

Student Academic Conference

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## Absolutely Not Brand Awareness Campaign

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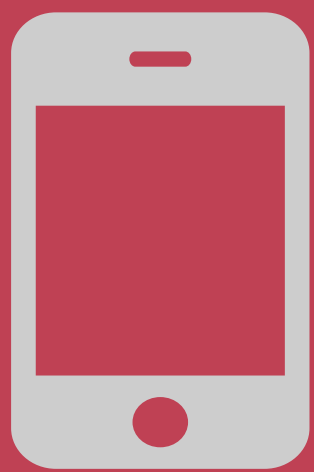
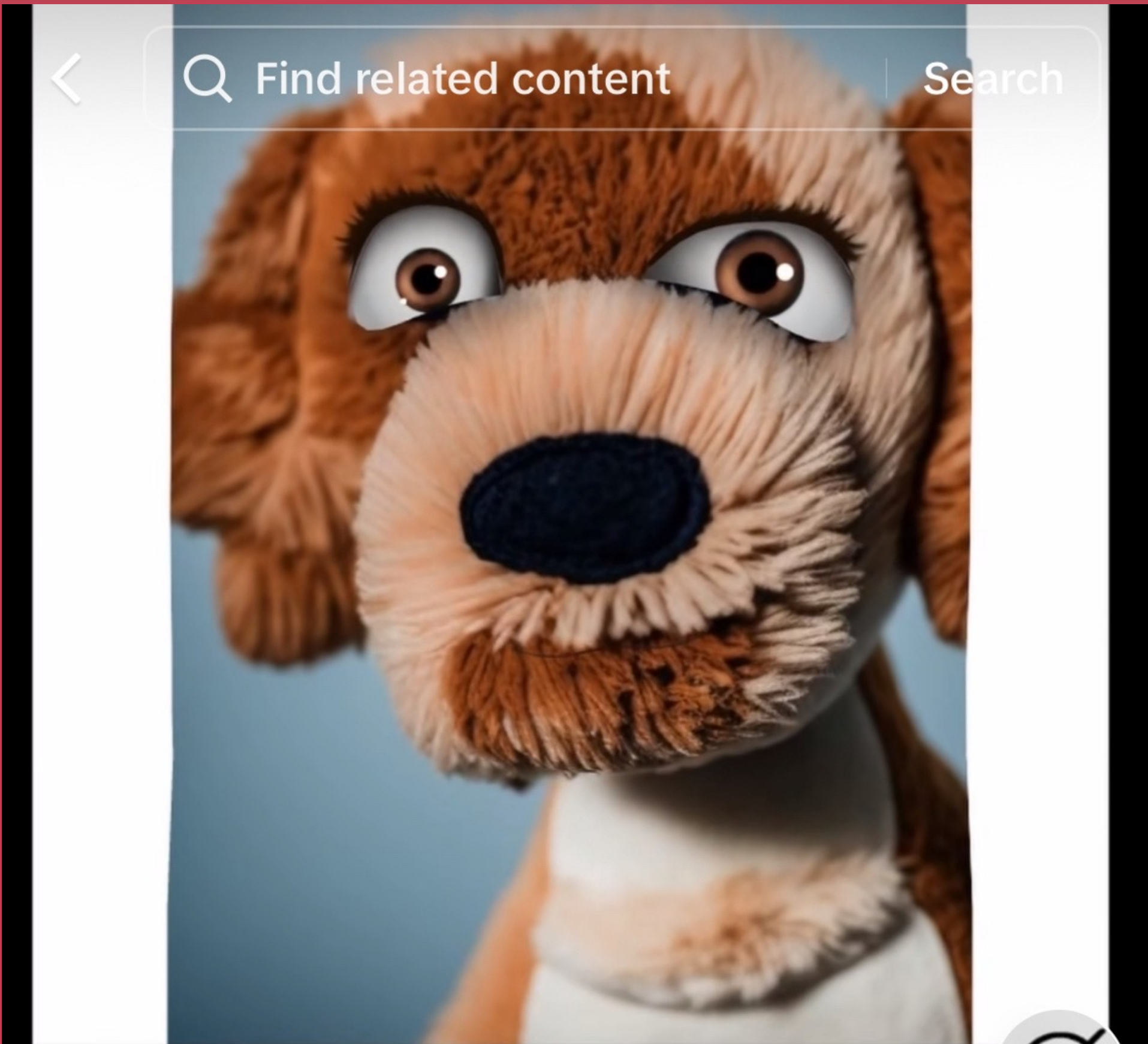
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There's a certain audience for any online brand.

No matter how absurd it may be!



Take a picture to evaluate this poster or go to [bit.ly/sac2024-eval](https://bit.ly/sac2024-eval)

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TikTok



YouTube

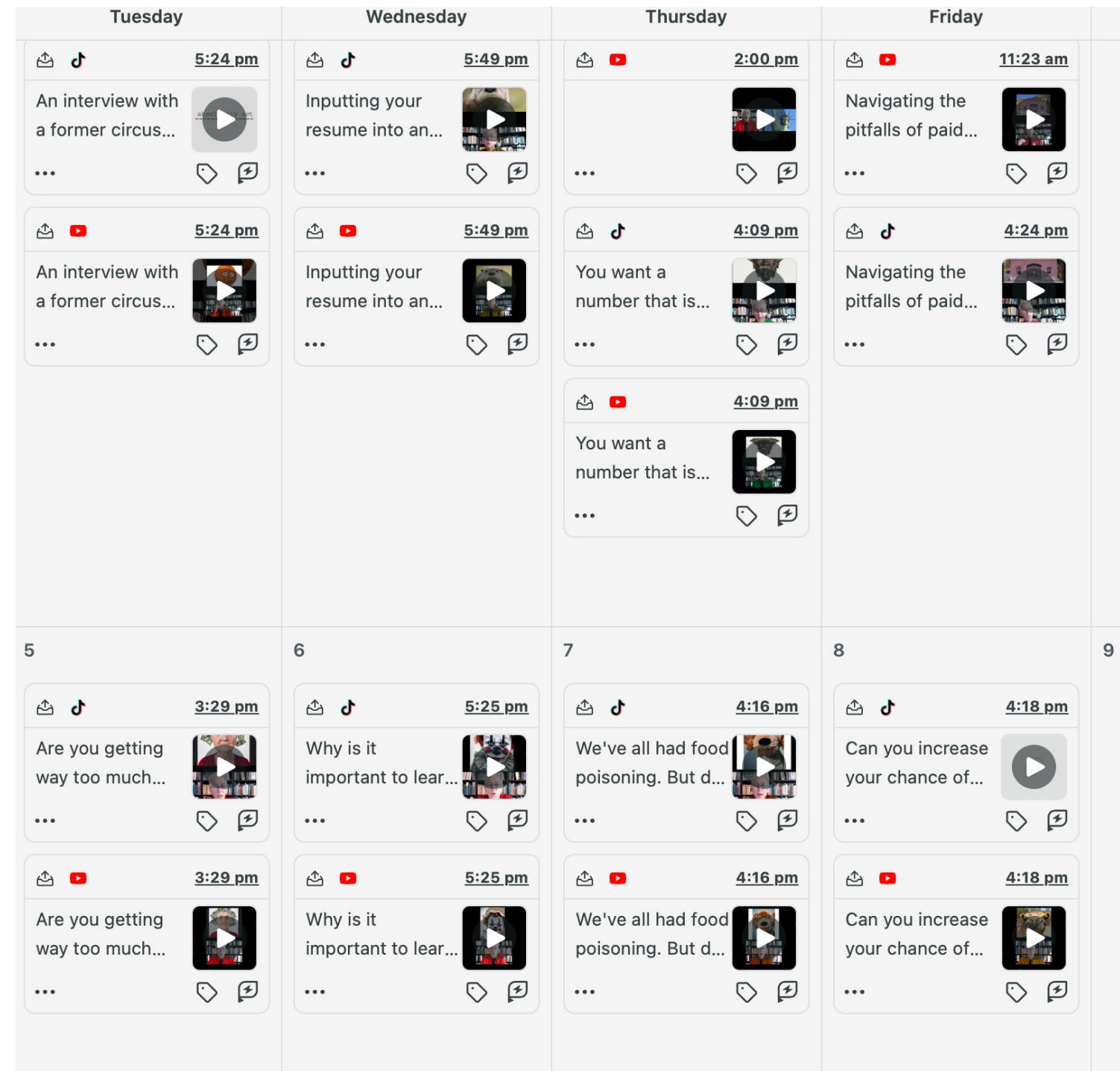
Title: Absolutely Not Brand Awareness Campaign  
Finding Your Niche Audience

Kyle Schmidt  
School of Communication and Journalism



Method

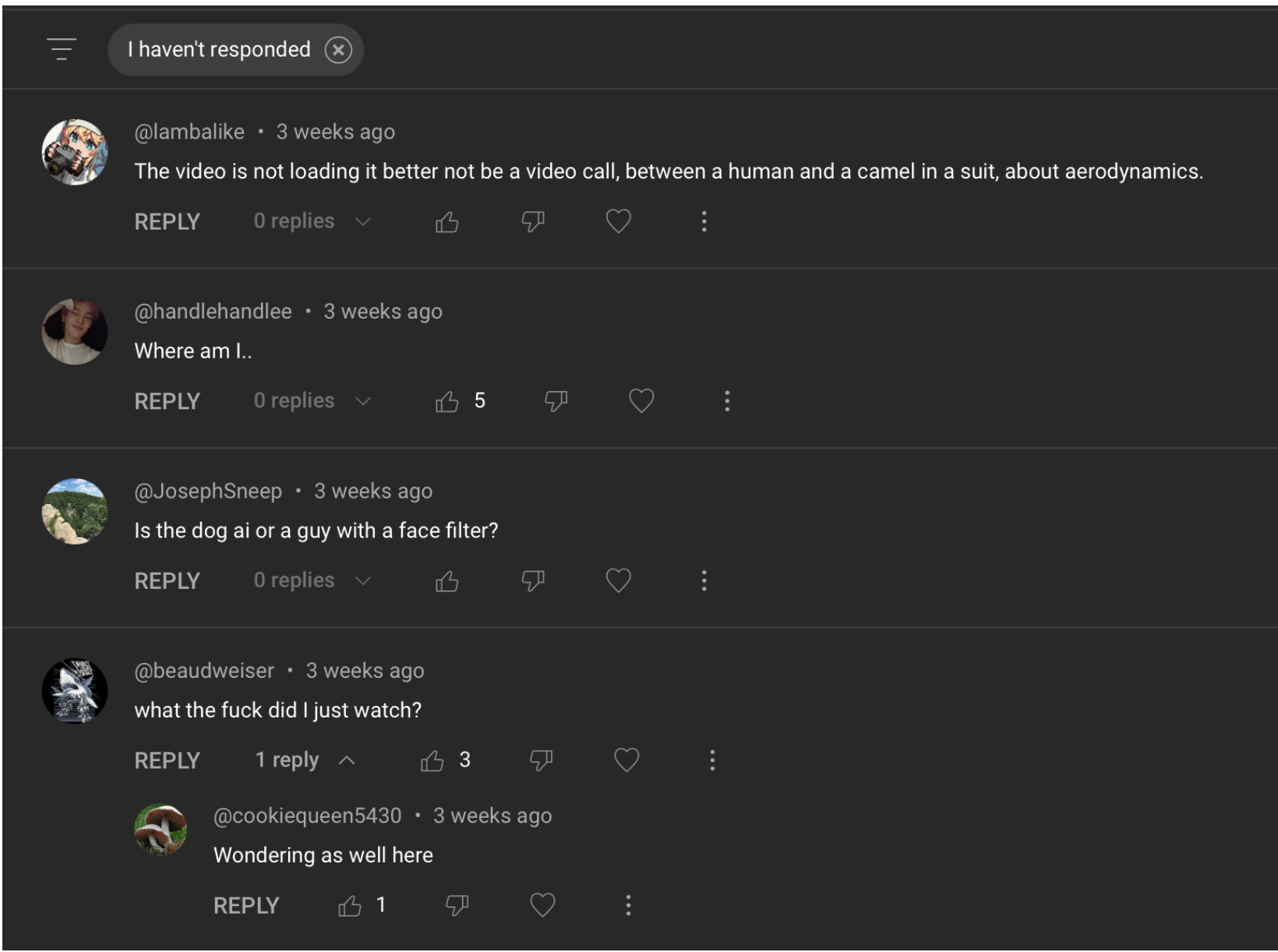
Posting a steady stream of content for both YouTube and TikTok.



Utilize popular **SEO (Search Engine Optimization)** search terms to direct people to our content.



Find the **target audience** that would interact with the content with strong feelings.



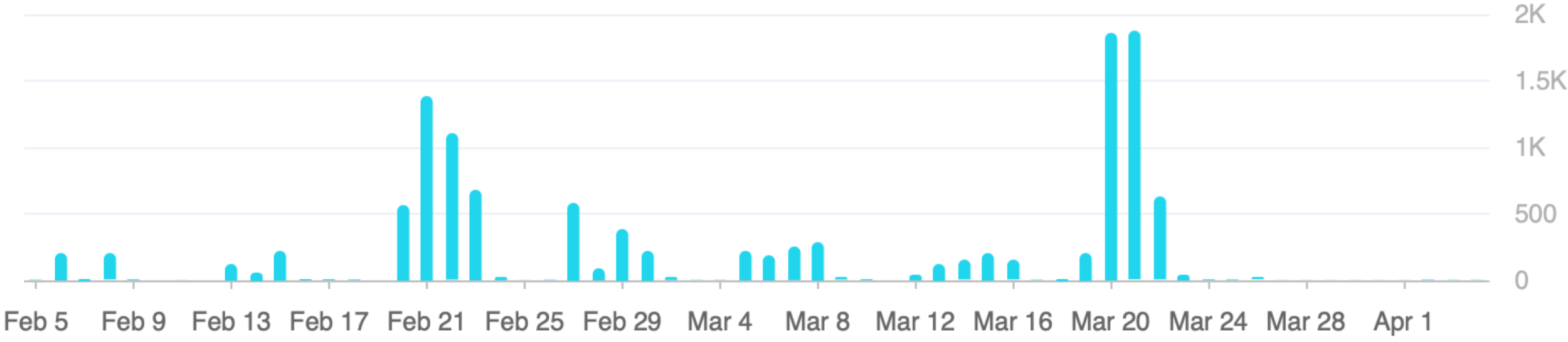
Releasing a steady stream of content and targeting our core audience has led us to videos gaining **200-1,000 views on TikTok**

Reach

Video views	Reached audience	Profile views
12,290 +11.4K (>999.99%) ↑	10,840 +10.1K (>999.99%) ↑	133 +118 (+786.67%) ↑

Video views

Feb 5, 2024 - Apr 4, 2024



YouTube videos have done quite well, though it's the **YouTube Shorts** that are pulling in most of the view. Showing the brands **strength** in **short-form content**

