

# Ziost House Plagueis Special Forces Advertising

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There are many different methods of getting word out about an organization such as the Dark Jedi Brotherhood, but the simplest, most effective method will always remain word of mouth. However, word of mouth does not necessarily mean literal spoken word to someone else. This could be as simple as preparing a printable, one-sided flyer. Something that can be made readily available for the everyday user of the Brotherhood to take to their place of work, or even more preferably, their schools to hang up and promote the organization.

Bulletin boards at colleges are prime ground for people who are looking to get involved in activities, and also cultivate the largest group of people that are likely to be interested in doing the type of things that we do. A flyer doesn't have to be anything fancy: a small, yet related image, a short text blurb about what the organization does, and some contact information are more than enough. Below is an example of a flyer taken from Deviant Art created by user nrg52. It is a perfect example of mixing imagery with words to create something useful for people to learn about us from.



The most effective way to advertise for the Brotherhood, or any organization really, will always be paid advertizing. With that in mind, being in the realm of the internet, we have the distinct advantage of not having to fork out any type of ridiculous money for television or radio ads. There are numerous different paid advertizing media, most of which are pay-per-click for each unique individual that comes to the website through that ad. Some examples and brief descriptions include:

**Facebook Ads** - self-explanatory advertising through Facebook's social networking site. It links your ads up with users who 'like' or frequent pages that match the keywords you enter into your advertisement. They also combine text with imagery to help catch a reader's eye much more quickly. They are also relatively cheap, and you only pay for as much as you're wanting to spend. The cost, mixed with the methods and the hundreds of millions of Facebook users makes this most likely the best option of paid advertising.

**Google AdWords** - very similar to Facebook ads in many ways, except it tends to draw from a user's browsing history to anticipate which ads they may be more interested in clicking on. Google also tends to reward its more dedicated, longer-term customers with preference. However, with this you must be as descriptive as possible using as many relevant keywords as possible when inputting your advertisement for publication.

**Traditional Advertising** - these are the types of things that most people are used to seeing from years past. This would include things like pop-ups, pop-unders, floating banners, expanding ads; essentially traditional "spam". However, this group would not recommend these for obvious reasons: they are blocked by most web browsers now, people find them annoying, and they're usually just as expensive if not more than previously talked about methods of paid advertising.

It's also worth mentioning that, while these methods do all cost money, in the experience of this group an on-going donation drive may be helpful at keeping advertising levels at a premium. Small, five-dollar donations from users as they are willing to do can help really fuel and drive the ability to obtain new membership to the group. In turn, certain hilts or robes could be available to donors only as 'perks'. This would allow people to only attain superficial benefits for their donation, without earning anything substantial like ranks or position and still benefit the organization as a whole.

As important as getting people to the Dark Jedi Brotherhood website is, its ability to retain them once they've clicked onto it is severely lacking. The new website has an extreme amount of functionality which is great for the members we already have. But what it has in functionality it greatly lacks in presentation. Moreover, the overall feeling of the main website is more blog than Star Wars organization website. The main website should have a small blurb identifying the organization, its connection as a Star Wars group, and some details about what we do (graphics, writing, gaming, and friendly competitions).

This could be expanded with a link to an official, longer "About Me" page which would include the full list of activities we do with small explanations about each, include a small idea of what the ACC is, highlight some of our graphics artists, a small history of the group, and a more in depth description about what we're all about. Nothing too extremely detailed, but should give people an idea of what they're getting into. An example of a front page can be found below:



Under the "Welcome" you can see a blurb telling what the organization is with a link to the mission statement which explains it in further detail. Essentially, when people come to the DB website, they should not have to search around at all to find out immediately what we are about. There is also a rotator which highlights main news posts while showing off possible DJB artwork, and then there's a section for all the news posts which the main site is currently littered with anyways.

The final phase of our proposal for advertisement for the Brotherhood is less outward advertisement and more new-player retention. It basically comes to a simple feeling that some sort of rules should be enforced on IRC. The first place most new people come is our chat room. We should make them feel welcome, and conduct an atmosphere of friendliness and camaraderie. Instead most new people are met with rudeness, brazen, ignorant comments and some shaming for being new to the organization. On top of that, there are a lot of members who are younger with links being posted of nudity, porn, gore and the like. While the other channels may not need to have any enforcement, at the very least it is our belief that #db itself should be enforced, possibly even pushing a PG-13 rating.