



SKINWALKER  
RANCH  
INSIDER



## CASE STUDY

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## **SUMMARY:**

Skinwalker Ranch is one of the most active mysterious and paranormal places on earth. The Secret of Skinwalker Ranch is one of the hottest shows on cable TV and during Season 2, it was evident that the show was quickly gaining audience and rising to the top. Skinwalker Ranch, owned by Brand Fugal, investigates the phenomena at the ranch with a team of scientists and investigators.

The audience was ready to consume all-things Skinwalker Ranch and to become part of the Skinwalker Ranch community. The show runs 8 episodes at an hour each, so the audience is left with a huge appetite for more information and engagement with the team - less than 1% of all footage makes it to air.

MediaWorks 360, Inc. partnered with the Fugals and the team at Skinwalker Ranch to help bring a highly-engaging digital membership to life.

The goals were straightforward:

- To develop a product that leveraged the growing TV audience into a direct-to-consumer relationship
- Increase fan engagement and build deeper relationships with consumers
- Build out a consumer value proposition that would support a recurring revenue stream, both 100% credit-card-on-file and auto-renewing
- Develop a platform that would support a launch of official Skinwalker Ranch merchandise



# BUILDING THE VALUE PROPOSITION

**For members of the Insider program, deliver unlimited access to Skinwalker Ranch:**



- 24/7 Exclusive Access to Ranch Webcams
- Live Q&A's on special topics with the Skinwalker Ranch team
- 20% discount to the Skinwalker Ranch website store
- Never-Before-Released Video Footage
  - Unexplained Aerial Phenomena (UAP)
  - Light Pillars and Luminous Phenomena
- Disturbing & Anomalous Audio, Infrasonic & Frequency Data
- Access to Confidential Historical Investigative Research
- Exclusive Meet & Greet at Conferences & Events

# SKINWALKER RANCH INSIDER

## WEBSITE

### Destination - Skinwalker Ranch

- Skinwalker Ranch needed a robust website that would support content, live-streaming, gathering first-party data and a paywall for membership content
- MediaWorks 360 managed the website build in under two months to launch in time for season three of The Secret of Skinwalker Ranch on the History Channel
- A pop-up newsletter form was added to acquire a steady stream of qualified names
- “Learn More” and FAQ pages helped introduce the Insider membership program to consumers







## 24/7 WEBCAMS

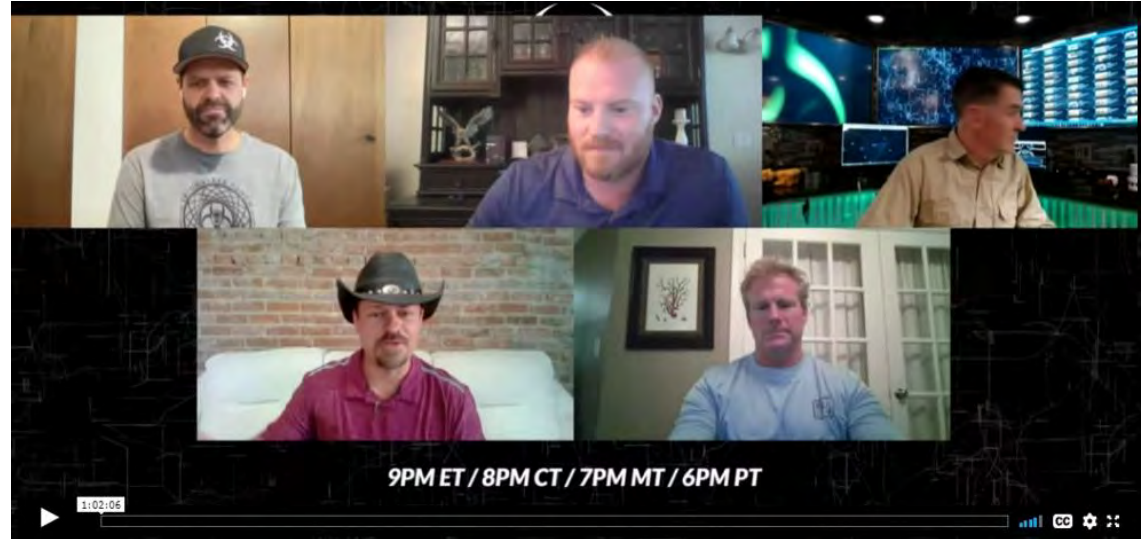


- Due to the paranormal and “high-strangeness” aspects of Skinwalker Ranch, 24/7 webcam viewing was extremely important to the consumers
- Highly engaged members built out a spreadsheet to note anomalies, which was since been integrated into the website and used by the team to assist in the investigation
- Unbelievable video of anomalies have been captured by members. MediaWorks 360 has packaged that video for additional content for the website and creative assets for social and email marketing



## EXCLUSIVE ACCESS TO THE SKINWALKER RANCH TEAM

- Access to the Skinwalker Ranch Team was another critical element of the value proposition
- Working with the team, live Q&A's were scheduled either with the full or partial team
- Team members also stop in to the webcam livestream from time to time
- An Exclusive, Private Facebook Group was developed for another area where members could connect with like-minded members
- Meet & Greets at conferences and events, i.e., PhenomeCon in Vernal UT

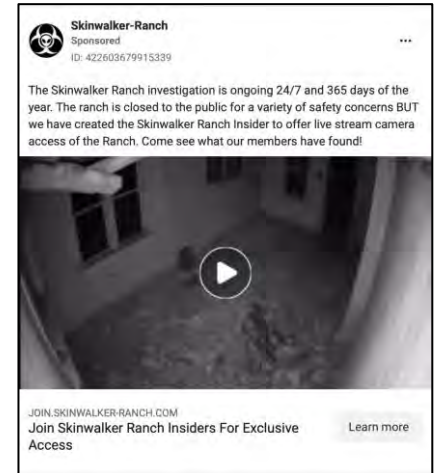




# MARKETING

## Marketing Plan

- Organic social ads aimed at the Official Skinwalker Ranch Facebook Group and Instagram pages
- Engage third-party owners of the many Skinwalker Ranch-related Facebook groups to create an affiliate network to promote Insider (some with over 60K members)
- Paid social campaigns targeting Skinwalker Ranch, paranormal, UFO, anomalies on Facebook, Instagram and Reddit





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**More Data to Follow**

