THE 4 TOP PLATFORMS

- Instagram
- Tiktok
- Snapchat
- YouTube

INSTAGRAM

1 billion monthly active users access instagram app globally, which makes it the 6th most popular app in the world.

74% of 16-24s checking instagram at least once a day - Gen Z are using social media at a vast rate to keep in contact / up to date with the world.

Influencers have become a big part of the construct of social media making them a good way to push out products and facilities.

Outside of Instagram users are from backgrounds of a much creative outlet - therefore don't want to be constantly bombarded with offers and promotions feeling like they are constantly being sold something. Therefore using polls in our stories would help engagement and also connect more to our audience. Creating more fun and knowledgable content with just a hint of promotions/offers.

Making our Instagram an authentic brand:

Creating aligned and agreed content making sure we don't completely follow our competitiors route of attracting students but rather keeping to our originality and our selling points etc: short & long stays available, central locations for student rooms, home away from home tailored experience, sales team speak over 20+....

Making sure we dont lose touch with our students whether that be replying to their dms or comments on our post. Engaging with the people that follow us, this allows the end consumer feel special when they get a reply back from us.

A lot of companies are bringing the customer into their way of advertising by including shared customer photos and opinions, by including our audience will make them feel a part of the journey too.

Brands that support other bigger causes - supporting causes that the end user believes in. This makes the customer more inclined to follow or purchase something when they feel the company is in touch with things going on in the world and not just focusing on their own gain.

YOUTUBE

Gen Z streams videos for roughly 23 hours each week with a huge audience of 96% 16-24s using the platform

80% say YouTube has helped them become more knowlegeable about a topic, watching these types of videos help them feel more connected. We can definitely benefit from this as theres a lot of informative videos on Londonists Youtube channel which gets us the interaction.

TIKTOK

More than 55% of TikTik's 800 million users are Gen Z (16-24s)

TikTok is ever expanding and has no limits to the content out there and how fast videos can boom with likes, views and comments. Bringing exposure to brands and companies.

TikToks is well known for its famous trends making them appear on all social media platform sites - this is something we could definitely be a part of.

Learn on TikTok - #LearnOnTikTok has 84 billion views and covers a wide spectrum of topics we could home in on this hashtag and build a topic around student accommodation and london living

TRENDS SUMMARY

Self expression + connectivity

Ensure our marketing messages encourages our target audience to express themselves and feel confident in doing so, creating a sense of community and shared understanding.

Tap into the issues that this generation really care about, making sure we have an authentic viewpoint.

TRENDS SUMMARY

Learning + education

This generation love to learn, making sure our content is inspiring and teaching them something new is always a win win!

BRAND CASE STUDIES

Here are a few examples from different brands showing how they incorpate social media into their business:

For example Pretty little thing enlist the current and popular influencers to sell out clothing ranges, making them sell out instantly - one of many brands putting influencers at the heart of thier marketing and product stratergy

The makeup brand Sephora also turned to social media on the platform snapchat to reach the younger generation during Ramadan in 2019. Partnering up with snapchat, Sepora developed a gamified augmented reality (AR) lens. In 4 weeks this activity accounted for 5% of the total transcations on their website during Ramadam.

Nike focused on the YouTube side of things bu creating diverse range of content, focusing on empowerment, inclusivity, sustainability, social responsibility, health and design. Once again using a popular singer Billie Eilish on their campaign.