

Marketing Cheat Sheet UFC 229

Now that you have ordered UFC 229, we want to share with you the step-by-step process to promote a successful watch party at your establishment.

FIRST THING

- Hang upcoming event-specific posters in high-traffic areas (entrance, bathrooms, windows, etc.)
- Visit our [Marketing Hub](#) and download the radio and video ads.
- Sign into the [UFC Style Guide](#) and download the digital assets for promoting on social media and your website.
- Review our [Social Guidelines](#) for more tips and how-to videos for boosting your Facebook posts!

MARKETING TOOLS

We have copy blocks and facts about the event in addition to social media assets. Below is a list of event-related hashtags, Twitter handles and Facebooks accounts to interact with. There is also a list of YouTube ready clips for you to copy and paste.

FACTS ABOUT UFC 229

- In the most anticipated fight in the promotion's history, **Conor McGregor** makes his long awaited return after competing against Floyd Mayweather in the biggest global boxing match ever seen on Pay-Per-View.
- Conor McGregor is the biggest draw in MMA history! He has headlined four out of the six highest-selling UFC pay-per-view events.
- Khabib Nurmagomedov is an undefeated rising star who has torn through the 155-pound competition.

UFC 229 TAGS & LINKS

UFC 229 Hashtags

[#UFC229](#) [#UFCBar](#) [#UFCFightNight](#) [#UFC](#)

UFC 229 Twitter Handles

[@UFC](#) [@TeamKhabib](#) [@TheNotoriousMMA](#)

UFC 229 Facebook Accounts

[@UFC](#) [@KhabibTheEagle](#) [@thenotoriousmma](#)

If you have any questions or need guidance through your marketing process, please email us at marketing@joehandpromotions.com

UFC 229 YouTube Links

[UFC YouTube Account](#)

[UFC 229: Khabib vs. McGregor - The Wait is Over](#)

[UFC 229: Khabib vs. McGregor - It's About to Go Down](#)

If you do not have time to be creative, do not worry! We have a three week guideline set of social media posts that makes it as simple as telling you when to post and what to post, and allows you to copy, paste and schedule promotional posts for UFC 229.

3 WEEKS OUT

- Inform your staff on the upcoming events and make sure that they know you will be hosting a UFC watch party on October 6.
- Use the following taglines in your email blasts. Alert your customers that you will be hosting the next UFC fight.
 - UFC 229: The Wait is Over
 - UFC 229: It's About to Go Down
 - UFC 229: McGregor Returns
- The artwork below, found in the UFC Style Guide, is the banner to use for email marketing.



2 WEEKS OUT

- Use the images found in the [UFC Style Guide](#), and add a fight promotion image to your website.
- Make an event on Facebook and invite your followers.
 - Inside the Facebook Event
 - Use the below photo as the event header.
 - Be sure to inform your staff and recommend to them to invite their Facebook friends.
 - Post any food or drink specials you will be having during the UFC event.

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- Promote any giveaways you may have the night of [#UFC229](#) as well.



TEN DAYS OUT

- Make sure you have paid for UFC 229.
 - The benefit with paying early is that people will begin to make their plans for UFC fight night in the upcoming week. Once your event is paid for, your business will show up on the [UFC & Joe Hand Promotions](#) bar finders.
- Make a pinned Facebook post about UFC 229 using the image and caption below.
 - Facebook Post for pinning:



At UFC 229, we will see [@thenotoriousmma](#) return to the Octagon. The wait is over! Join us to catch the fights on Saturday, Oct.6.

- Make a pinned tweet about UFC 229 using the image and caption below.
 - Post for pinning:
 - In the most anticipated fight in the promotion's history, [@TheNotoriousMMA](#) makes his long awaited return on Saturday, October 6. [#UFC229](#)
 - Post the below item and caption to Instagram.

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We will be hosting a huge [#WatchParty](#) for [#UFC229](#) on Saturday, October 6! Don't miss it!

SEVEN DAYS OUT

- First Twitter posting:
 - Join our [#UFC229](#) watch party Saturday, October 6. [@TeamKhabib](#) and [@TheNotoriousMMA](#) square off inside the Octagon LIVE on PPV. Watch party starts at 8 p.m. ET!
 - *Note: the first of the undercard fights are at 8 p.m. ET, PPV fights begin at 10 p.m. ET.*

SIX DAYS OUT

- Facebook and Twitter Post
 - This Saturday, October 6 is UFC 229. Come out and enjoy the fights with us at our watch party!
- Post inside your Facebook event
 - Less than one week to go until our UFC 229 watch party. Don't forget we will have food & drink specials all night!

FIVE DAYS OUT

- Facebook Post:
 - Make sure to get here early on Saturday night. UFC 229 prelims start at 8 p.m. ET & PPV starts at 10 p.m. ET. We will show both!
- Twitter Post:

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- Saturday, October 6 we will be showing [#UFC229](#). The pay-per-view starts at 10 p.m. ET, but our watch party starts at 8 p.m. ET. Come join us!
- Post inside your Facebook event
 - The undercard begins at 8 p.m. ET Saturday night! We will have food and drink specials starting early! We are looking forward to another great night with our favorite UFC fans!

Use this artwork with your posts:



FOUR DAYS OUT

Use the following taglines in your email blasts. Alert your customers that you will be hosting the next UFC fight.

- The World Awaits: Former UFC champion Conor McGregor returns to the Octagon against current champion Khabib Nurmagomedov at UFC 229, Saturday, October 6.
- It's about to go down: The biggest fight in UFC history goes down Saturday, October 6 as Conor McGregor returns to the Octagon to challenge undefeated lightweight champion Khabib Nurmagomedov.

The artwork below found in the UFC style guide is the banner to use for email marketing.



- Facebook and Twitter Post with below art.

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- ICYMI: Conor McGregor is the biggest draw in MMA history! He has headlined four out of the six highest-selling UFC pay-per-view events.

THREE DAYS OUT

Facebook and Twitter post:

- Facebook:
 - [#UFC229](#) is the event of the weekend, and our watch party will be the place to be. This is a great fight and you do not want to miss it! [@TeamKhabib](#) defends his title against [@TheNotoriousMMA](#) Saturday, October 6 at 10 p.m. ET.
- Twitter:
 - [#UFC229](#) is the event of the weekend, and our watch party will be the place to be. This is a great fight and you do not want to miss it! [@KhabibTheEagle](#) defends his title against [@thenotoriousmma](#) Saturday, October 6 at 10 p.m. ET.

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TWO DAYS OUT

- There are just TWO days left until the most anticipated fight in UFC history! Join our watch party this Saturday night!

Use this artwork with your posts:



ONE DAY OUT

- Tomorrow night we will host a huge watch party for UFC fans to gather and watch the Khabib vs. McGregor fight. Don't miss out! Join us at 8 p.m. ET to start the night off with the UFC preliminary fights!

MORNING DAY OF

Use this artwork for both social media posts.



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- Facebook Post
 - It is [#UFC229](#) fight morning! Don't forget to join us tonight at 8 p.m. ET for a fun-filled night of UFC fights! [#BeThere](#)
- Twitter Post
 - It is [#UFC229](#) fight morning! Don't forget to join us tonight at 8 p.m. ET for a fun-filled night of UFC fights! [#BeThere](#)
- Post inside your Facebook event
 - [#UFC229](#) is tonight! We can't wait to see all of our favorite UFC fans in the house! Call us directly if you have any questions about the watch party tonight **XXX-XXX-XXXX**. *(enter your phone number)*

AFTERNOON DAY OF

- Facebook post:
 - [#UFC229](#) PPV starts at 10 p.m. ET, but start your night off early with us. Come in & catch the prelim fights that begin at 8 p.m. ET!
- Twitter post:
 - [#UFC229](#) PPV starts at 10 p.m. ET, but start your night off early with us. Come in & catch the prelim fights that begin at 8 p.m. ET!
 - *Note: the first of the undercard fights are at 8 p.m. ET, PPV fights begin at 10 p.m. ET.*

EVENING OF FIGHT

- Facebook Post
 - Our watch party is starting with the preliminary [#UFC229](#) fights that start at 8 p.m. ET.
- Twitter Post
 - Our watch party is starting with the preliminary [#UFC229](#) fights that start at 8 p.m. ET.

Use the Artwork below with your posting:

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- Use your Instagram or Snapchat story to show UFC fans following you that your bar is packed on fight night by scanning the crowd.

POST EVENT

- Instagram Post
 - Post a photo of your packed bar.
- Facebook and Twitter Post
 - Post a photo of your packed bar and thank all of the UFC fans that came out to join your watch party.
- Tag JHP or use #JHPUFC in your bar photos for a chance to win a UFC gift!

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