Determining Social Media Platforms

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Determining Social Media Platforms

**Social Media Marketing Strategy**

**Goal**

The founders of Zeylea want the overall marketing goal to be to increase brand awareness. So, the social media marketing goal will be to increase the brand awareness of Zeylea through promoting their racing game Revving.

**Objectives**

The first marketing objective to help achieve the goal of increasing brand awareness will be to increase mentions on social media of Revving and Zeylea by 100%. The goal is to get gamers to create buzz around Zeylea and Revving because gamers respond better to other gamers liking a game instead of the company creating ads for their games. The other bonus of other gamers talking about Revving is that they are likely to have followers who are other gamers so them posting means the post will likely be seen by many other people in the target audience. This also means the post will not be a sponsored post, so viewers are less likely to just scroll past it and the post is essentially free advertising. The second objective is to increase website traffic by 100%. This is important because the more people going to the website means more people are considering purchasing the game. It also means that the goal of increasing brand awareness is being achieved because if people are going to the website, then that means more people are aware the brand exists. It also goes hand in hand with the other objective of increasing social media mentions because when someone sees a person they follow mention Zeylea they will be more inclined the visit Zeylea’s website.

**Metrics**

The first metric we will look at to determine if the marketing strategy is working is if the number of purchases(downloads) of Revving has increased. If we can increase website visits by 100% then we should also be able to increase downloads by 100%. This is the most important metric because it is the one that shows the marketing strategy is working and is achieving the goal of increasing brand awareness because the more people that play the more people who will know about Zeylea and get their friends to play with them. The second metric we will look at is the number of new YouTube videos being made about Revving. This is similar to the marketing objective of getting more mentions, if people are talking about Revving in their gaming videos then there will be a lot of people who watch them to see if they would enjoy playing the game. One of the first things a potential new customer of a video game will do is to watch other people play it to see what the game is all about. This also aligns with the marketing goal of increasing brand awareness because any YouTuber who makes a video about Revving will have a unique audience that enjoys playing video games if they are making videos about video games.

**Social Media Platforms**

The first platform will be YouTube and the second platform will be TikTok. These both align with the Marketing goal because they are both extremely popular platforms, and they are both video platforms that are popular with female gamers. We want more users on these platforms to be posting about Revving and Zeylea to increase brand awareness of Zeylea.

**Target Market**

According to the scenario, the target market is female racing game enthusiasts between the ages of 20 and 49 with an average annual income of $69,000. YouTube fits this target market because it is so big and used by almost everyone with 95% of 18-29 year olds and 91% of 30-49 year olds using YouTube. 80% of females use YouTube and is the most popular platform used among gamers. TikTok also fits the target audience very well, as it is the fourth most popular platform among gamers. It also has 48% of people between 18 and 29 and 22% of people between 30 and 49 using TikTok. While TikTok is not the second most popular platform among gamers it is the second most popular platform that primarily uses video in their posts, which is important for trying to grow the popularity of a video game.

**Marketing Goal**

YouTube supports the marketing goal of increasing brand awareness because it is such a widely used platform. Since it is so popular almost everyone within the target audience uses it, this means that going viral on YouTube will increase brand awareness more than any other site could. It is also important for achieving the marketing objectives and metrics since there are a lot of video game influencers that have a YouTube channel. The long-form video style of YouTube will also allow viewers to properly see Revving and they will know exactly what to expect when they purchase the game.

TikTok supports the marketing goal because it is also a very popular and quickly growing platform. Many things that go viral on other platforms start on TikTok nowadays. So, having a strong following on TikTok is crucial to growing Zeylea’s brand awareness. Also, the short-form videos will allow for cool clips of the game to be posted. This means people are more likely to follow up by visiting the website after they see a clip to see more about the game. TikTok can even be used as an advertisement to get more people to go watch the YouTube video as you can take clips from the longer YouTube video to make TikTok posts.

**Tone of Voice**

The tone of voice we will use is friendly, fun, and most importantly authentic. The main goal of people playing video games is to enjoy themselves, so being friendly and fun is important. Then being authentic is the most important because if people don’t think you are authentic, they won’t believe what you have to say. We will stay authentic by making posts done by gamers who truly understand the game and not just marketers who think they can convince people to play it. This is another reason why one of the marketing objectives is to increase mentions, if people that aren’t Zeylea are posting good things about Revving it comes off as extremely authentic since the poster is not benefiting if the game does well. Another way to stay authentic is by hiring a popular streamer to play the game. This will create content that you can then use to create YouTube or TikTok videos. This will also reinforce the fun and friendly part because we can hire a streamer who is fun and friendly with their viewers.