Social Media Marketing Project

Group: Data Dazzler

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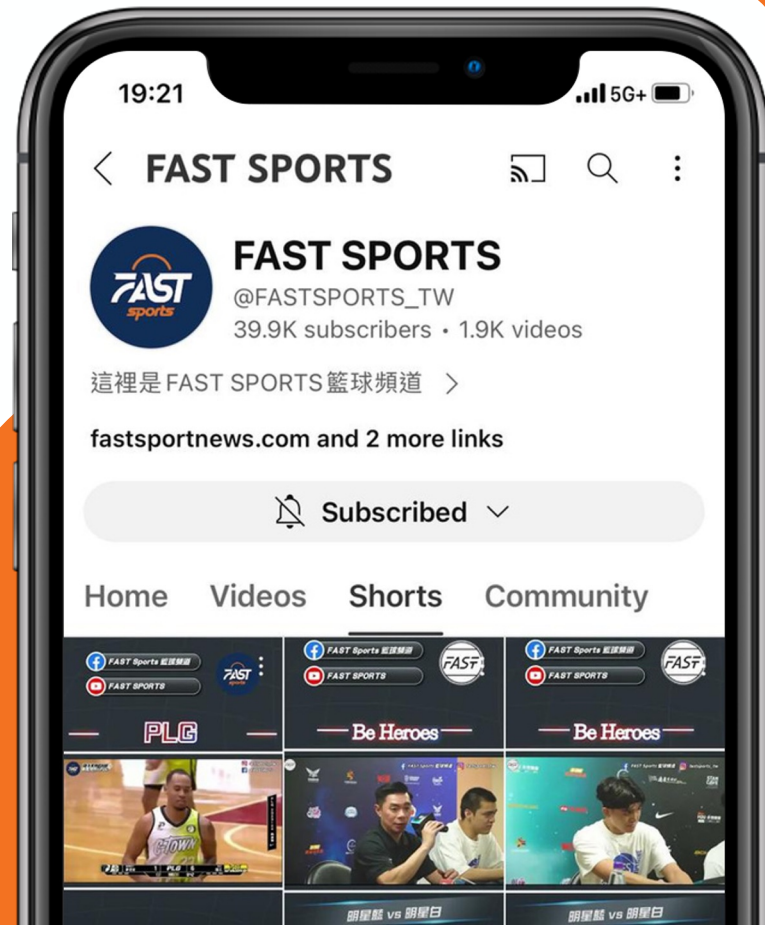
FAST SPORTS

Overview

- **Project Objectives**

- **Business Goals**

- **Business Introduction**

- **Analysis and Insights**

- **Key Recommendations**

- **Q&A**

Project Objectives

- **Perform analytics to support Business Goals**

- **Identify Key Metrics and Dimensions**
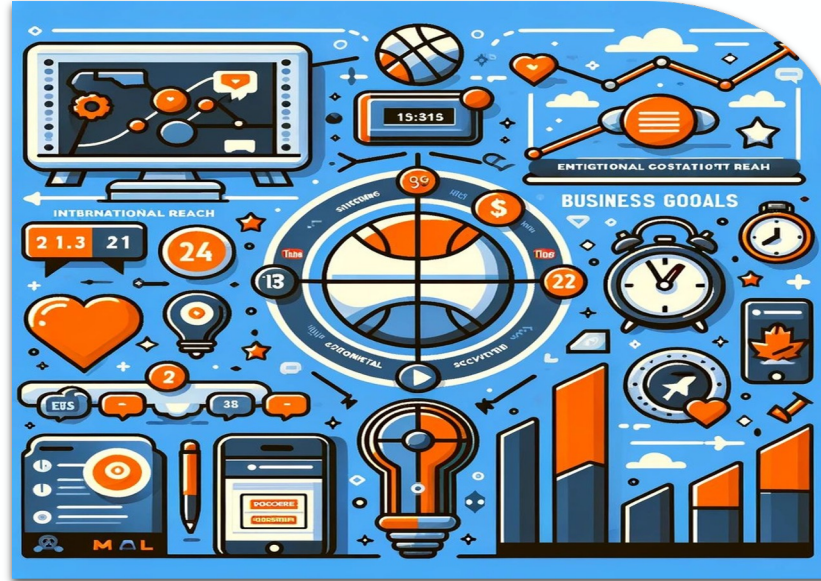
- **Performance insights**

Business Goals

Drive Traffic to External Sites

Achieve Monetization

Potential areas of improvement

Increase geographical reach

Identify user behaviour to target market campaigns

Business Introduction

Founded by a big basketball fan

Share games highlights, mostly focus on various kinds of basketball game

Create a community of fans from all around the world

YouTube/ Facebook/ Instagram

As of November 30, 2023, It has 40,009 subscribers, growing steadily since starting on August 21, 2021

🏀 Join Fast Sports for a journey into the world of basketball excitement!

FAST sports

YouTube Channel Quick View

Channel analytics

Overview | Content | Audience | Research

Your channel got 52,188,188 views in the last 365 days

Views	Watch time (hours)	Subscribers
52.2M	1.8M	+22.0K
128% more than previous 365 days	160% more than previous 365 days	34% more than previous 365 days

Fri, Nov 17, 2023
30,342

Nov 21, 2... | Jan 21, 2023 | Mar 22, 2023 | May 22, 2023 | Jul 22, 2023 | Sep 20, 2023 | Nov 20, 2...

SEE MORE

FAST SPORTS

@FASTSPORTS_TW · 39.9K subscribers · 1.9K videos

這裡是FAST SPORTS籃球頻道 >

fastsportnews.com and 2 more links >

Subscribe | Join

Home | Videos | Shorts | Community

Dwight Howard Taiwan T1 LEAGUE 29 PTS 11 REB 1 AST! Tai...

822,834 views · 1 year ago

#DwightHoward #DwightHoward29PTS11REB1AST
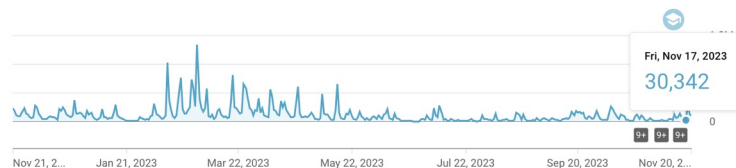
Shorts

- YouTube Subscribers: 40,009
- Joined: August 21, 2021
- Content includes: Videos and Shorts
- Daily updates featuring a variety of basketball games

Subscriber bell notifications

Percent of total subscribers · Current

🔔 Subscribers who turned on "All notifications" for your channel | 7.2% (2.8K)
Typical on YouTube: 10% - 30%

Subscribers who turned on "All notifications" for your channel and enabled YouTube notifications | 4.7% (1.9K)
Typical on YouTube: 5% - 20%

Geography	Views ↓		Watch time (hours)		Average view duration
☐ **Total**	**52,149,703**		**1,820,032.7**		**2:05**
☐ Taiwan	46,392,130	89.0%	1,621,278.8	89.1%	2:05
☐ Hong Kong	1,646,104	3.2%	54,456.4	3.0%	1:59
☐ United States	915,998	1.8%	32,418.7	1.8%	2:07
☐ Malaysia	767,116	1.5%	28,307.3	1.6%	2:12
☐ Singapore	387,644	0.7%	14,120.8	0.8%	2:11
☐ Japan	242,935	0.5%	8,560.6	0.5%	2:06
☐ Australia	225,187	0.4%	8,084.4	0.4%	2:09
☐ Canada	196,466	0.4%	6,675.1	0.4%	2:02
☐ China	189,945	0.4%	6,524.6	0.4%	2:03
☐ Macao	175,111	0.3%	5,728.6	0.3%	1:57

Watch time from subscribers

Watch time · Last 365 days

Not subscribed | 95.0%
Subscribed | 5.0%

Age and gender

Views · Last 365 days

All | Videos | Shorts

Female | 5.7%
Male | 94.2%
User-specified | 0.1%

13–17 years | 1.2%
18–24 years | 22.9%
25–34 years | 40.8%
35–44 years | 23.3%
45–54 years | 7.9%
55–64 years | 2.5%
65+ years | 1.5%
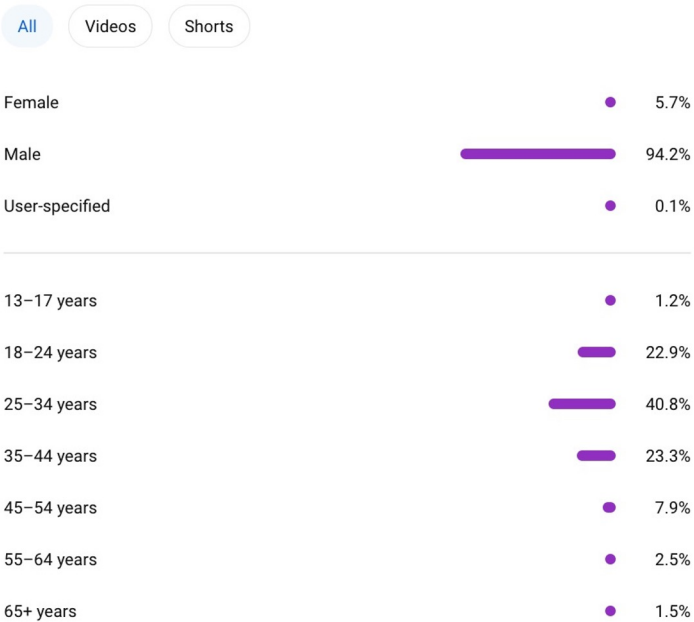
Key Insights for YouTube

01

With 89% of viewership concentrated in Taiwan, there's a strong existing base in a Chinese-speaking audience.

02

A significant 95% of the watch time is from non-subscribers.

03

The channel experienced a 128% increase in views and a 160% increase in watch time over the past year.

04

Peak viewer activity is consistently in the evening hours across various days.

05

The largest audience segment is within the 25-34 age range (40.8%), predominantly male (94.2%).

Key Recommendations for YouTube

Expand International Audience

- Produce bilingual content (Chinese and English).
- Create separate videos with language-specific commentary and subtitles.
- Collaborate with international basketball channels and influencers.

Enhance External Site Engagement

- Strengthen calls-to-action in videos to direct non-subscribers to external sites.
- Promote blogs, merchandise stores, or social media platforms effectively.

Strategize for Monetization

- Identify and approach brands aligned with the basketball niche and audience demographics.
- Provide premium content through channel memberships for subscribers.

Optimize for Viewer Habits

- Align video releases and live streams with peak evening hours.

Tailored Marketing for Core Audience

- Collaborate with brands and products that target a similar demographic for integrated promotional content.
- Create content focusing on advanced basketball techniques, player career and in-depth game analysis.

Instagram Quick View

- Instagram Subscribers: 3,957
- Joined: March, 2021
- Content includes:
  Posts, Story and Reels

Instagram Analysis

Last 30 Days ⌄　　　Oct 31 - Nov 29

36,143
Accounts reached

+10.2%
2,775
Followers ●

33.3K
● Non-followers

Impressions　　　126,232
　　　　　　　　　　+29.4%

Content type

All　　Followers　　Non-followers

Reels　　　　　　　　　34.6K

Videos　　　　　　　　1,452
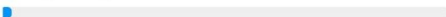
Posts　　　　　　　　　207
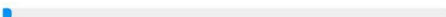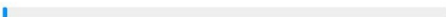
Top Locations
of your followers

Cities　　**Countries**

Taiwan　　　　　　　　**90.7%**

Hong Kong　　　　　　**2.1%**

China　　　　　　　　**1.6%**

Malaysia　　　　　　　**1.2%**
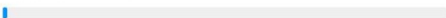
United States　　　　**0.9%**

最活躍的時間

小時　　天

‹　　週四　　›

12am　3am　6am　9am　12pm　3pm　6pm　9pm

Age Range
of your followers

All　　Men　　Women
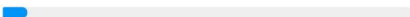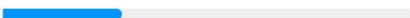
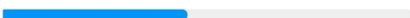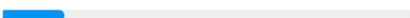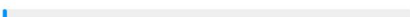13-17　　　　　　　　　　6%
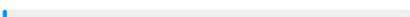
18-24　　　　　　　　　29.1%

25-34　　　　　　　　　44.7%

35-44　　　　　　　　　14.6%

45-54　　　　　　　　　4.2%

55-64　　　　　　　　　0.5%

65+　　　　　　　　　　0.6%

Gender
of your followers

82.9%
Men ●

17%
● Women

Key Recommendations for Instagram

Tailor content to suit the primary age demographics interests.

Investigate reasons behind unfollows to improve content retention.

Enhance content inclusivity to grow the female audience.

Focus on local engagement strategies for the Taiwanese market.

Optimize posting times based on when followers are most active.

Thank You!
Any questions or further discussions?