

# BEHIND THE **YELLOW** TAPE

BTYT.com



**CRIME SCENE DO NOT CROSS**

Presented by:  
Tara LeVangie  
Julia Dallas  
Alisa Barnhill

# Table of Contents

About Us.....	1
Mission Statement.....	2
Target Audience.....	3
Personas.....	4
Content Strategy and Verticals.....	5
Search Engine Marketing.....	7
Social Media Strategy.....	8
Email Marketing.....	9
Website Implementation.....	12
APIs and Interactive Elements.....	13
Wireframes.....	14
Business Model.....	16

# About Us

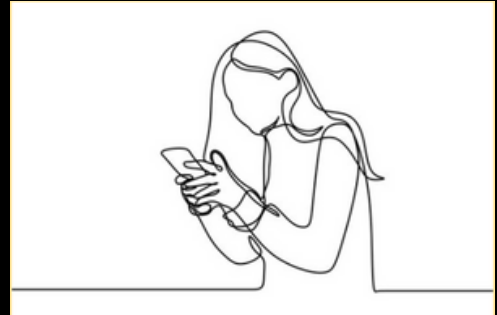
Behind the Yellow Tape is an online site that allows for curious users to explore and learn more about true crime by becoming their own detectives. Our prominent feature is our fact checking service that allows you to find out if a crime in a television show or movie actually happened that way. We also help involve you in local crime and introduce you to new crime media. Our newest feature is wines and crimes, where we curate a pairing of wine with crime shows and movies for your crime viewing parties. We create recommendations just for you and let you collaborate with other crime lovers. Our VIP membership gives you access to a members only chatbox and special sneak peeks. Happy hunting!

# **Mission Statement**

Our mission is to cater to crime junkies and at home detectives by providing them with fact checking, crime resources, local data, and a place to collaborate.

# Target Audience

Our **demographics** are women who are 18 to 55 years old and men ages 18 to 24. We want to focus on moms and anticipate 80% of our users to be female. Our audience varies in location, occupation and marital status. We anticipate most of our audience to be college educated and media savvy.



Our **psychographics** are people who like to binge shows or movies about crime. They also enjoy listening to crime podcasts. They want to find out more about crimes locally or world wide and are active in their community. They use our site as a guilty pleasure to either look up crime information or explore crime in their own area. They also have a want to help the survivors and others by donating or by using our collaboration tool to try to solve forgotten cases together.

# Personas

## Sleuthing Sarah

### DEMOGRAPHIC INFORMATION

- Age: 25
- Gender: Female
- Location: Suburbs of Portland
- Occupation: Social Media Coordinator
- Marital Status: Single

### TECHNOLOGY

- Apple user (has an iPhone, MacBook, Apple Watch)
- AirPods never leave her ears

### PSYCHOGRAPHICS

- Loves to binge-watch television shows
- Likes listening to podcasts on her way to work
- Very active on social media
- Passionate about social justice issues

### EMOTIONAL NEED

- Needs to know everything about her current obsession (show/movie/podcast)
- Really liked her psychology classes in college
- Considered becoming a detective

### HOW CAN WE HELP?

- Provide her with suggestions of shows/podcasts that related to her current crime obsession
- Provide her with a platform with all the information she needs to stay up-to-date on crimes
- Send alerts to her phone when there is an update



## Crime loving Carl

### DEMOGRAPHIC INFORMATION

- Age: 18
- Gender: Male
- Location: Florida
- Occupation: Sophomore College Student
- Major: Engineering
- Marital Status: Single

### TECHNOLOGY

- Recently switched from iPhone or Android
- PC user

### PSYCHOGRAPHICS

- Watched the Ted Bundy Tapes on Netflix and is now obsessed with True Crime
- Always top of his class and isn't afraid to correct people
- Starting a club to solve crime or try to figure out cold cases
- Shares everything on TikTok

### EMOTIONAL NEED

- Has a fun fact for every situation
- Wants friends he can have intelligent conversations with

### HOW CAN WE HELP?

- Uses laptop to watch shows and listens to podcasts on his way to class
- Provide him with a community of fellow crime-lovers
- Provide him with resources so he can become an expert in crimes of his choosing



## Marlene the Mom

### DEMOGRAPHIC INFORMATION

- Age: 41
- Gender: Female
- Location: Los Angeles, CA
- Occupation: Teacher
- Marital Status: Married
- Children: 4

### TECHNOLOGY

- Android user

### PSYCHOGRAPHICS

- Vents to her husband that some cases don't get enough attention
- Binges NCIS while drinking wine
- Warns her kids about the dangers of the world

### EMOTIONAL NEED

- Enjoys listening to podcasts on the drive to work or when by herself
- Wants to help others in any way she can
- Wants to keep her children safe

### HOW CAN WE HELP?

- Mobile friendly - on the go
- Provide her with resources on how she can help
- Able to locate crime in her area



# Content Strategy & Verticals

Behind the Yellow Tape is an online publication that offers users a one-stop-shop for all things true crime. Our content strategy focuses on offering our users a variety of true crime content that will keep them coming back for more.

## Content Verticals

### **True Crime Fact-Checker**

The main feature of Behind the Yellow Tape will be the true crime fact-checker. This feature will provide a place for our users to fact-check certain crimes to find out whether or not stories and details about true crime cases are true or false.

For example, a user could be watching the film “Extremely Wicked; Shockingly Evil and Vile,” and see the scene where Ted Bundy, played by Zac Efron, escaped a court hearing. The user could then come to our site to see whether or not that actually happened.

Examples Content Headlines:

- Did Ted Bundy really jump out of that window?
- Was Annalise Keating correct in season 1 episode 3 of How to Get Away with Murder?
- Were Gabby Petito and Brian Laundrie engaged?

### **Recommendations**

Since our users love to binge watch/listen to all things true crime, we want to provide them with a platform where they can find recommendations for television shows, movies, documentaries and podcasts based on their interests. For example, if someone listened to a podcast episode about the Zodiac Killer and wanted to learn more, they could visit Behind the Yellow Tape to find recommendations for Zodiac Killer-related media. The site will also offer users more generalized recommendations if they are new to true crime or are just looking for a new show to watch in general.

We will embed sponsored video content such as trailers, sneak previews and interviews from streaming services such as Netflix, Hulu and HBO.

Example Content Headlines:

- Like The Ted Bundy Tapes on Netflix? Then you'll love this episode of Crime Junkie!
- If you can't stop thinking about the Maura Murray case, you need to listen to these 5 podcasts.
- Need a new binge? Check out Netflix's new series about the life of one of the most notorious serial killers of all time!

## **How to Help**

Behind the Yellow Tape will offer users with content focused on ways they can help those who have been affected by crime. Users can find information on featured foundations they can donate to, organizations they can join to help those impacted in certain cases as well as other information regarding ways they can get involved to help the community.

Our users are not just interested in learning about crimes, they want to be involved. We want to help them get involved in a way that benefits the community as a whole.

Example Content Headlines:

- What is the Gabby Petito Foundation? How can you help support the search for missing people.
- What can you do to help those who were recently released?
- Want to help keep cases from going cold? Check out these 3 organizations to see how you can help!

## **Local Crime**

Users can use the Local Crime section of our site to search for cases in their area. Whether a nationally-known case is taking place in their city or a local person has gone missing, users can stay up-to-date with what kind of crime is taking place around them. Users will even have the opportunity to opt-in to alerts so they can be the first to know if there are any crime updates taking place locally.

Example Content Headlines:

- Live in Portland? Then you need to know about the recent string of kidnappings...
- This high-profile San Diego case is taking Twitter by storm.
- What the recent rise in violent crime in Las Vegas means and how you can stay safe.

## **Wines and Crimes**

There's nothing our users love more than to unwind after a long day with a glass of wine and a few episodes of their favorite true crime show. The Wines and Crimes content vertical of Behind the Yellow Tape will provide users with recommendations for wines that will pair perfectly with all their true crime favorites.

Example Content Headlines:

- This new Cabernet from California pairs perfectly with the next episode of Narcos.
- Why your Saturday night plans should include Merlot and Making a Murderer.
- Enjoy a glass of this red wine while watching HBO's killer new series.



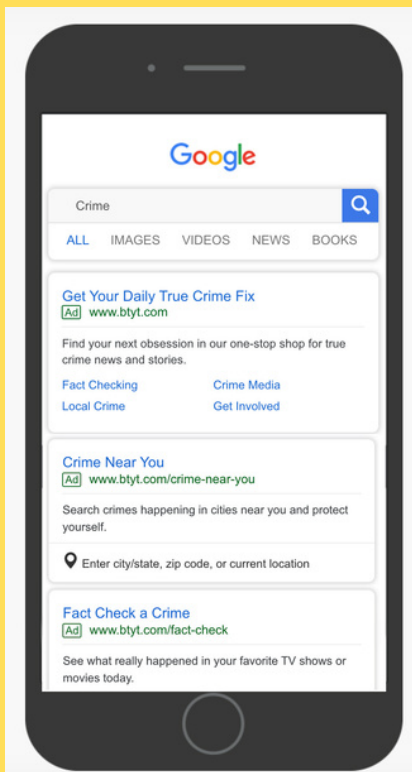
# Search Engine Marketing

For our search Engine Marketing strategy, we will focus on targeting our audiences through Google Ads. We narrowed down some of the keywords that would be used in the search engine. These were chosen because we tried to identify what users would be looking for when conducting their search. This is already targeting our audiences based on their interest in crime stories and information. It will also be tailored to their specific location in order for people to know what's going on in their city or find ways of getting involved. With having google ads, we can see how they are performing with clicks and traffic to our site. This will be a good way for our team to identify whether we need to change our keywords or update them based on the results we receive.

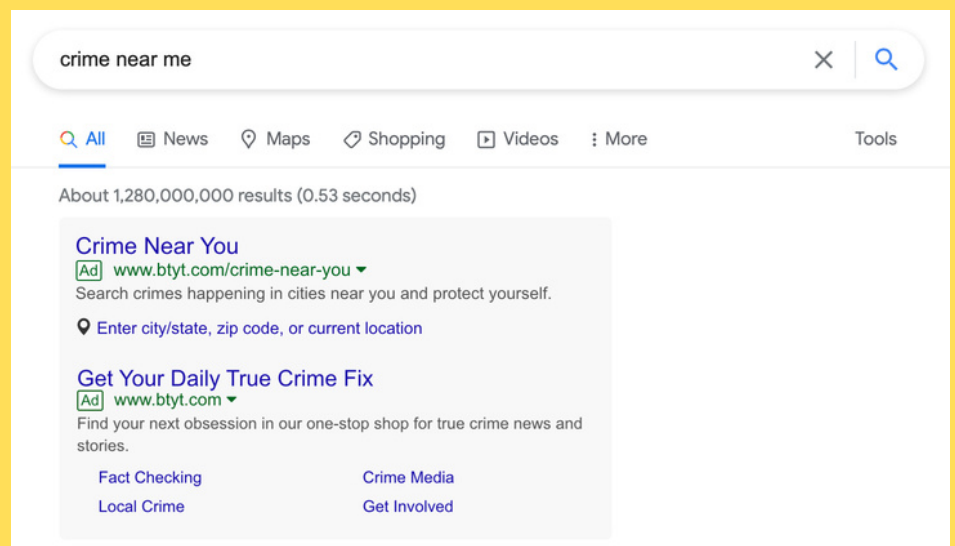
## Keywords:

- Crime
- Crime news
- Fact check
- Foundation
- Local crime
- Support
- True crime
- True crime documentary
- True crime news
- True crime podcast
- True crime today

## Mobile Ad Sample:



## Desktop Ad Sample:



# Social Media Strategy

Based on our audience demographics and psychographics, we have determined that Behind the Yellow Tape will be present on Facebook, Instagram, and Twitter.

## Facebook

The majority of our users are active on Facebook (especially the “mom” demographic we are targeting) so we want to post several times a week on Facebook in order to interact with our audience and provide them with content that will link them back to our site.

Our Facebook strategy includes weekly posts such as:

- **Monday:** A post about a current, ongoing crime
- **Tuesday:** Binge of the Week
- **Thursday:** A “Throwback Thursday” crime
- **Friday:** Featured Foundation Friday
- **Sunday:** “Wine and Crime” wine feature



## Instagram

Our users are active posters on Instagram. We want to create content that they will pause to look at while scrolling through their homepage as well as content that will appear on the Instagram Explore page of users who do not yet follow up.

Our Instagram strategy includes posts similar to that of Facebook, but with a more visual-focus. We will have infographics that users will have to swipe through to learn more.

Our Facebook strategy includes weekly posts such as:

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- **Thursday:** A “Throwback Thursday” crime
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- **Sunday:** “Wine and Crime” wine feature



## Twitter

Our Twitter strategy is different from our Facebook and Instagram strategies because while Facebook and Instagram focus on providing our users with content, our Twitter focus will be on engaging users in meaningful conversations. We will tweet out crime facts and real-time updates about current cases. We will use our hashtag #BTYT on every tweet and encourage our users to use the hashtag whenever they Tweet about true crime, so that our community can engage in conversations with one another about all things true crime.

Sample Twitter Content:

- Live tweeting crime shows
- Retweeting news about crimes
- Providing real-time updates about cases
- Fun facts about certain cases



# Email Marketing

When users go on our site, they will have the option to receive emails from us. Our email marketing strategy will aim to have users be a part of the community by prompting them to provide information to receive emails such as newsletters, onboarding, retargeting, and special occasion emails. We will be using Mailchimp as the software for our email strategy since it can offer scheduled personalized and targeted emails, auto responses, and more.

## Monthly Newsletter (Broadcast)

This will include content on the crime of the month, wine of the month, events calendar, and featured foundation.

NOVEMBER 2021: ISSUE #1

## BEHIND THE YELLOW TAPE

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**#BTYT CRIME OF THE MONTH**

HAS THE ZODIAC KILLER FINALLY BEEN IDENTIFIED?

A group of 40+ former law enforcement agents, journalists and military personal believe they have finally cracked the case of identifying the Zodiac Killer. This group known as the "Case Breakers" claim that a man named Gary Francis Poste (who recently died in 2018) is the man behind some of the most infamous murders of all time. While the FBI hasn't officially confirmed Poste to be the Zodiac Killer, the Case Breakers believe they have finally cracked the case.

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Keep Scrolling For More Killer Content!

**WINE OF THE MONTH**

SANGIOVESS PAIRED WITH NARCOS #WINEANDCRIME

Sponsored by a California winery, this weeks sangiovese comes from Viscon Cellars. The flavors of oak and spices compliment the drama of the new season.

**EVENTS CALENDAR**

THIS FRIDAY: NARCOS NETFLIX WATCH PARTY

If you're a VIP Member of Behind the Yellow Tape, you won't want to miss out on the upcoming Narcos Netflix Watch Party. Check your inbox for the Zoom invite and join fellow crime-lovers in watching the brand new season of Narcos.

**NETFLIX NARCO**

**FEATURED FOUNDATION: GABBY PETITO**

The goal of the foundation is to address the needs of organizations that support locating missing persons and to provide aid to organizations that assist victims of domestic violence situations, through education, awareness, and prevention strategies.

For information on ways to support the foundation, please visit the [Gabby Petito Foundation Website](#)

"Lift up your heart and share with me. The memories that will always be." -Crime Prevents Foundation

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## General and VIP (Onboarding)

There will be two emails that users will see. The first is the general email which will highlight the content that users can expect to see in the newsletter. They will also have the option to become a VIP member if they want more exclusive content. The second will be onboarding for VIP members. It will highlight the content that members will receive.

### GENERAL

**YOUR FIRST STEP TO SOLVING CRIME, JULIA!**

**#BTYT**

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**WHAT YOU CAN EXPECT**

MONTHLY NEWSLETTERS FEATURING:

- CRIME OF THE MONTH
- WINE OF THE MONTH
- FEATURED FONDATIONS
- EVENTS CALENDAR
- EXCLUSIVE CONENT
- AND MORE!



**WANT EVEN MORE EXCLUSIVE CONTENT?  
CLICK [HERE](#) TO BECOME A VIP**

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### VIP

**YOU ARE NOW AN AT HOME DETECTIVE, JULIA!**

**#BTYT**

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**CRIME SCENE DO NOT CROSS**




**WELCOME TO A KILLER COMMUNITY**

THANK YOU FOR SUBSCRIBING TO BEHIND THE YELLOW TAPE, THE BEST WEBSITE FOR CRIME LOVERS. ALONG WITH THE MONTHLY NEWSLETTER, VIP MEMBERS RECEIVE:

- AN ADDITIONAL VIP ONLY EMAIL. THE EMAILS WILL INCLUDE ACCESS TO VIP CHATROOMS TO DISCUSS CASES AND COLLABORATE WITH FELLOW CRIME LOVERS
- BEHIND THE SCENES AND VIP CONTENT FORM OUR SPONSORS
- VIEWING PARTIES FOR ALL YOUR FAVORITE TRUE CRIME SHOWS AND MOVIES.
- VIP CALENDAR FOR A LIST OF ALL THE EXCLUSIVE EVENTS!



HAPPY CRIME SOLVING.

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## Retargeting

This will be sent to those who may have entered in their information and visited the site but have not signed up for VIP. We want to have them return to the site and engage with our content. In the email, we will offer 50% off of the subscription price and illustrate what they will receive as a VIP member.

**SUBSCRIBE NOW AND  
GET 50% OFF YOUR  
FIRST MONTH JULIA!**

**#BTYT**

WWW.BEHINDTHEYELLOWTAPE.COM

**CRIME SCENE DO NOT CROSS**

**CRIME SCENE DO NOT CROSS**

**VIP MEMBERS  
RECEIVE:**

- ACCESS TO EXCLUSIVE CONTENT
- ACCESS TO VIP CHATROOMS TO DISCUSS CASES AND COLLABORATE WITH FELLOW CRIME LOVERS
- BEHIND THE SCENES AND VIP CONTENT FROM OUR SPONSORS
- VIEWING PARTIES FOR ALL YOUR FAVORITE TRUE CRIME SHOWS AND MOVIES
- ACCESS TO A MEMBERS-ONLY NEWSLETTERS

Click **HERE** to access your exclusive offer

FOLLOW US |   

## Special Occasion

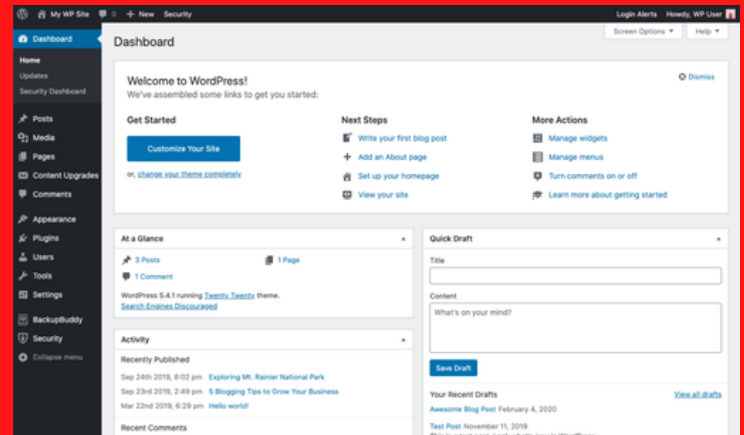
These will include the following type of emails:

- Breaking news
- Opt-in alerts
- Breaking cases
- Foundation highlights
- Collaboration emails with sponsors

# Website Implementation

## Content management system

Behind the Yellow Tape will be utilizing Wordpress to create our website as well as managing our content. It is affordable and provides a variety of features that are customizable with different layouts and themes that are offered. It also allows our site to be organized and visually appealing for those tuning into it. Since it is collaborative, anyone on our team will have the ability to make changes to the content as needed.



## Ecommerce

Since our site will have a VIP members option, we will implement a payment system such as square for users to pay when signing up. We want to make sure that purchasing a membership and signing up will be as easy as possible so that it will make for a great experience for users that want to be a part of the community.

## Mobile

We plan to be mobile-friendly with our design as well as creating an app that is accessible and easy to use. Both our mobile webpage and app will have the same content as the desktop site but will have a smaller screen used specifically for mobile. As most mobile websites do, users will have the ability to view it as they would on a desktop if they choose that option.

For our app, we will have push notifications/alerts available. With this feature, the user will have the ability to adjust their notifications setting to receive only one a day or for breaking news only. Other features will include a feed to view the live social media postings and a button or link that will push it back to the website.

Behind the Yellow Tape will have banner ads that will appear or pop-up as the user is scrolling through content. There will be an option for the user to exit out of it by clicking on the "x" mark button in the upper right corner. We don't want to overwhelm the user with a ton of ads as they can affect the user's mobile and desktop experience.

# APIs and Interactive Elements

We have selected a few APIs that we would like to integrate in the website and mobile app to create a better user experience and in creating different features within our site. These include the following:

## Google (Locations and Search)

This allows for us to utilize a variety of functions such as the map for location services to find local crime in the area. The search engine can help users find recent crime media or news of interest to them. An example can be using the data to find foundations related to victims of crimes that the users may be interested in learning more about or getting involved in. This can create recommendations that will be tied to news articles and public records.

## Social Media

This will allow us to use the live feeds to display on our website and app. Users will be able to see tweets, Instagram posts and stories, and Facebook updates.

## Fact Checking Tool

This will allow us to pull from multiple sources to get verified and immediate answers.

## Partners

This will allow us to partner with different streaming services such as Spotify, Netflix, Hulu, and HBO to show videos and exclusive content on our site. Since we will also have wine recommendations, we will partner with a variety of wine companies to feature their product.

## Square

Square offers an API that will allow us to have an online payment processing system on the site. Since we will have the option to join as a VIP member, we will need a processing system that will have an easy checkout solution that can have users create a profile then enter in their payment information.

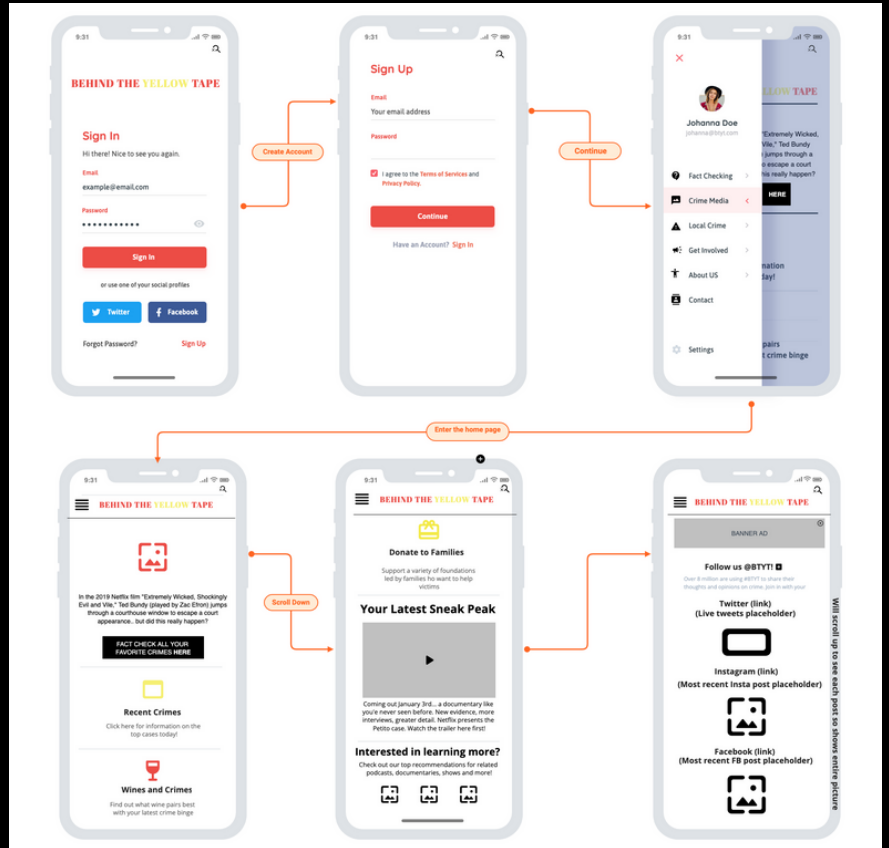


# Wireframes

## Desktop Wireframe



## Mobile Wireflow

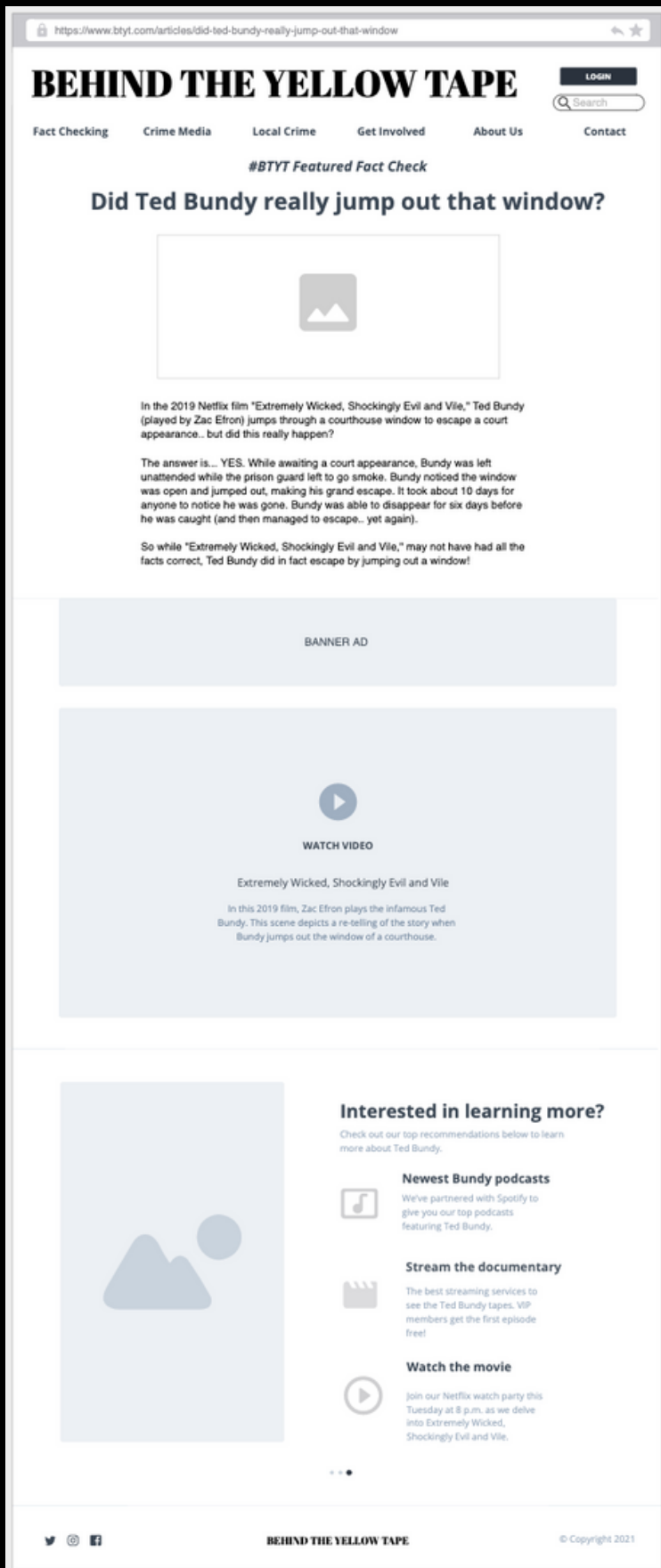


Note: This is the color scheme



# Wireframes

(Continued)



Article Wireframe

# Business Model

## Potential Advertisers and Partners

We plan on having streaming services and entertainment content providers who offer true crime shows and movies on their platforms. These services include:

- Netflix
- Hulu
- HBO Max
- Spotify
- Apple Music



We also plan to partner with various wine brands to go along with the "Wines and Crimes" portion of our site. These brands include:

- Barefoot
- Bota Box
- Sutter Home
- Franzia



Another partner is for safety products such as:

- Mace Brand
- SOG Knives
- TASER Self-Defense



## Revenue Model

### Advertising

Behind the Yellow Tape's revenue model will consist of advertising and membership sales.

- Sponsored Content
  - The sponsored content on the site will come from our advertisers/partners. For example, if Netflix is coming out with a new true crime show, they could sponsor content on our website that is related to the crime featured in their show. Netflix could also have their content come up first in recommendation lists
  - Our wine advertisers can sponsor content on the "Wines and Crimes" portion of the site. For example, they can sponsor the "Wine of the Month" in the broadcast email sent out to site users
- Banner Ads
  - Behind the Yellow Tape will also allow our advertisers banner ad space on the site. These ads will be present on the homepage, the content pages and on the mobile version of the site.

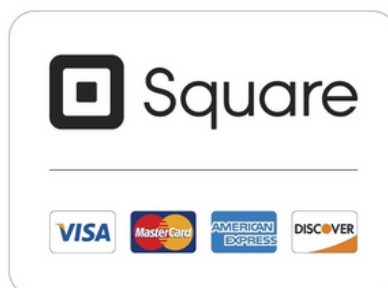
### VIP Memberships

Behind the Yellow Tape will offer VIP Memberships for users interested in gaining access to more content. These memberships will start at \$4.99 a month and go up to \$10.00 a month.

VIP access will include:

- Access to exclusive content
- Access to chat rooms where members can come together to discuss certain crimes, documentaries, podcasts and more
- VIP footage and behind the scenes content from our partners
- Member-exclusive newsletter
- Exclusive events and meetings

We will use Square as a platform to host the transactions that take place on our site (such as purchasing a membership).



# Competitors

## FactCheck.org

This site has a crime archive that helps users to fact-check crime information

- **Strengths:** Users have the ability to ask questions
- **Weaknesses:** Overload of information
- **Opportunities:** This site covers a variety of topics, so we have the opportunity to make ourselves the expert on just crime-related topics
- **Threats:** This site is popular, official, and may have more trust from users



## PolitiFact

A non-profit fact-checking site that rates accuracy of claims

- **Strengths:** Easy to use and check accuracy of claims
- **Weaknesses:** Only checks claims of politicians, not the most visually appealing
- **Opportunities:** We can have a similar accuracy-checking feature, but make ours crime-specific
- **Threats:** When it comes to true crimes involving politics, users may want a site that specializes in politics



## Snopes

A fact-checking website that has a section dedicated to crime facts

- **Strengths:** Well-known/established fact-checking site
- **Weaknesses:** Very broad, users will have to go out of their way to search for true crime info (hard to binge-search)
- **Opportunities:** We could have a similar fact-checking feature but make it more true-crime specific and make it easier for recommended content to appear so users don't have to constantly use the search bar
- **Threats:** Very established site, might have to work harder to gain users trust when they already have a site like this to fact-check



## True Crime Daily

A site featuring all things true crime: new/developing stories, well known cases, etc...

- **Strengths:** They cover all things true crime and offer users to their site articles, videos, podcasts and more
- **Weaknesses:** Their site offers limited features
- **Opportunities:** We can take true crime a step further by offering more features such as specific recommendations, a fact-checker, featured foundations and a more immersive community experience
- **Threats:** They are a top true crime site at the moment so current users may be hesitate to switch if they're already getting good content from this site



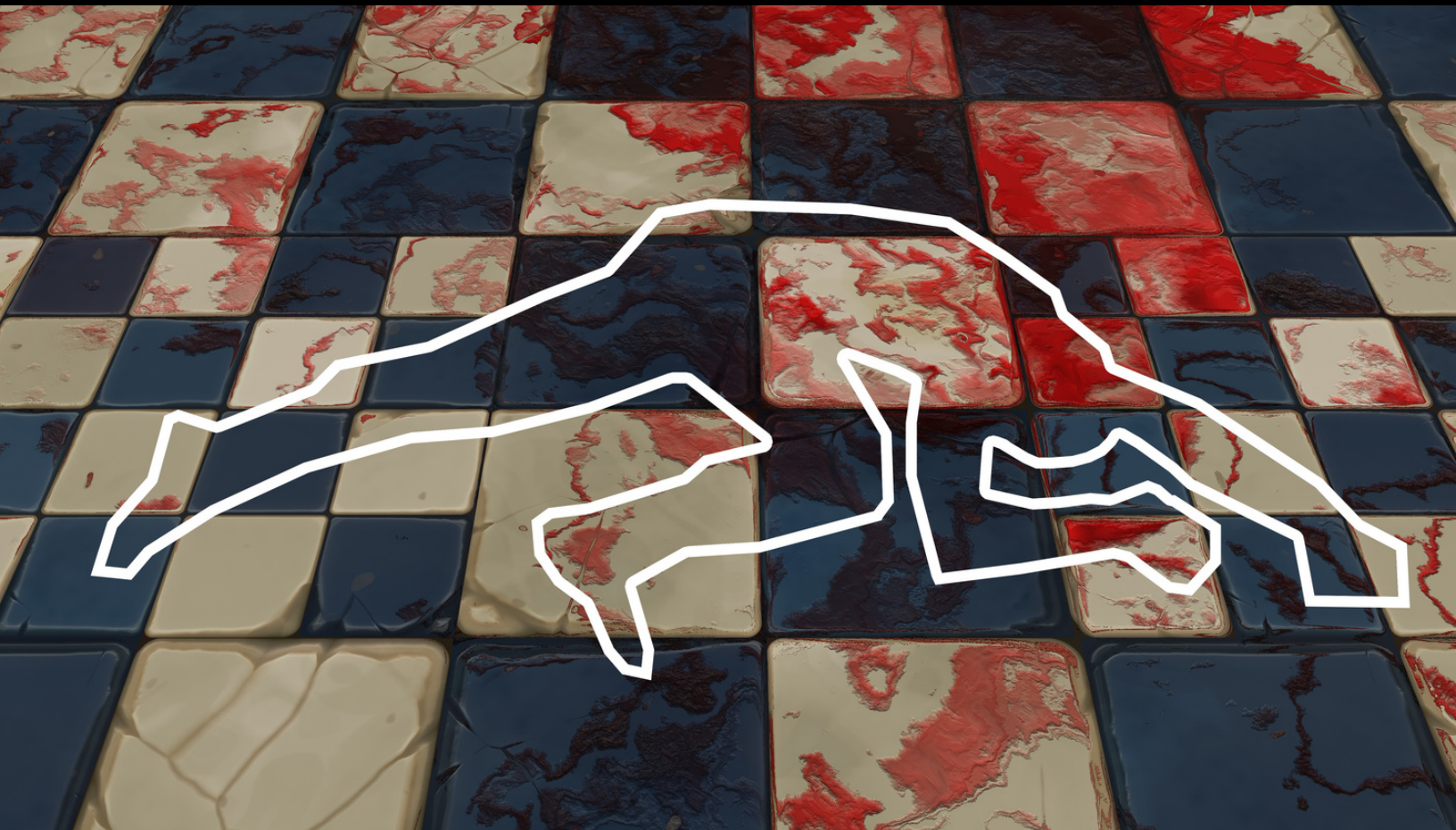
### **Competitors (continued)**

Based on our competitors, it is evident that there is some competition in fact-checking and true crime content, however based on the services provided by our competitors we can take our publication a step further by taking into consideration these key factors:

- Keep our site true crime specific
- Make it easy for users to navigate/find content relevant to their interests and searches
- Provide a variety of content such as media recommendations, featured foundations and more
- Establish ourselves as not just a true crime site, but a true crime community



**THANK YOU**



Visit Behind the **Yellow** Tape TODAY!