

BRAND DEVELOPMENT *Marketing*



GABIJA PODERYTE (212683)
EMMA VAN LOON (212803)
KATERINA PLAMENOVA (212454)

TARGET AUDIENCE

Our target audience is expats that live in the Netherlands, working or studying, age from 18-30. Especially new arrivals within the first 12 months.

- Describing their **media behaviour**.

Our target audience is using Instagram, Facebook and LinkedIn as social media channels to find information about housing in the Netherlands, events, jobs, to reach out to people and find general information about living here.

- **How much do they use it?**

Our target audience use social media on a daily basis, 38% of Gen Zers spend more than 4 hours a day on social media (Roberts, 2023).

- What is **their activity on social media** platforms?

Each app has a different purpose for them, Instagram is more about keeping contact with people and sharing activities, LinkedIn is for networking and job opportunities and Facebook is for housing, community and events.

- What **other brands** do they like?

Gen Z's biggest platform in use is YouTube, in third place comes TikTok followed by Snapchat (Roberts, 2023). A majority (86.23%) of Gen Z adults have a favorable impression of YouTube, making it the most popular brand and Google, comes in at No. 2, followed by Netflix and Amazon (Morning Consult, 2023).

TARGET AUDIENCE

- How should you **position your message?**

We should appear on Instagram ads as well as in community websites and pages as the first brand that expats are introduced to when they are coming to the Netherlands. *Beyond Borders* is a friendly brand internationals can go to whenever they have any questions or are faced with any difficulties within the legal system or documentation when moving to the Netherlands. What differentiates *Beyond Borders* from any other similar brands is the simplicity when it comes to the information provided and the friendly, rather inprofessional approach.

- What do you **want to communicate?**

We want to show expats that they are not alone and they shouldn't be scared of the moving and transition process because we will help them. They should feel confident when coming to the Netherlands and know that they are taken care of. *Beyond Borders* is a brand that provides comfort, security and support.

- **At what times** does your target audience visit social media platforms/websites etc.

Our target audience uses social media mainly from 11 A.M. to 1P.M. as well as from 21 P.M. to 23 P.M. (Das, 2023).

According to research people mostly visit Instagram throughout the weekdays from 12PM to 2 PM, therefore our posts will appear at 12PM (Sukhyani, 2023). And it is advised to post on Facebook from 12PM to 1PM on weekdays to reach the biggest audience (Singh, 2023a).

As for LinkedIn we found that people are most active on Tuesdays, Wednesdays and Thursdays from 10AM to 12PM, therefore our content will also appear on those days at 10AM (Singh, 2023).

MEDIA TACTICS

We decided to use Instagram, LinkedIn and Facebook as the main platforms on which to promote our brand. Instagram and LinkedIn in particular are very popular amongst millennials as well as Gen-Z (Roesler, 2015). Gen Z is having an increase in LinkedIn users, as the generation is growing older and needs to start building networks for their professional careers (Ball, 2022).



A commonly used social media platform, good at engaging the consumers. Instagram focuses on high quality visual consumer experience which is why this platform is among the most used ones when it comes to promoting (Just a Moment. . ., n.d.).



Internationals are actively using this platform to find housing or look for answers of their questions (Facebook - Meld Je Aan of Registreer Je, n.d.).



This platform is used by its consumers to help them track important businesses and events they could be interested in or find useful (Rodriguez, 2022).

COMMUNICATION MESSAGE AND OBJECTIVES

- **Reach objectives:**

Increased brand awareness measured by Instagram profile visits which are going to reach 200 people per week, by the end of 14th of April, 2023.

- **Affect objectives:**

By the end of 14th of April 2023, we will get positive feedback from 3 people which indicates that they are interested in the brand and its service.

- **Response objectives:**

By the end of 14th of April 2023, at least 1 person will contact us and ask for our help on documentations.

- **What do you want to achieve?**

We want to increase our brand awareness by actively using social media and trying different ways to reach our target audience. We want to clearly convey the feelings of the brand and the purpose that's going to help a number of people feel that they belong in this new country and make their transition smoother. By the end 2023 we want to be known by at least 50 loyal clients that are interested and trust us to help them.

Learning points

During this project we learned a lot when it comes to properly marketing a brand. Having to do it in reality and not only on paper made us learn faster and pinpoint the mistakes way easier. We decided to promote our brand on three different platforms - Instagram, Facebook and LinkedIn. Even though all the platforms were useful in helping us reach our target audience, we have learned some major points:

- Facebook and LinkedIn were growing much slower than Instagram. When Instagram had a reach of 30-41 in the first 4 posts, Facebook and LinkedIn had a reach of 0-9. Therefore, we focused more on Instagram but we learned that with the right strategy other platforms can be effective as well. Because a Reel on Facebook was more successful than on Instagram because it reached 476 people.
- Understanding how Facebook works was quite hard and complicated. Using Facebook was more complicated than using other platforms, so we had to learn how to properly use Facebook and create a business account.
- Posting only pictures with illustrations is not engaging enough. We started by posting simple posts with illustrations but it wasn't engaging enough therefore, we tried posting Reels to keep our viewers interested. We also tried putting the most important information on the post itself and not only underneath the post. This is when we noticed our reach increasing.
- Personalised content has a bigger reach (by 33%). We made a post with the picture of our team and this was our most successful post which on Instagram had a reach of 91. This showed that our audience prefers more personalised content and not only illustrations.
- Consistency is Key. It is important to post consistently and not just one day per week but to really stick to your planning to see the results.

Future Planning

Future recommendations if the campaign would be continued based on our experience during this project:

- After a few weeks of marketing our brand on Instagram, Facebook and LinkedIn, we realized that Facebook was the least effective for our brand, however in the future we would put more time into creating a strategy for Facebook and use various Facebook groups and ads to reach bigger audience.
- We would post four times a week instead of three in order to get bigger reach as well as post on different times to check which timing is the best one.
- We didn't make use of Instagram and Facebook stories therefore, in the future we would also post on stories to be more interactive and engaging.
- Rather than posting the same content on every platform, we would customise it because we noticed that content that is a great fit for Instagram might not be perfect for LinkedIn and it requires a different approach.
- Using not only social media but creating a marketing campaign would expand our possibilities every further. We would collaborate with different universities in the Netherlands and join their open days to promote our service.
- Research has shown that YouTube is a very popular platform amongst our target audience so we would also make use of that and advertise our brand on this platform.

References

- Roesler, P. (2015, April 30). Study Shows Why Teens and Young Adults Love Instagram. Web Marketing Pros.
<https://www.webmarketingpros.com/study-shows-why-teens-and-young-adults-love-instagram/>
- Roberts, J. (2023). Gen Z's Social Media Usage in 2023 | Later. Later.Com.
<https://later.com/blog/gen-z-social-media-usage/>
- Ball, J. (2022, March 13). Job's a good'un: how LinkedIn transformed itself into a gen Z-friendly social media contender. The Guardian.
<https://www.theguardian.com/technology/2022/mar/13/linkedin-gen-z-social-media-revival>
- Facebook - Meld je aan of registreer je. (n.d.). Facebook.
<https://www.facebook.com/unsupportedbrowser>
- Rodriguez, A. (2022, February 9). Why Use LinkedIn? Here Are The Benefits! <https://www.linkedin.com/pulse/why-use-linkedin-here-benefits-andrea-rodriguez>
- Das, R. (2023, January 26). The Best Times To Post On Social Media In 2023 [Updated] | Statusbrew. Statusbrew Blog.
<https://statusbrew.com/insights/best-times-to-post-on-social-media/>
- Sukhyani, M. (2023). Best Times to Post on Social Media [2023 Complete Guide]. SocialPilot. <https://www.socialpilot.co/blog/best-times-to-post-on-social-media>
- Singh, C. (2023). What is the Best Time to Post on LinkedIn in 2023? SocialPilot. <https://www.socialpilot.co/blog/best-time-to-post-on-linkedin>
- Singh, C. (2023a). What is the Best Time to Post on Facebook? SocialPilot. <https://www.socialpilot.co/blog/best-time-to-post-on-facebook>
- Morning Consult. (2023, January 26). Gen Z's Favorite Brands 2022 | Morning Consult. <https://morningconsult.com/gen-z-favorite-brands-2022/>