

KERRA'S
JOURNAL

Kerra's Journal YouTube Strategy

A Social Media Strategy to Improve Kerra's Journal's Youtube Efforts



3 Benefits of Developing a Social Media Strategy

1. **Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
2. **Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
3. **Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



Social Meda Strategy Steps

Step 1 - Internal Audit.

Step 2 - Identify Target Audience and their Needs.

Step 3 - Set Achievable Goals.

Step 4 - Be Active and Engaging Online.

Step 5 - Track Your Results.



Internal Audit

What is working?

- **Successful 'Black Girl' Series Content** - The viral videos highlight the strong interest people have in your content. Worth being more intentional about interesting topics.
- **High Energy and Fun Editing Style** - Recognizable editing style and use of memes that allow your personality to shine through - makes you relatable and has the potential to attract a bigger audience.



Internal Audit

What needs to improve?

- **Lack of Clear Direction** - Aside from the 'Black Girl' Series, a lot of the videos have very random topics - this might confuse your audience as they are not sure what to expect from you.
- **Video and Audio Quality** - Whilst some videos are fine, some of the recent videos could do with better quality video audio to give the channel a cleaner look.



Identify Target Audience and their Needs

»» Who is our Ideal Customer?

If we want to build a relationship with our customer, we need to know who they are. In order to identify our ideal customer, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Asian Adventure Seeker

The Asian Adventure Seeker seeks inspiration and yearns to embark on exhilarating journeys through the lens of the content creator. They are eager to witness captivating Asian travel photography and videography that allows them to anticipate the exciting experiences they might have when they travel, particularly as a woman of colour.



Identify Target Audience and their Needs

»» What does is the Asian Adventure Seeker **NEED**?



Asian Adventure Seeker

Visual Impact: High-quality and visually stunning photography and videography are essential to capture their attention and inspire their adventurous spirit.

Authenticity: They want to see real experiences, genuine interactions, and unfiltered moments that showcase the true essence of Asia..

Storytelling: A narrative-driven approach that weaves together personal experiences, cultural insights, and impactful lessonsn will resonate deeply..

Inspiration and Practicality: While the Asian Adventure Seeker seeks inspiration from travel content, they also value practical information like know how to embark on similar adventures themselves, including tips.



Identify Target Audience and their Needs

»» When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with a customer.

In order to build a strong relationship with our customers, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that customers will find meaningful.



Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Your Customers' Needs



Asian Adventure Seeker

Because the Asian Adventure Seeker..	The experiences must be...
Wants to experience Visual Impact	High Quality
Wants to experience Authenticity	Honest
Wants to experience Storytelling	Compelling
Wants to experience Inspiration & Practicality	Informative



Identify Target Audience and their Needs

»» What Features should Kerra's Journal Include across its Social Media Platforms?



Asian Adventure Seeker

Stages
Activities
Interactions

DREAMING	PLANNING	EXPERIENCING	SHARING
Get Inspired	Read Reviews of Locations	Own Travel Experiences	Review Experience
High quality IG pictures and YouTube video content	Authentic reviews with tips and strong brand positioning	Posting their own content of somewhere you visited - may tag you!	Reposting user-generated content on IG to encourage posting

Experience Principles:High-Quality, Honest, Compelling, Informative



Set Achievable Objectives

STEP 3

- It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.
- SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. An example of an objective and KPI are shown below:

"Increase number of Youtube followers by 5,000 by 1 October 2023."

KPI - Number of YouTube followers.

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Be Active and Engaging Online

STEP 4

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Be Active and Engaging Online

Recommended Posting Frequency for Growth

»» YouTube.

Average of 1 High Quality Videos per week.

Capitalize on various variations of the 'Black Girl' content:

- THIS Black Girl...
- BRAVE Black Girl...
- CRAZY Black Girl...

3 Quality YouTube Shorts per week - Repurpose Shorts to Instagram.

Post High Quality Pictures on IG at least twice a week.



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Track Your Results

STEP 5

What should I continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Track Your Results

STEP 5

What should I **STOP** doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Track Your Results

What should I **START** doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





Thank You