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Title: Social Commerce: Engaging with Gen Z

Target Audience:

Direct audience: My data science team at Organization XYZ was about to decide what project to work on next

Indirect audience: C-Suite executives of a retail company looking for how to reach the Gen-Z with their product online.

Brief summary: As online shopping continues to be on the rise, consumer purchasing behaviors are rapidly changing. A large reason for the shift in purchasing habits is due to the increase of digitally native consumers, a generation that has never known a world before smartphones and social media, generation Z. As they continue to grow, so does their spending power. According to a Forbes article written by Jeff Fromm, Gen Z currently accounts for 40 percent of all consumers in the U.S. The generation is constantly connected online, with social media platforms dominating their time spent on their smartphones. Brands have begun to target younger consumers by engaging with them through social media platforms, where users are introduced to product recommendations while scrolling through their personalized news feeds. Social commerce allows these users to seamlessly purchase products directly through various social media platforms.

One of the main challenges when engaging and connecting with Gen Z is understanding the right marketing strategies through these social media platforms. These digital natives' perception of brands is extremely different from previous generations. I propose partnering with a retail company and conducting an analysis to understand key strategies and platforms for their brand to connect with Gen Z through social media.

The goal of this analysis is to identify the type of content and platform that increases our audience's engagement with the brand. The research design would include a mixed method approach of collecting qualitative and quantitative data. The quantitative research would include collecting and analyzing Gen Z engagement metrics (by filtering age range) from our partner's brand content. Platforms we would focus on are the largest platforms Gen Z is using: Youtube, Instagram, Snapchat, and TikTok. Engagement metrics on posts include: like count, reach, impressions, shares, comments, profile visits, etc.. We would be interested in understanding how factors pertaining to context, style, and design in the posts affect engagement as well, which would be executed using A/B testing. For our qualitative research, we could include voluntary surveys to Gen Z users who purchase from our partner's brand directly through social media, regarding questions related to what they value in a brand. The final deliverable of this research would be a presentation to our retail partner. This presentation would include discussing our findings while incorporating a smartphone screen demonstration on how Gen-Z users interact with the brand's highest engagement vs. lowest engagement posts.

Article reference:

<https://www.forbes.com/sites/jefffromm/2021/01/07/on-youtube-tiktok-and-ben--jerrys-five-undeniable-truths-about-marketing-to-gen-z/?sh=7a7bded6b972>