Media Outreach Strategy

Social media outreach is an continuous process and requires consistent effort and dedication. With a well-crafted strategy and engaging content, a strong presence on social media and increase awareness and usability of our app is necessary.

Following are few listed steps that can be taken into consideration While crafting a final strategy.

1. Identifying our target audience: We, as in our previous researches have already gathered who our target audience is and once we have a clear understanding of our target audience, we can tailor our content and social media outreach efforts to appeal to them.
   Our primary target for this service is the young adults of the age 18-30 who are actively using social media platforms so we can start the targeted advertisement and get the most out of it.

2. Developing a content strategy: Create engaging and informative content that highlights the unique features of our app, tips for finding a roommate, and stories of successful roommate matches. Use a mix of formats, including images, videos, and infographics. We can also share user-generated content such as testimonials(especially user testimonials) and reviews to showcase the success of the app.

3. Building a strong presence on relevant social media platforms: Focus on building a strong presence on the social media platforms where our target audience is most active. This could include Facebook, Instagram, Twitter, and LinkedIn. Each platform has its unique strengths and weaknesses, so tailoring our content and outreach strategy to the specific platform is needed. For example, Instagram may be more visual, while Twitter is better for short-form messaging.

4. Utilizing paid social media advertising: Using targeted advertising on social media platforms to reach our target audience effectively. We can use options like Facebook Ads or Instagram Ads to show ads to specific demographics. Utilize targeting options such as age, location, interests, and behaviours to reach the ideal audience.

5. Engaging with the audience: Responding to comments,rewiews, messages, and feedbacks from our audience in a timely and professional manner. This helps build trust and a positive reputation for our app. Although this engagement will not create an instant impact on the traffic to our app, but will definitely give a good output in future and by this we can also create a sense of community by creating a branded hashtag and encouraging users to share their experiences with the app.

6. Collaborating with influencers: Co-Creating with influencers and bloggers who are famous amongst our target audience and young generation to showcase our app and increase visibility is also a very good step that can be taken. We'll look for Influencers with strong following and engagement rates and collaborate on sponsored posts, and other promotional activities.

   There are a lot of such influncers and vloggers that are pretty famous amongst the young generation which is our target audience so it'll be a very effective way to reach bigger audience through this strategy .

   Some of the examples of such similar Influncers are;

   o Actors in the TV series 'KOTA FACTORY' ; This series was a mega hit amongst the students and the lead actors in this series have a very good following of our target audience and they have Millions of followers on social media platforms .

- o Youtube Channels; Teaching and Educational motivational channels on you Youtube(Like ; 'Aman Dattarwal', 'Ankur Warikoo' , 'Alakh Pandey' etc) with good following can also be used for paid collaboration and help us reach a wider audience with a small effort. Also Youtube channels that are famous amongst the younger generation like 'TVF' 'Filter-Copy' etc can also be used to Co-Create sponsored content to reach a wider audience.

7. Monitoring and tracking metrics: Monitoring the social media metrics to evaluate the effectiveness of our social media outreach strategy (this includes engagement rate, clickthrough rate, conversion rate, and other indicators). Using this data to refine our strategy and optimize our efforts.
Moreover we can improvise everyday by constantly monitoring these metrics and use all these to create a powerful organic SEO.