**Digital Marketing – Assignment 1**

**Script**

* Minute 0-1: **INTRO**
  + Hello, my name is Duncan Do, and today I will be explaining my social media strategy for Nerve Dance Crew. A Kpop dance crew I am apart of that creates dance content and has a prominent social media presence on YouTube and Instagram.
  + My proposed strategy to Nerve Dance Crew was to better utilise the social power of Instagram to create a more intimate relationship between the content creators and the audience as well as utilise Nerve’s resources to continue to create consistent content even under the restricting limitations brought about by COVID-19
* Minute 1-2: **REASONS**
  + I felt it best to implement my strategy on Nerve’s Instagram account because it’s an highly accessible platform on PC as well as mobile, attune to the modern device shift to smart phones
  + In a more case specific reason, while Nerve does have other social media accounts, Instagram is where Nerve has the greatest interaction with their audience.
  + The YouTube account is more of a Social Publishing platform and the Facebook account only has a fraction of the community size.
  + It is best to choose a platform with high accessibility to the audience, as advised by Kaplan and Haenlein in their 2010 paper.
    - Instagram facilitates this by being a popular platform as well as being able to directly link from a Facebook account. The most used social media platform, further increasing accessibility:
    - A close up of a map

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  + This might just make you think, “oh why don’t you just implement your strategies on Nerve’s Facebook account”. Well Kaplan and Haenlein also discussed the importance of choosing the right platform for your audience.
    - The fact that Nerve’s Facebook audience is smaller than their Instagram but also Instagram’s primary age demographic lines up with Nerve’s fanbase

![A screenshot of a cell phone

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* + Instagram’s analytics provided by Statista reveals a significant portion of its users fall into the 18-24 age range, while its not the highest category, it is very close to the top one.
  + Here are Nerve’s analytics from YouTube and Instagram and you can clearly see a dominance by that 18-24 age range
  + Thus, I decided, if I wanted to create customer value for the most customers, Instagram was the way to go
  + In a way Instagram is a sort of in a way a hybrid social community/Publishing platform.
    - It facilitates building relationships from common interests while being a space for content production/consumption.
  + Which Segway’s us right into my 2 implementations of my strategy.
* Minute 2-3: **IMPL 1**
  + My first implementation has heavier emphasis on the “content creator-audience” relationship I spoke of.
  + My idea was modernising the member profiles on Nerve’s Instagram highlights. They are basically mini Instagram stories that include a crew member’s profile picture, a short bio as well as images from the videos they have been in
  + The profiles on the platform at the moment are very outdated and are of dire need of an update for the older members as well as the many new recruits since the last profile update
  + These profiles are great because they help the audience to better get to know the dancers, especially the mini bio
  + It can help create a more emotional based attachment to the content creators
  + Furthermore, specific to the niche of “Kpop Dance Crew”. These kinds of crews are emulations of actual idols and K-pop groups in Korea
  + They mirror the desire that many Kpop fans have of getting to know their idols. Thus a “member profile” is the perfect way of facilitating that
  + If we are talking about the specific types of value this would give the audience in relation to Smith and Colgate’s work in 2007.
    - Then this implementation will provide the audience with hedonic value
      * by creating a feeling of closeness and familiarity towards the members as a result of getting to know them
    - Furthermore, it could also be said that this provides instrumental value.
  + If you take the notion that the audiences goal is to find Kpop dance crews to follow as an emulation of real Kpop groups, getting to know the members on less superficial level than just “dancer you watch” is paramount
  + Due to COVID-19 Restrictions, we are unable to obtain gather the members for a photo shoot for the profile pictures. As my client wants a uniform style for all the pictures.
  + To give you an idea of what will be done for all members, here is a mock implementation for Lucas, one of the newer members of the Crew.
  + As you can see it has the profile picture, the bio, and images from Lucas’ appearances in Nerve videos.
* Minute 3-4: **IMPL 2**
  + My second implementation is to have each member upload a short cover of a dance of their choice
  + This will facilitate continuous engagement of the audience to make them feel their investment into the dance crew was worth while
  + Furthermore it allows us a way to produce content while under COVID-19 Restrictions
  + As opposed to our standard group dance covers
  + At the moment Nerve’s Instagram account is used more as a promotional space for the more primary YouTube content. But I want to utilise Instagram as a content platform in it of itself
  + The idea is to utilise our other platforms to stay active while we are unable to produce our primary content
  + These covers Would probably not be possible with the resource heavy activity of pre-COVID-19
  + but with the inability to devote resources into primary content production, more can be put into the stuff like these short covers with double as member (identity)-audience relationship builders
  + This further provides the hedonic value for the audience by getting to know each member as dancers.
  + More importantly though, this implementation allows Nerve to provide the expectations the audience has of a Dance Crew, which is to upload dance content.
    - Which further lines up with Smith and Colgate’s identification of customer-values. **Functional/instrumental**
  + This implementation has been accepted by my client, the crew. And we have been collating the footage from each member to upload based on a schedule. The schedule is to spread out the short cover’s releases, so we have content to cover a longer period of time.
  + Here you can see our collection of footage for the implementation, and im just going to play a mock video for one of our short covers as I conclude this presentation, with sample editing provided by our in house editor.
* Minute 4-5: **OUTRO**
  + So thank you for listening to my presentation, I hope you enjoyed. As a personal member of this crew I can’t wait to see these changes implemented. In fact, I know that the short covers will begin coming out in waves the week of 24th of August. So check them out.