



The Most Effective Way Social Media Can Promote Lifestyle Brands



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INTRODUCTION

Throughout the last decade, every big company has familiarized itself with Social Media. It has revolutionized our world in every way from transforming the entertainment industry to reestablishing political and economic norms. There is no doubt that any top brand, your favorite brand, has Facebook accounts and marketing teams, but this won't stand a chance in today's market. Everything revolving around selling to a customer has changed in the last decade, companies should abandon all Facebook accounts to create ten Tik Tok accounts. Why?

Well, what was popular ten years ago simply won't cut it in 2022. Taking note of what a businesses specific buyers will be attracted to, what time possibly purchasers will use their devices the most, what platform benefits themselves the most, and different ways they can increase their traffic to get more buyers are all prime examples of what every company should discover about their brand to succeed on social media, a tool that makes or breaks companies around the globe. In the second graph, there is an obvious pattern between the companies social media use and their financial success. It can be seen that the top three companies with 10 points also have the highest profit margins!

The point system considered multiple variables. Such as what apps the companies used, to if they had over 10,000 followers to be considered a legitimate candidate for the data collection. For example, a Tik Tok account would receive 3 points whereas a Facebook account would only receive 2. Although this graph proves a correlation, it is important to keep in mind that these companies differentiate from each other in various ways. Nevertheless, the fact that a strong social media presence increases a companies sales remains the same.

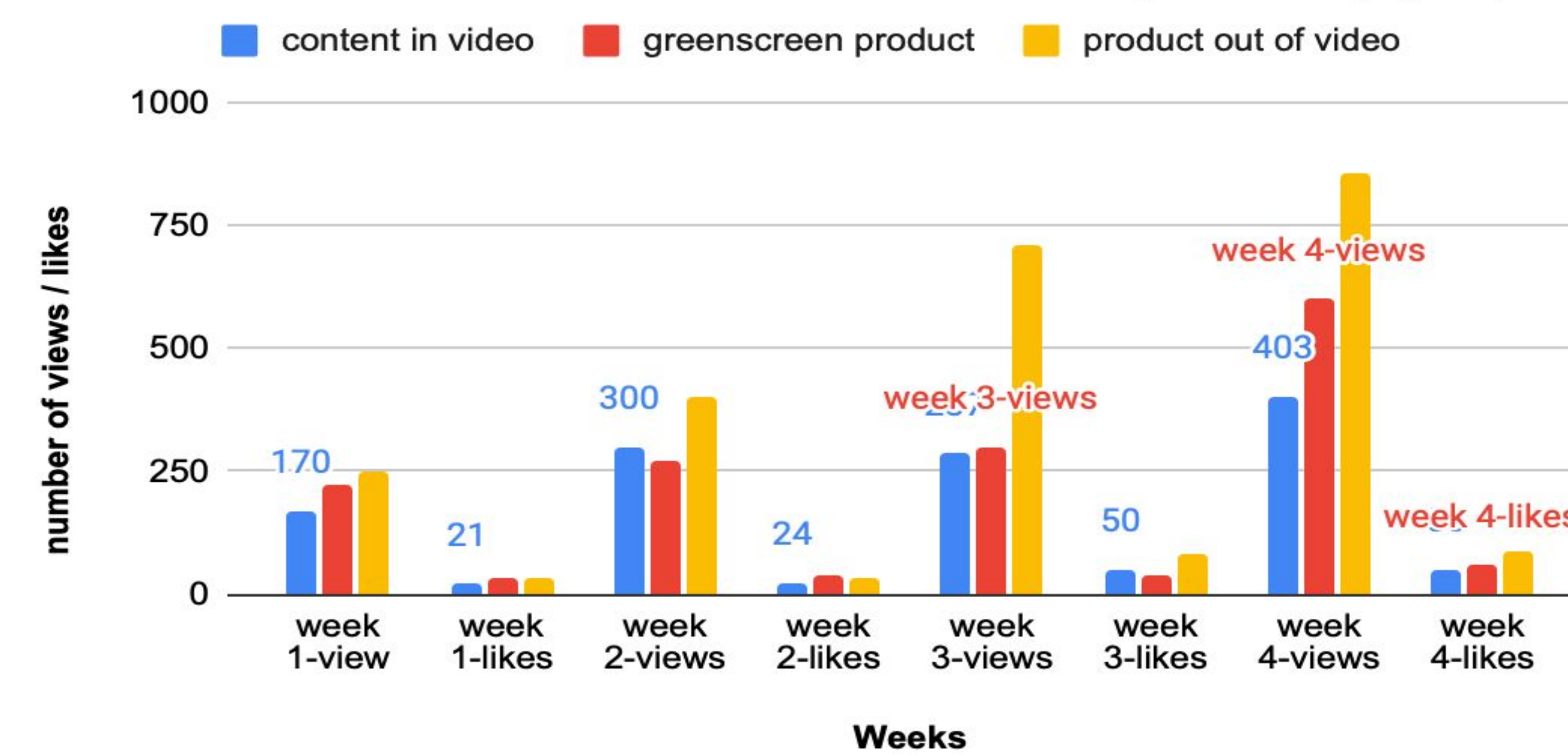
DISCUSSION, ANALYSIS, AND EVALUATION

In the given graph, it is clear that certain videos received more traffic than others. During a month of data collection, three different groups were created (V1, V2, V3.) Trend analysis was essential when creating these videos. Knowing this, the account only used the top 500 sounds on Tik Tok. Why? Trends make up the majority of content shown on the app, with the exception of niche accounts. So, using popular effects, or sounds that are trending, will automatically give the users videos a headstart as they are placed higher on the algorithm. When looking at the first graph (left to right) the first graph would be the V1 graph.

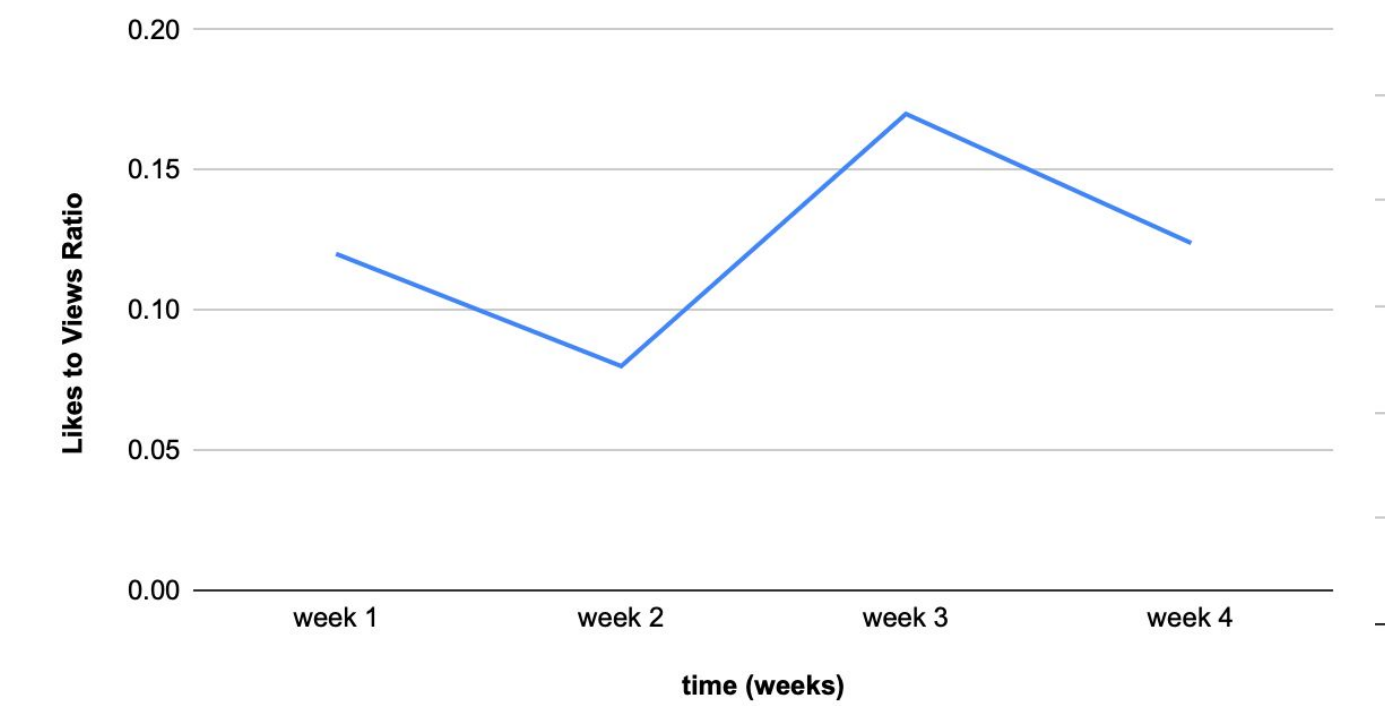
In this graph, we see a pattern of dips and spikes. The first video receives a lot of attention and then proceeds to dip for the rest of week one. It then rises again from week two to three and falls during the final week. In V2, it begins with a plateau into week two and then shows a negative slope as the graph trends downwards for the remainder of the month. Last but not least, there is the V3 graph. This graph had the most positive results overall as it has the steepest slope. It dips slightly going into week two and then rises when it comes to weeks three and four. All of this information can also be seen in the G1 graph shown above. In G2, it shows the correlation between how well lifestyle companies use social media and compares it to the companies profit margin. One constant seen throughout all three graphs is the dip from week one to week two.

DATA AND FINDINGS

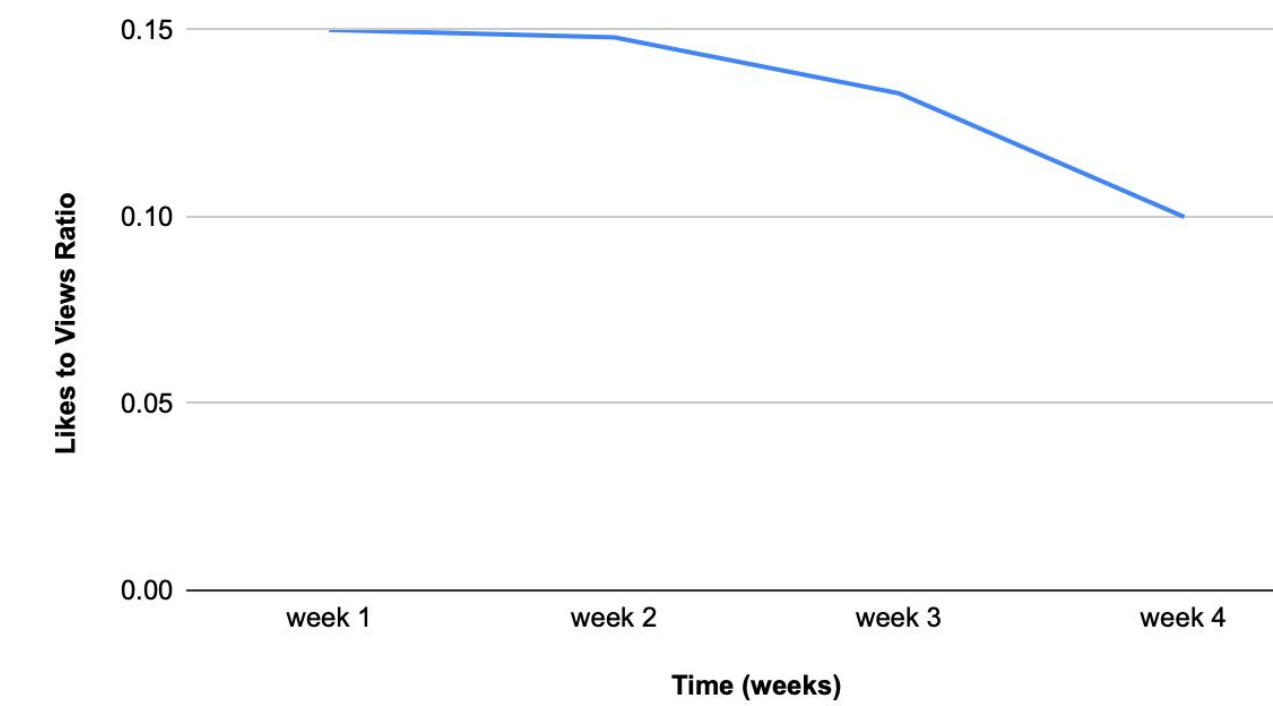
Growth of Carlie&Co Over One Month (Tik Tok) (G1)



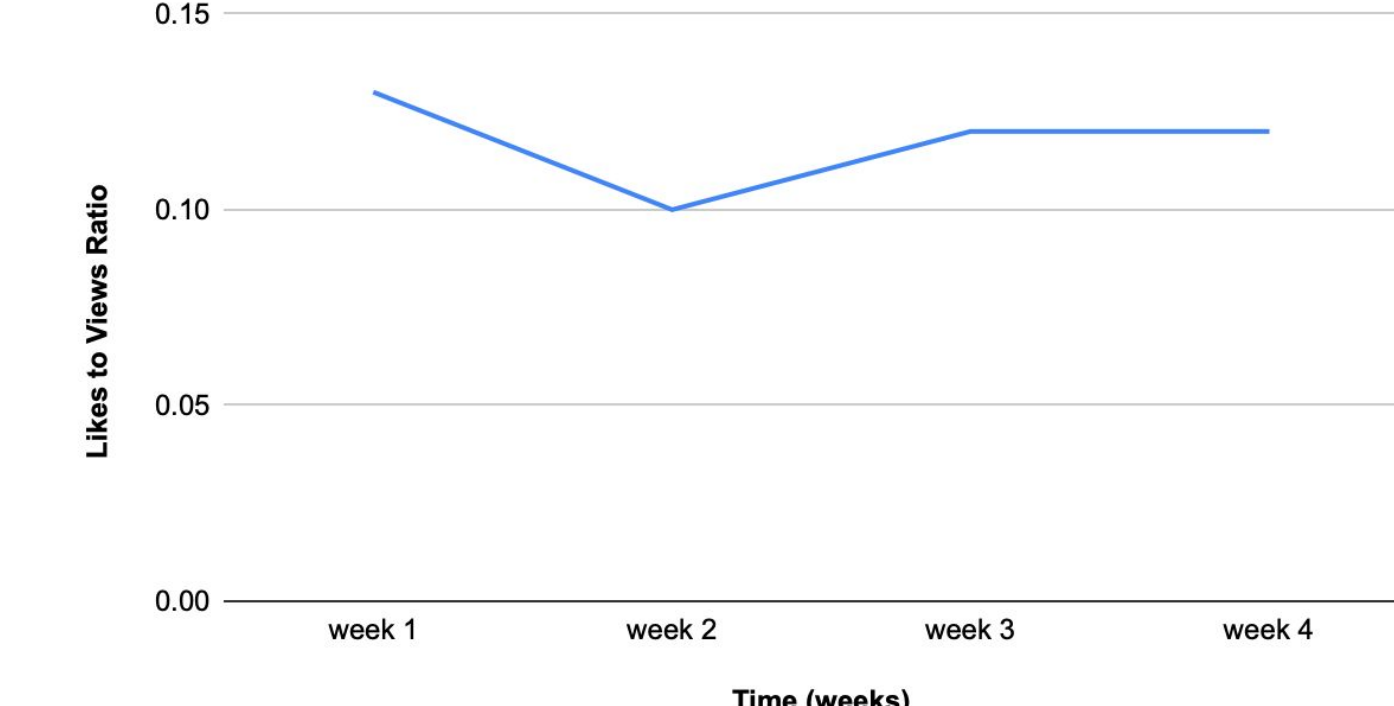
One Month Likes to Views Ratio for Content in Video (V1)



One Month Likes to Views Ratio Green Screen Video (V2)



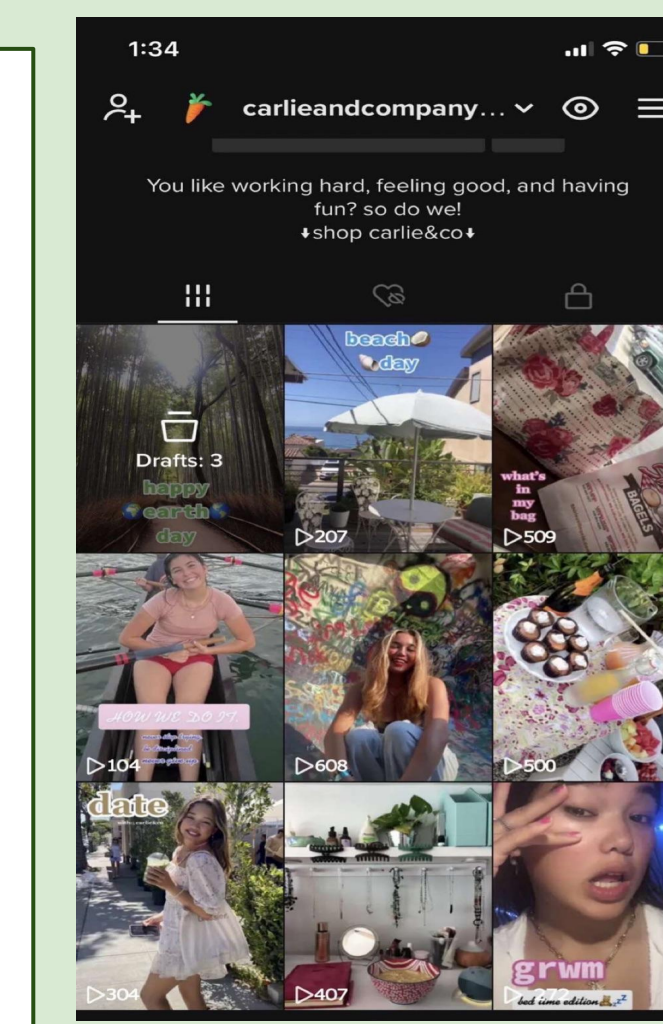
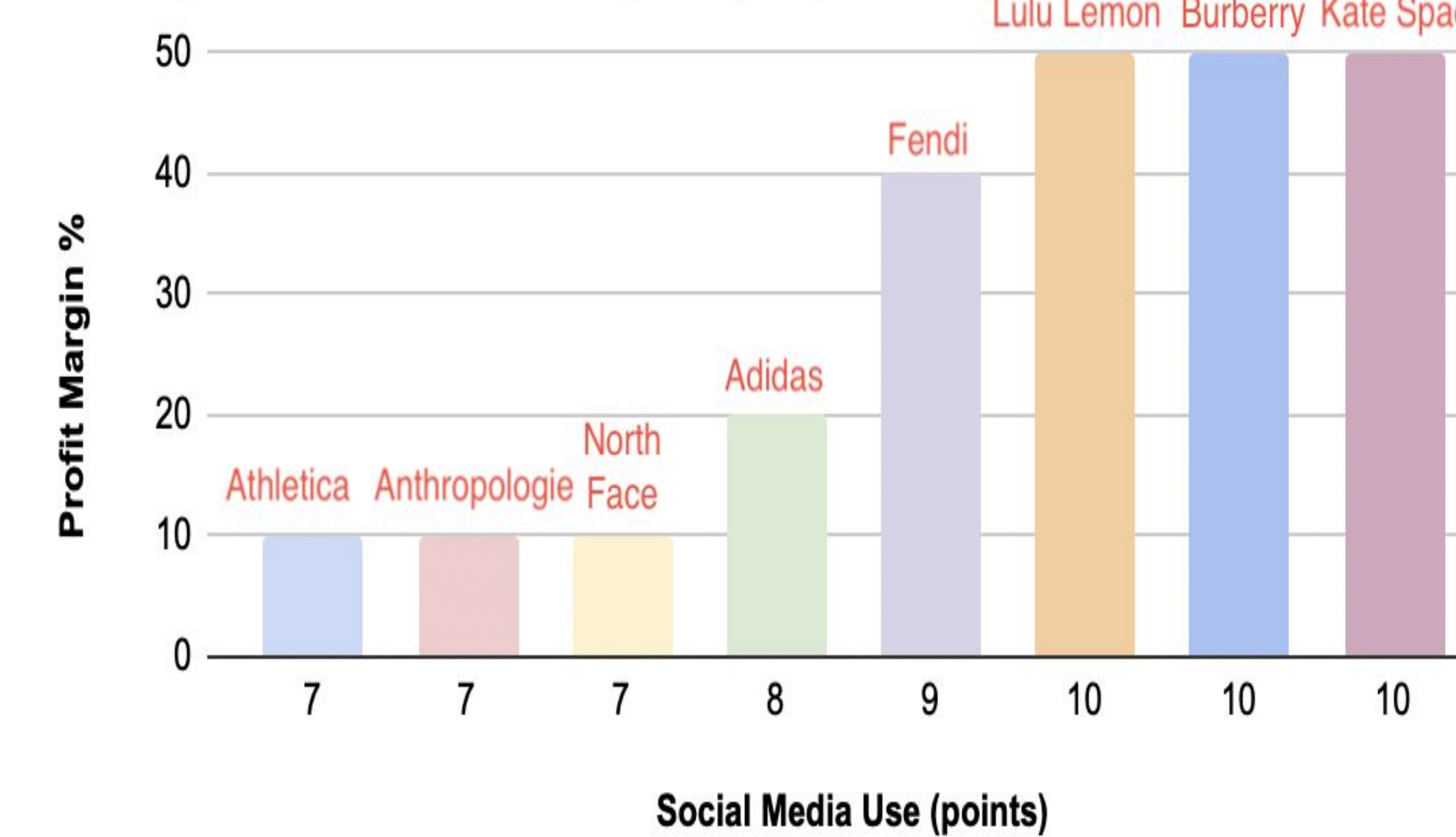
One Month Likes to Views Ratio Product Out of Video (V3)



RESEARCH METHODOLOGIES

After partnering with the local business / lifestyle company, Carlie&Co, at the beginning of the year; I made it my goal to prove that a tactical social media presence should be a top priority for all companies ranging from companies worth millions to small owned businesses that are just starting out. Here was my process in accessing four weeks worth of data. To begin, I created a Tik Tok account under Carlie&CO. To gain a deeper understanding of what my aimed audience wanted, I created three different categories. Videos where the product is displayed and shown to the audience, videos where the product is not displayed at all, and videos that show the product through an effect on the app called "Greenscreen." that allows you to project yourself in front of a photo or video that the creator chose. I posted three videos from each group at 7 PM, twice a week, for one month. To backup my theory proving a correlation between Social Media presence and profit margin, I found nine public lifestyle companies and ranked them through a point system I created. Things like what apps they used, and how many followers they had were taken into account when ranking them. I then created a bar graph displaying the companies with the lowest social media presence and highest social media presence and discovered that there was a correlation that can be seen below.

How Social Media Presence Affects Life Style Companies Profit Margin. (G2)



1. Content in Video: Carlie & Cos products are actively presented in the clip
2. Green Screen product: One of the apps features called "Green Screen" allows you to project a photo/video over yourself on the screen.
3. Content out of video: The video is not about showing the product, but about selling an aesthetic that makes the viewer want to purchase the product.

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

One reason I believe the "out of video" content (V3) succeeded after the first two week is because it created a seller-buyer relationship. The other two video categories were more successful at the beginning because they are immediate attention grabbers. Whereas the videos that don't show product are curated for a target audience. Floral, beachy, boho, and sophisticated were all themes in the "product out of videos." This explains why they gained popularity throughout the month. It's important to establish a connection with the audience, and this happens over time.

I theorize that the Green screen videos had success at the beginning of the month because it is one of the most popular trends on Tik Tok. As previously mentioned, this will automatically put it higher on the algorithm because it is a popular effect that many users are familiar with. More traffic equals more views and likes, this is why it is wise to follow trends such as the "Greenscreen" one. This can also be used to explain why it started at such a high point, to then begin trending downwards in between weeks two and four. The algorithm exposed it in the beginning, and it lost attention over time. Finally, the "Product in video graph" (V1). These types of videos showed a lot of fluctuation throughout the month. This is because there is not a grand variety of what can be shown. Despite how much product a company has, the audience wants to see something new, not a hand bag or a pencil case. This is why it is important to create an avatar representing a large percentage of your audience. A relationship must be made with the buyer in order to receive a purchase! These sort of videos must resonate with the buyer or they will not be as impactful. So, as one can see, week one and week two had the most successful videos and weeks two and four did not, causing it to fall.

ACKNOWLEDGEMENTS / REFERENCES

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One problem that occurred during this process was the deletion of my account. It has been remade, but all of the account aside from videos and screenshots of the page were gone. I discovered that there are multiple reasons for this, and that I was not alone as thousands accounts are deleted on the daily. I could have possibly been reported for "impersonation" if someone thought the product or videos were stolen (they were not), or it is possible that it could have been a software issue, or the fact that I had four other accounts. There are many factors that play into the deletion of an account. Of course this was discouraging at first, but the good thing is I will now be able to take my findings and apply it. The majority of my content will be a mixture of showing the product while maintaining a unique video format that appeals to the audience!