

# Twitter

Creating an official Dark Brotherhood Twitter account that actually gets utilized frequently is vital to the success of the club in the future. Establish a team of regular members under the Recruitment Tribune that have posting access to the account via a third-party program such as Hootsuite or Tweetdeck. Give Dark Councilors similar positing access. All members with posting access will be responsible for the daily (or multiple times per day) posts of Brotherhood-created and general Star Wars content (this will be discussed further on). Additionally, the purpose of a relatively large (but otherwise responsible) team with posting access to the Brotherhood twitter account is to facilitate social media interaction. The more people with access, the more people that are able to respond to questions directed at the account. Furthermore, multiple users will facilitate an improved response time to breaking Star Wars news, and a greater likelihood that the Brotherhood account will be first (or nearly first) in publicizing Star Wars news. This in turn publicizes the Brotherhood to the greater internet (and twitter) using public.

The everyday tasks the twitter team will be responsible for will include (but are not limited to): posting links to Brotherhood created artwork (lightsabers, robes, character images, etc.), posting and re-tweeting relevant news from the greater world of Star Wars, showing off featured Wiki articles or other Brotherhood non-fictional creations. The twitter account could be used to offer competitions to the general internet population – enticing them with a standard prompt, and then offer the link to challenge the non-members to win.

Interviews with Brotherhood members akin to “Get To Know a Tally” should be posted by the Twitter account. Answers by interviewees should include: why they chose the Brotherhood, why their character behaves in a certain way, what they see for their character in the future, why they like Star Wars and their unit in particular.

Vendetta plot lines and entries should be played up by the twitter account. Posting winning stories, battleplans, links to run-ons, graphics events should be part of the general promotion of Brotherhood content. These Vendetta themed posts could feature the hashtag #MomentsFromDJB.

Running competitions for the Brotherhood membership with the specific purpose of promoting older events – recreating a part of fictional Brotherhood history for a more modern audience and utilizing the winning entries on the wiki, and then reposting them via social media. Great images could go up on deviantart and websites that host large images for backgrounds, we could then put a watermark on the bottom so it lures people back to the db.

# Youtube

As an alternative or a complement to the Great Jedi War comics, focus on creating animations for some of the more memorable events in the Brotherhood’s fictional backstory. These could include events from the various Great Jedi Wars, Order Wars, Rites of Supremacy, and the like. The advantage of posting them on YouTube (as was with Twitter) – the site suggests videos based on where the user has been/used the account from; so we could theoretically get more suggestions to us if we let people from different countries upload stuff. This multi-national effort is one of the reasons that PewDeePie (a YouTube user) has the most subscriptions on the service. Utilizing the tags on YouTube could be very beneficial to the Brotherhood’s goals. Tags get videos linked to eachother. So if a cool video of us with interesting/relevant to a certain subject ticks someone’s curiosity, a new member may or may not be acquired. Finally, shameless promotion of the Brotherhood’s posted content could be very helpful to our aims. If anyone has connections to famous YouTube users (or users with many subscribers), use them for some promotions, like a quick mention, or a link to our YouTube channel with the good videos.

Have video contests within the DB. Post, not just the winners, but all quality posts on a Brotherhood channel on youtube. Have as many club members add likes to the videos to get the videos and the channel some pr. This will help our videos, which will have links and group information in the description sections, start to appear on generic Star Wars searches. There are amazing fan made videos that we could just \*attache\* ourselves to. There is even an amazing site called Star Wars Uncut where fans claim 15 seconds of footage and the movies are spliced together. If we could claim a chunk of Return of the Jedi and have our sitename somewhere in the videos it would be free advertisement.

# Driving traffic to the main site

Putting links to Brotherhood user-created content (and likely the Brotherhood site) using (with decent posts) in mainstream forums where Star Wars is often referenced but not a major subject; for example The Colbert Nation, Daily Show and the multitude of Adult Swim material. The jokes there are usually not generic but are placed there because they know their fans are usually Star Wars nerds.

Utilize the new movies. Many of us found the group just looking for early images of Episode 1. Make a page on the site that is dedicated only to Episode VII news. Push the search engines to put us up top in that area alone will bring in some traffic. This could even be a new position within the Brotherhood to just post these released pics or news or rumours. Posting intelligent comments on sites that we steal these tidbits from with links back to our Episode VII news page. Also Star Wars Rebels is coming out and we could do the same with that.

# Other ideas

* Our message boards are very underused – perhaps they could abandoned in favour of a subreddit, and then moving our roleplaying and other Brotherhood related information to that subreddit. That subreddit could double as a cross-posting place for general Star Wars news, and it could drum up word of mouth traffic to the main site.
* Creating a Dark Jedi Brotherhood application for various smartphone platforms could be useful. It could tie in with the main site, the wiki, and also perhaps tie in with the previously mentioned Dark Jedi Brotherhood subreddit.
* Consider the possibility of putting some paid advertising out there. Ads in popular Star Wars magazines, booths at various gaming and science fiction conventions, things along those lines.
* Refocus the Brotherhood Steam Community Group (or create a new one if administrator access to the current one is gone): Fill it with information, try offering small game giveaways.
* Donations, to a member who has cancer within another community for example, may give us good reputation.