

BUDDY SYSTEM

Campaign Project Proposal

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BUDDY SYSTEM CAMPAIGN PROPOSAL

CAMPAIGN SUMMARY

Purpose

The purpose of this campaign is to advertise the launch of the Buddy System app and encourage users to engage with it. To accomplish this we aim to create a social media campaign that will boost user interactions and ultimately increase app downloads. While the Buddy System website, <https://buddysystem.com>, provides information about the app and directs users to the app store, the social media campaign will generate greater attention for the app. To achieve these goals, the campaign will focus on the main purpose of the app, which is to meet new people in your area. By focusing on this, we will not only inspire people to download the Buddy System app but also get out and make new friends.

Company Services:

- User profiles
- Interest-based matching
- Direct messaging
- Group chats
- Event planning

Audience

Young adults

Many young adults are just figuring out their way in the world. Loneliness is very normal at this age due to major life changes that many are experiencing. Maybe they just graduated college or moved and are struggling to meet other people with similar interests. The Buddy System app aims to help these young adults establish strong connections while beginning a new chapter of their lives.

College students

Your college experience is shaped by the people you surround yourself with. Whether it's a freshman starting university for the first time or a senior trying to make the most of their final year, the Buddy System app will help to create meaningful connections with people who have similar interests.

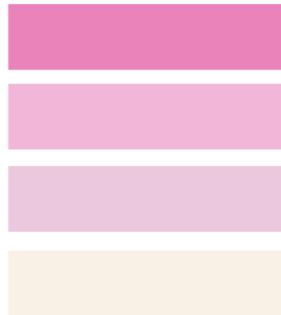
Goals

The goal of our social media campaign is to not only attract attention to the app but also ensure that users continue to come back. To achieve this goal we aim to follow the marketing campaign below.

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Marketing Campaign services:

- Keeping things fun to attract our younger audience
- Aesthetic feeds which will use the following colors
- Interactive social media through story posts, polls, etc.
- Showing how the app can impact your life
- Influencer partnerships



SOCIAL MEDIA PLATFORMS

Core Social Media Platforms

Instagram

The Buddy System's social media page is crucial to the overall performance of the app. This is partly because it directly targets our primary audience, which consists mainly of young adults and college students (Piric, 2024). It also allows users to keep updated with the Buddy System app. On Instagram, we will aim to create an aesthetic feed that gives users a sense of comfortability and uniformity. This is also where we will interact with users the most through Instagram polls, stories, reposts, and hashtags.

TikTok

TikTok is also an important piece to our social media campaign because, similarly to Instagram, a large demographic of users on the app is the target audience for the Buddy System app (Bestvater, 2024). Our main goal through TikTok is to sponsor creators to advertise our app in creative ways. For example, this could be a short vlog about using the app to meet people or even just talking about their experience on the app. Our aim with TikTok is to make our app go viral through interactions and sponsorships.

Secondary Social Media Platform

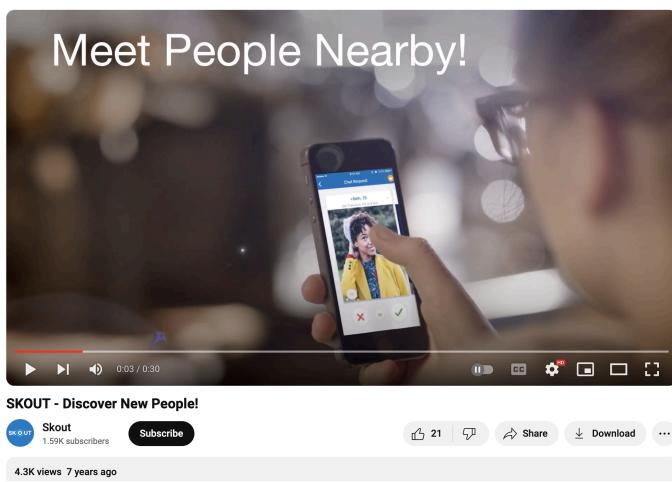
YouTube

The Buddy System app could benefit from using YouTube as a secondary social media app because it has a global reach that also can be targeted to a specific demographic. Our main goal with YouTube is to make advertisements for the app. To do this research on our audience is crucial to ensure that the advertisements are engaging (Rodriguez, 2017). However, similarly to TikTok, we also aim to use other content creators to advertise our app through sponsorships. We want people to share their experiences using the Buddy System app and YouTube's long-form content is ideal for in-depth reviews.

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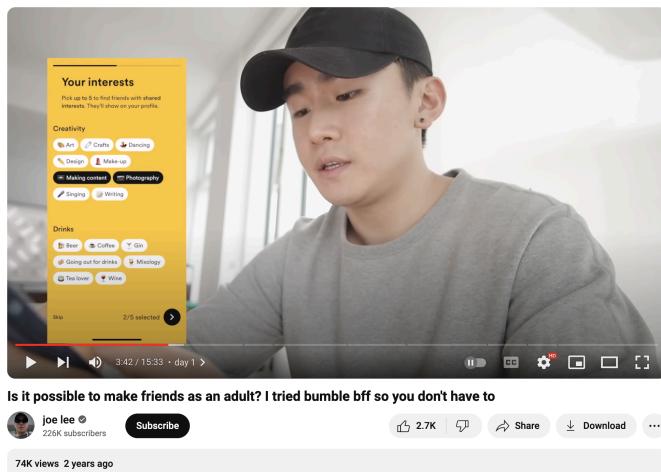
Secondary Social Media Platform Examples

Example 1



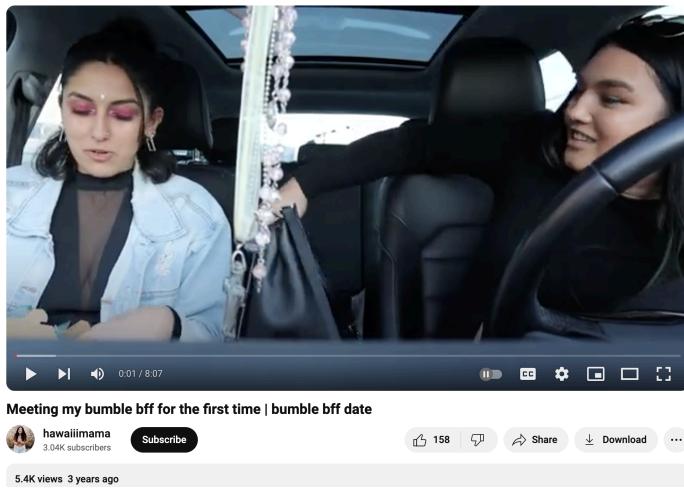
Advertisements made about the app are crucial to attracting users to the Buddy System app. The purpose of these advertisements is to provide an overview of what the app does and why they should download it.

Example 2



Sponsorships are important because they give the app credibility. Videos like the example on the left are meant to leverage the app by showing people that their favorite influencers endorse the app.

Example 3



The example to the left shows a real-life testimony of using the app. This is important because it gives viewers an honest review of how the app can affect their lives.

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YouTube usage

Beyond content creation, we plan to host live events to promote the app using YouTube live streams. The event will be advertised on all social media platforms as well as the app and will direct people to the live stream on the day of the app. The purpose of this event is to give people an opportunity to meet new people while also promoting the app and sharing their favorite aspects of it with users. If successful, these events will be hosted around the country to allow people all over the United States to make new friends in their area.

References

Bestvater, S. (n.d.). How U.S. Adults Use TikTok.

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Rodriguez, P. R. (2017). *Effectiveness of YouTube Advertising: A Study of Audience Analysis* (Order No. 10284670). Available from ProQuest Dissertations & Theses A&I; ProQuest Dissertations & Theses Global. (1908487637).

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