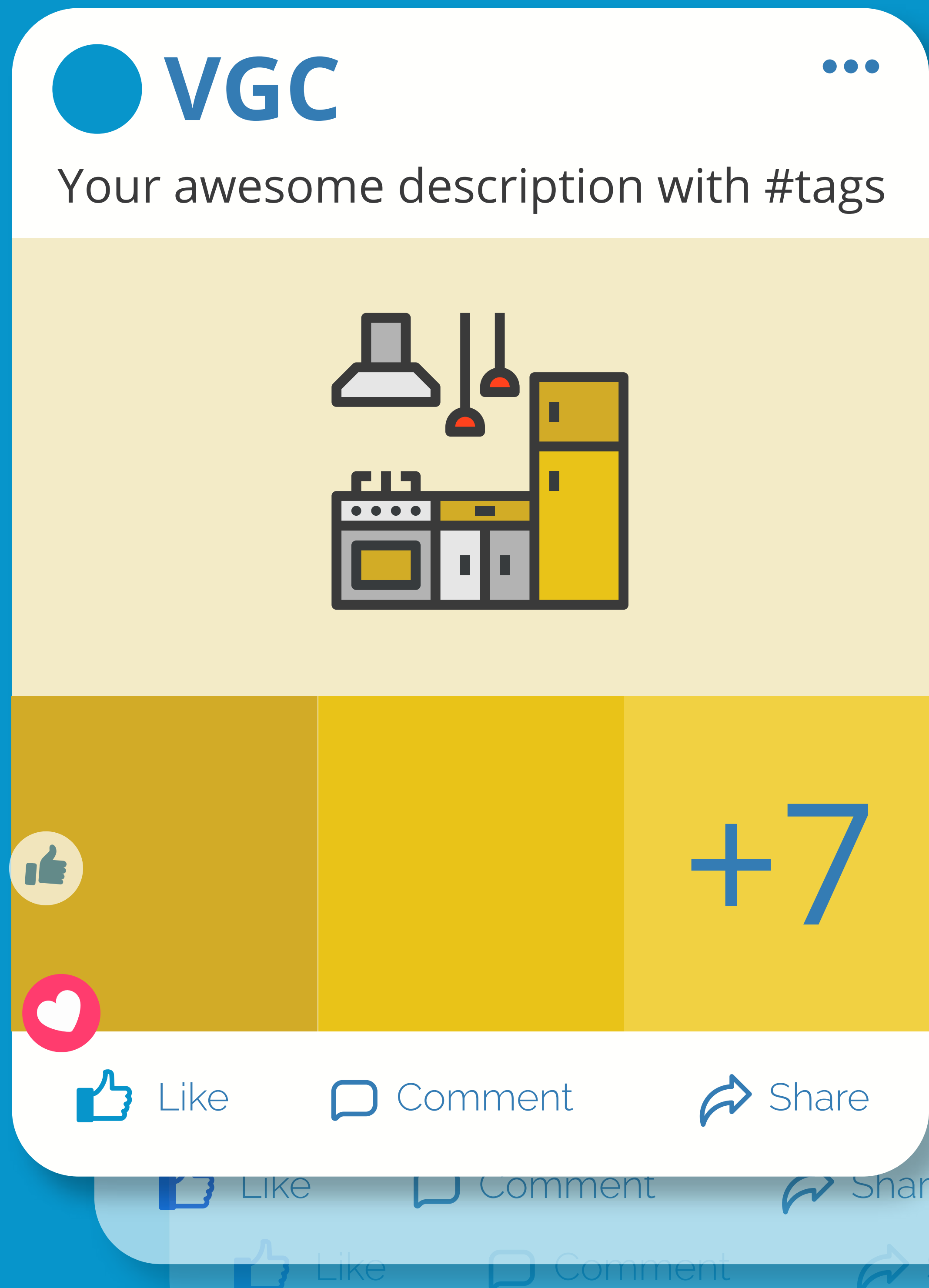


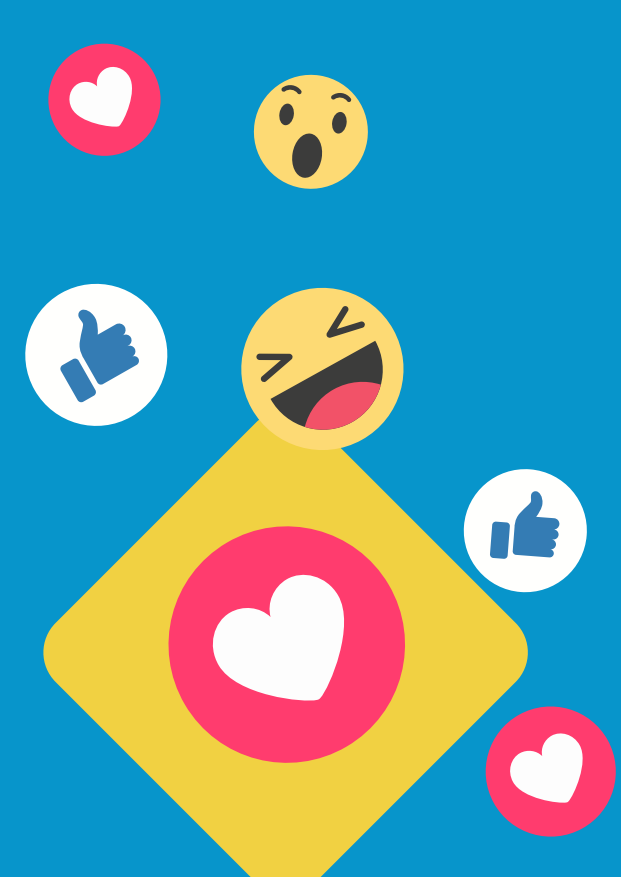
# ABA: VIRAL GOODWILL CAMPAIGN

BY KEVIN MALLER



## FACEBOOK LIVE +Link to post

(after VGC has been running)



Emojis

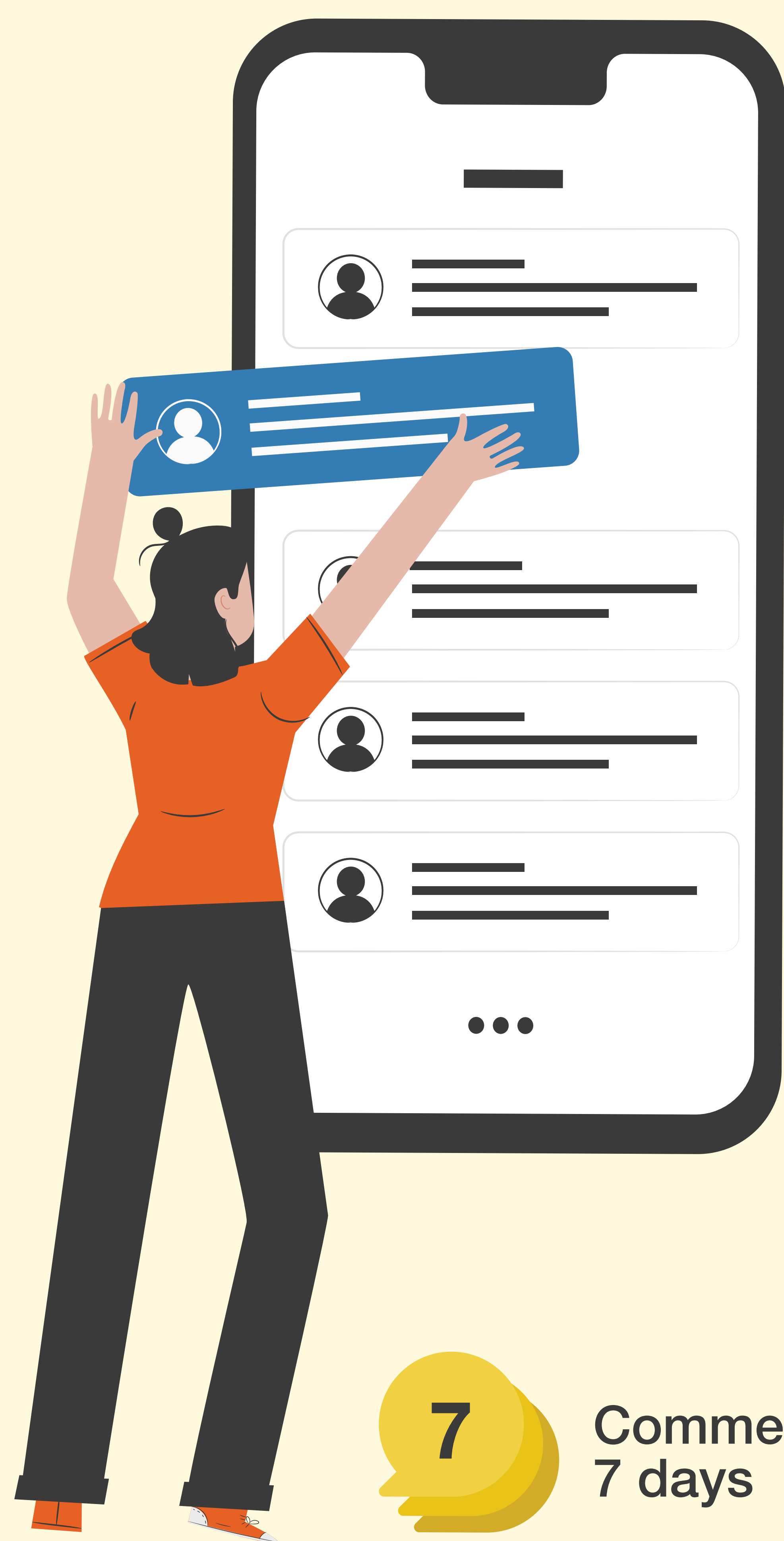


Run for one month



More than 4 images

## COMMENTS



## FACEBOOK LIVE to pick the winner



Comment every 7 days



Interact with every comment



Target Geographically



Get family involved in the drawing



Boost after **7 days** or Organic Engagement **slow downs**



If all engagement stops for **24 hours**, do a **new post**

