

# STUDYTOPIA

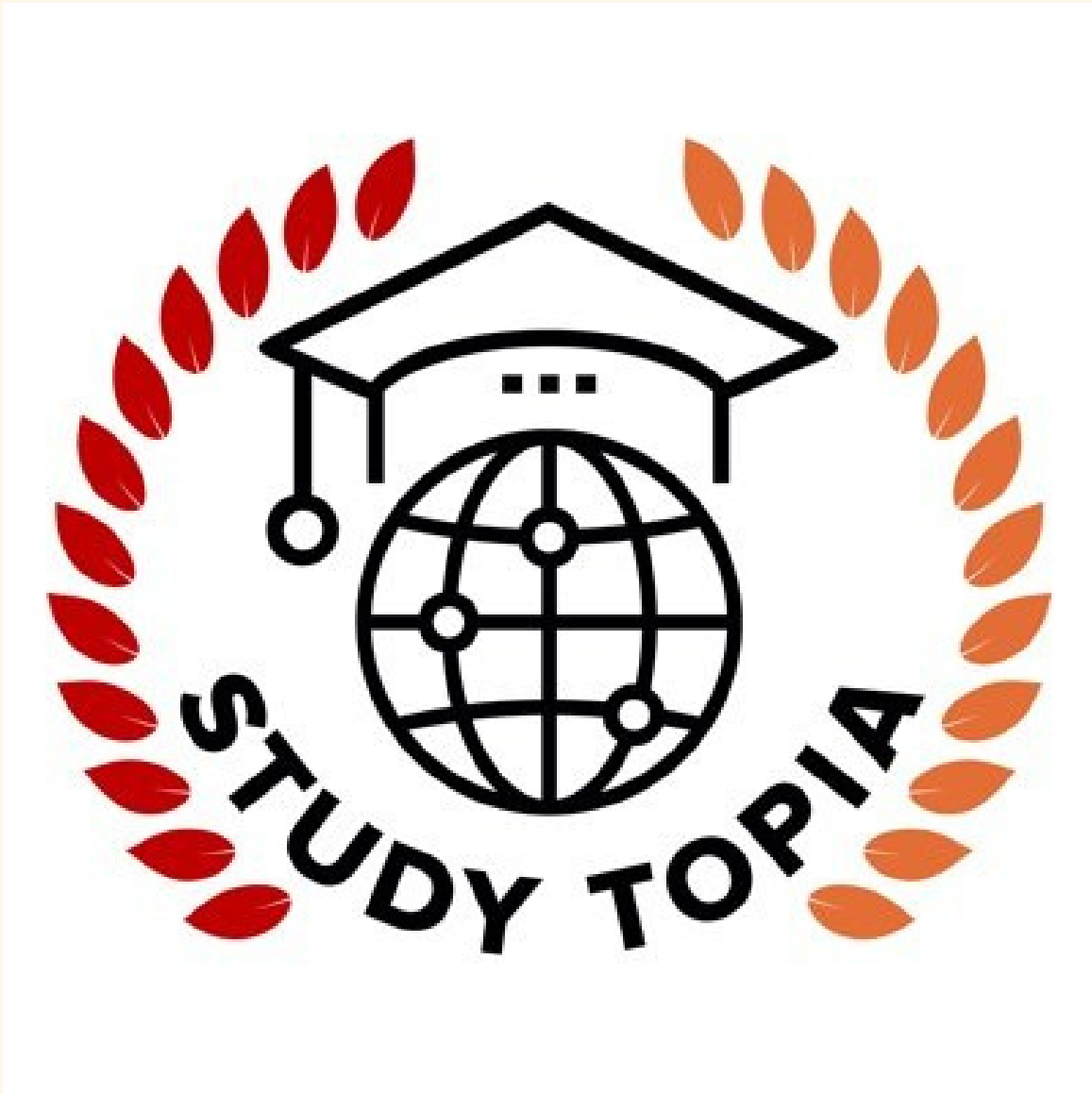
## Influencer Marketing Research Plan



Dr. Eyun Jung Ki

Client

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# 1) SITUATION

## The Client's Goal

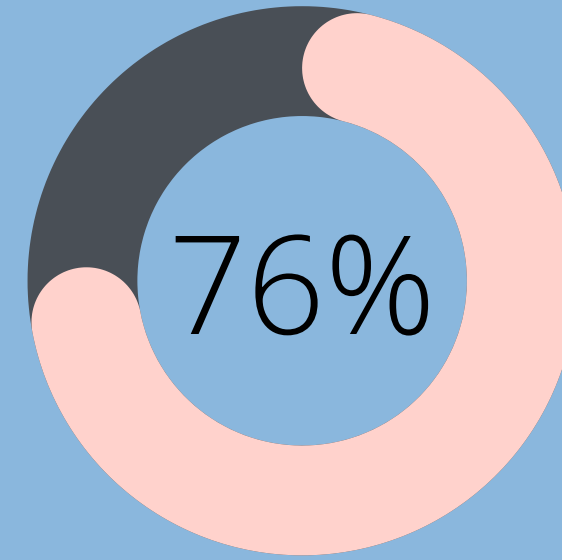
- StudyTopia shares content that allows students and professors to find tips that can aid them in their educational experience.

- Our client's purpose is to share her personal experience as a professor to educate others through her channel StudyTopia.

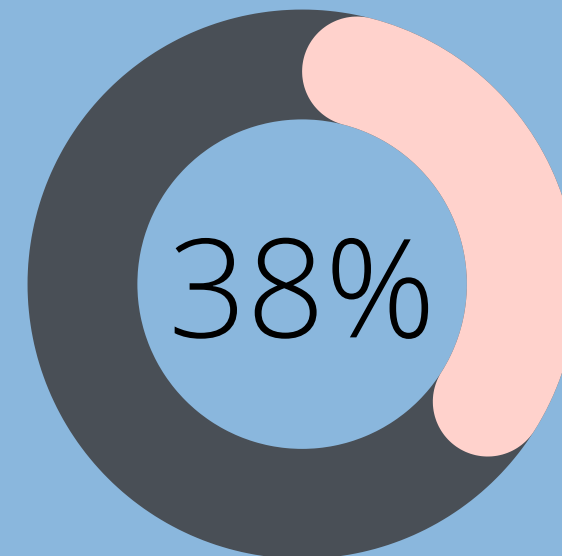
- Our Public Relations Team's purpose is to help StudyTopia by increasing audience awareness and engagement through the use of influencer marketing.

## 2) RESEARCH

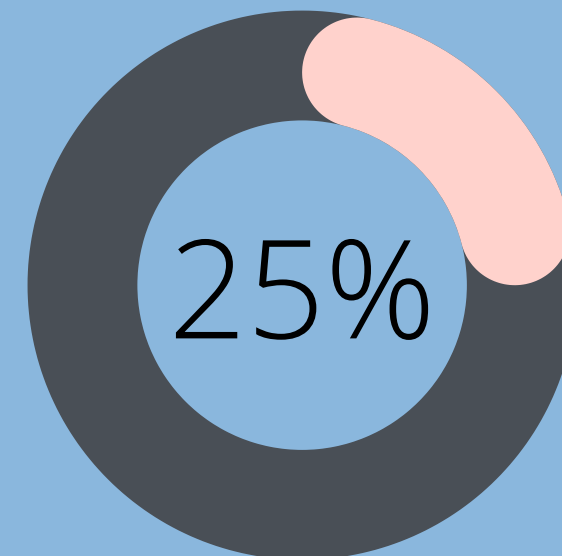
A survey through Microsoft Forms was conducted and sent to the primary target audience of undergraduate and graduate students at the University of Arkansas. 80 responses were collected from this survey. Students were asked seven questions regarding what their Youtube interests are and how they felt about educational YouTube videos.



have used YouTube videos for study tips or help before



somewhat likely that they would watch YouTube videos about study tips or grad school



somewhat likely to watch StudyTopia's video *How To Study Less and Study Smart : 5 Proven Tips*

# STUDYTOPIA

## Media Presence

### IG

Handle: @studytopiatv

Followers: 66

Bio:

"<http://www.youtube.com/studytopiaTV>"

### TWITTER

Handle: @studytopia

Followers: 36

Bio:

"[youtube.com/studytopiaTV](http://youtube.com/studytopiaTV) The ideal place that helps you study better!"

### FACEBOOK

Handle:

@studytopiachannel

Followers: 26

Bio: The ideal place that helps you study better!

### YOUTUBE

Handle: @StudyTopia

Subscribers: 1.56k

Bio: The ideal place that helps you study better!

# 2) RESEARCH



S

## Strengths


- Consistent quality of video content
- Unique perspective with her background
- Knowledge, education, and experience



W

## Weaknesses


- Thumbnails are either too similar to each other and hard to differentiate or completely different and not cohesive
- Video length is either too long or too short
- Lack of Focus on other social media
- Lack of trending visuals



O

## Opportunities

- Show/ share aspects of life and personality to connect with audience
- Creating content that is 5-10 minutes long consistently
  - Creating consistent image/brand
- Partner with influencers
- Partner with Grad Student Department, give a lecture/ seminar
- Improving other social media accounts to better support her Youtube channel



T

## Threats

- Younger & trendier educational channels, YouTubers, and influencers
- Balancing being a professor and a YouTube career

### 3) OBJECTIVES

**Informational Objective– Increase audience awareness by 20% by end of the year**

**Motivational Objective– Increase subscribers by 500 by end of the year through influencer marketing**

# 4) TARGET AUDIENCE

## Target Audience Demographics

- Professors
- Undergraduate college students
- Graduate students
- Students ages 18-25
- Male and Female
- Asian American international students and professors

## Target Audience Psychographics

- People who value self improvement
- People in pursuit of a higher level education



# 5) STRATEGY

Influencer marketing through a series of Instagram and TikTok posts urging college students to post a day in their life including them watching a StudyTopia video with the hashtag #StudywithKi.

## 6) TACTICS

1

Tik Tok influencer – Elaine Sello post day in the life featuring #StudywithKi Challenge

2

Swoon Juice Bar and Elaine Instagram Story

3

QR Code with LinkTree and Flyer

4

Hashtag – #StudywithKi

5

Improvement in Consistency of Overall Visual Content

# INFLUENCER TIKTOK

**@elainetsx**

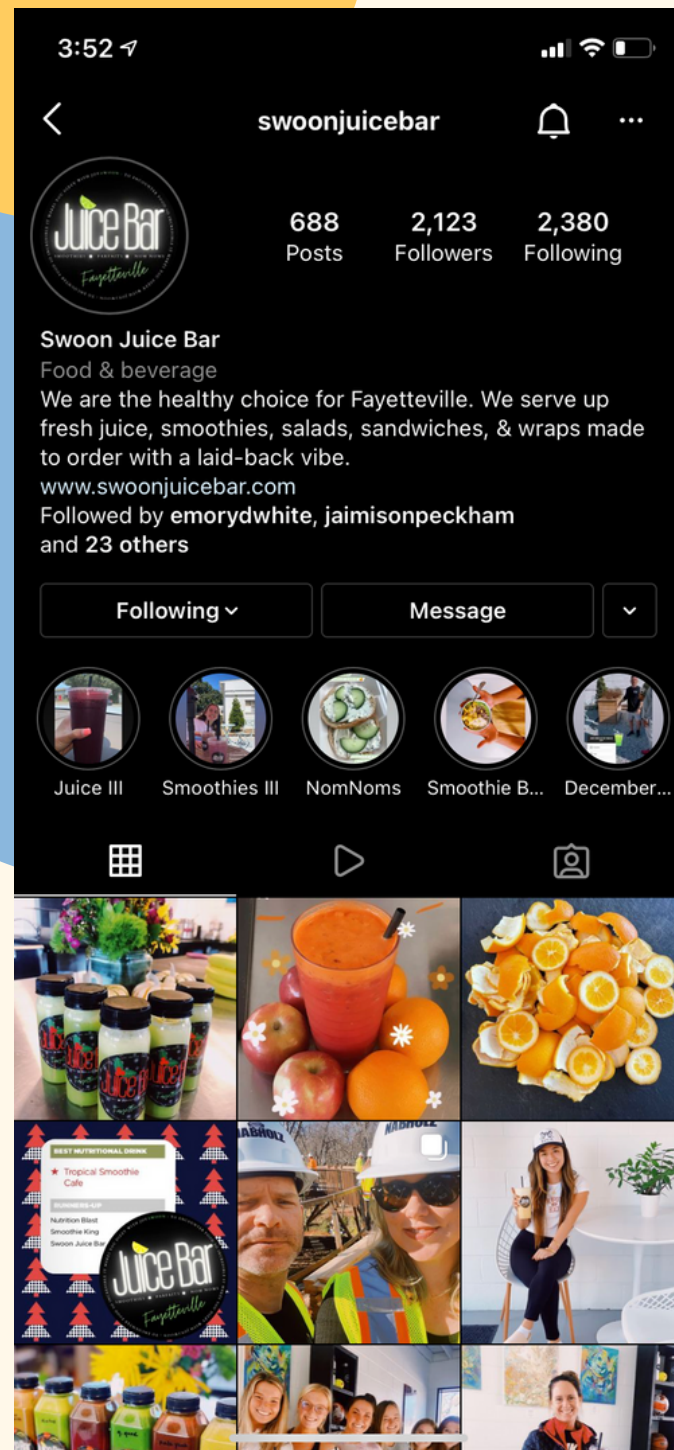
Elaine has nearly 10k on Tik Tok and is a student herself so she shares our target audience

Her content consists of relatable and aesthetic videos

Having this Tik Tok challenge around finals will help reach the target audience during a time that they would most need Studytopia

She encouraged her audience to participate in this challenge by incorporating the use of hashtags as well as introduction of a prize of 3-5 \$10 Amazon gift cards. The potential to win one of these gift cards will encourage her audience to participate through the idea of altruism.

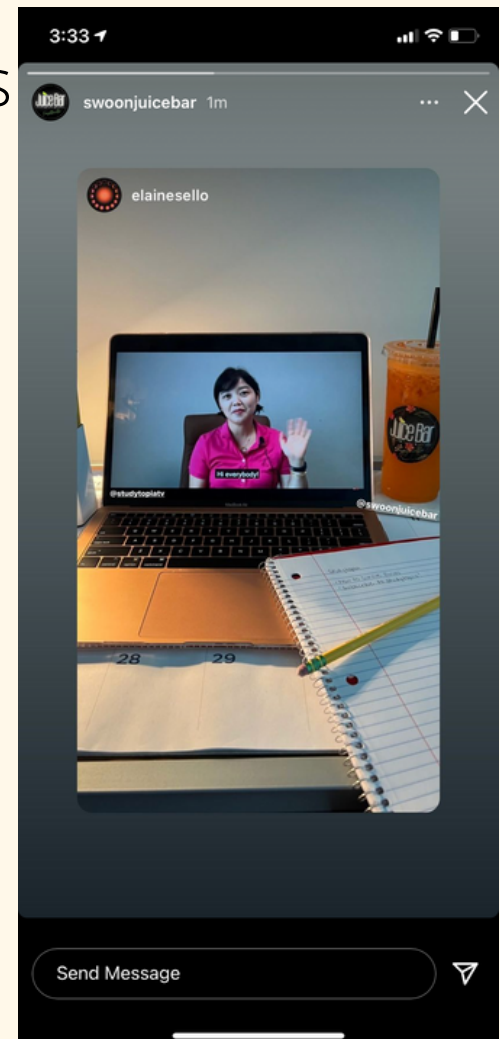
# SWOON JUICE BAR AND ELAINE'S INSTAGRAM STORY



In addition to Elaine's 840 followers on Instagram, Swoon Juice Bar has 2,123 followers that includes undergraduate students, graduate students and professors as well as local residents in Fayetteville.

Swoon Juice Bar is a local juice bar that emphasizes the importance of fresh products in combination with the values of health and well-being. This business appeals to the self-interest factors of well-being and physical and mental vitality

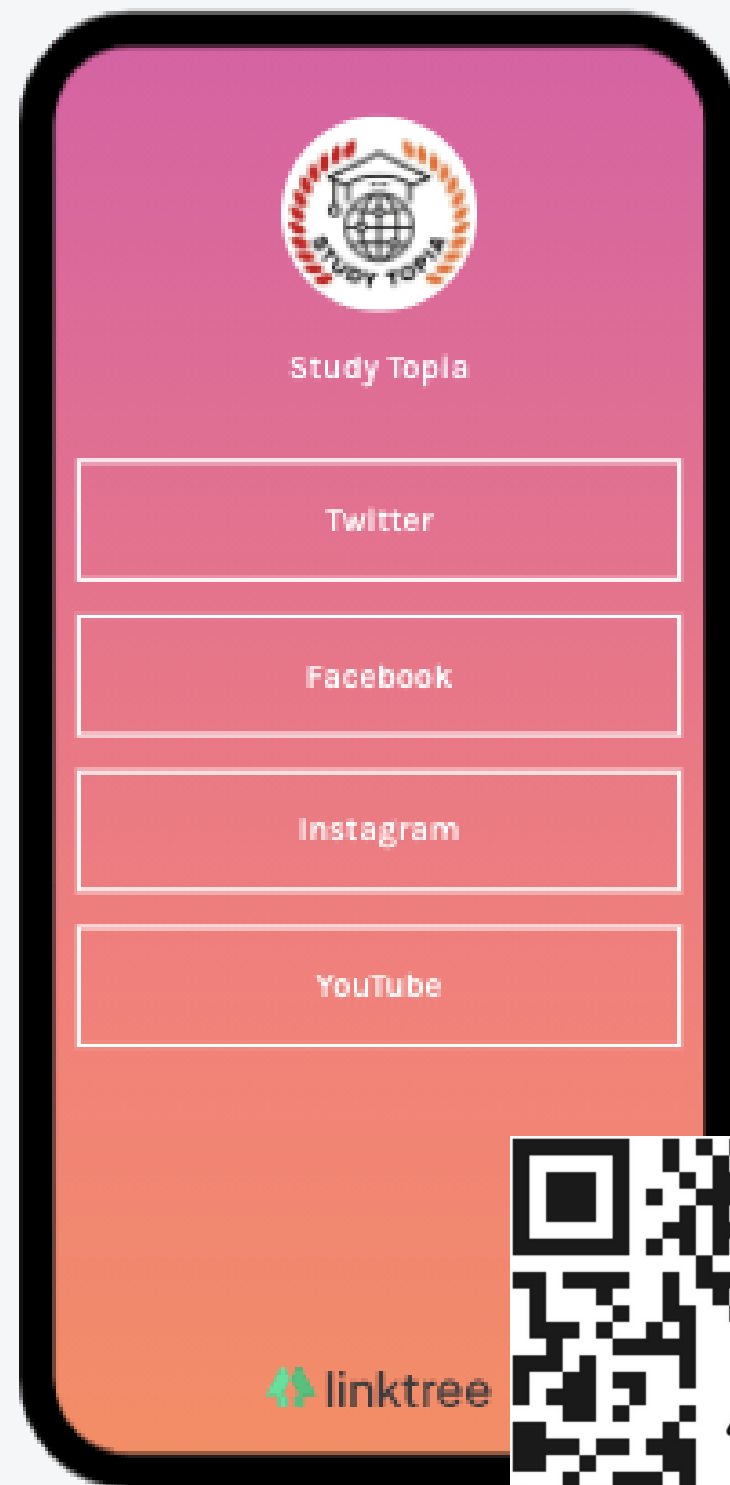
The audience that will be reached by Swoon reposting Elaine's Instagram story will be defined by our target audience as well as people interested in well-being and physical and mental vitality.





# FLYER, QR CODE AND LINKTREE

Another tactic our team came up with is creating a Flyer and Linktree. The QR code takes potential consumers straight to the Linktree and our client will be able to monitor clicks. The Flyer utilizes word-of-mouth and have been hung in high traffic areas like the Grad building, the Union and Kimpel.



## FINALS ARE HERE

Be prepared



STUDYTOPIA IS HERE TO HELP YOU WITH ALL YOUR EDUCATIONAL  
NEEDS

# HASHTAG

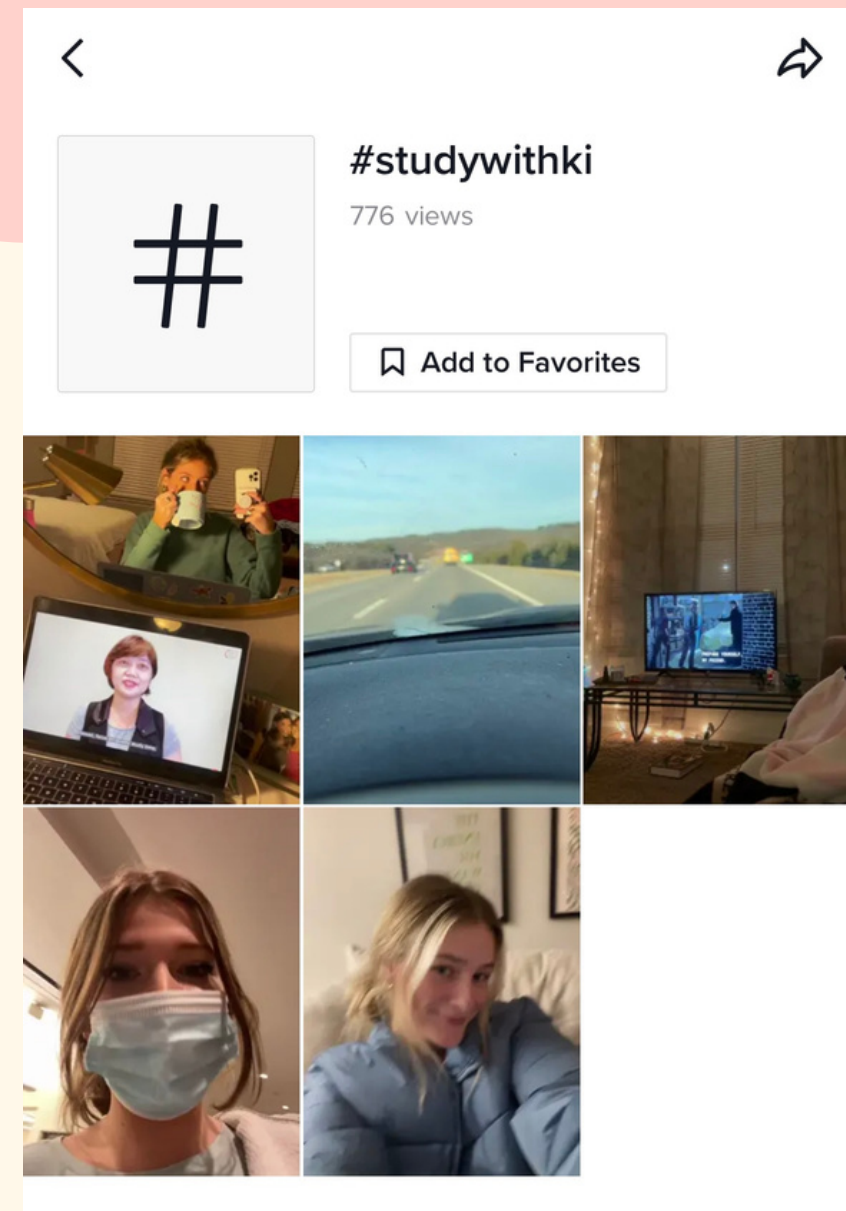
## #STUDYWITHKI

Elaine's audience is invited to use the hashtag #StudywithKi with a creative video of them using StudyTopia

Elaine will be making the first video using the hashtag to encourage her audience

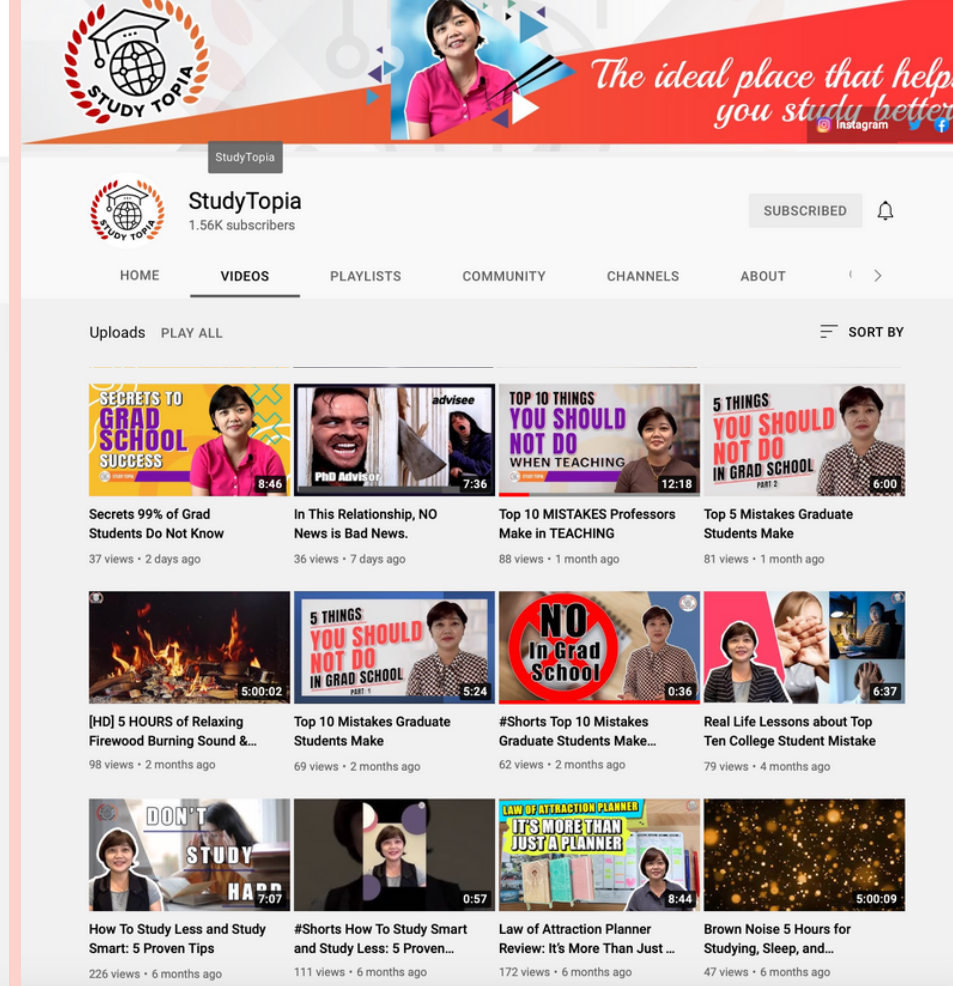
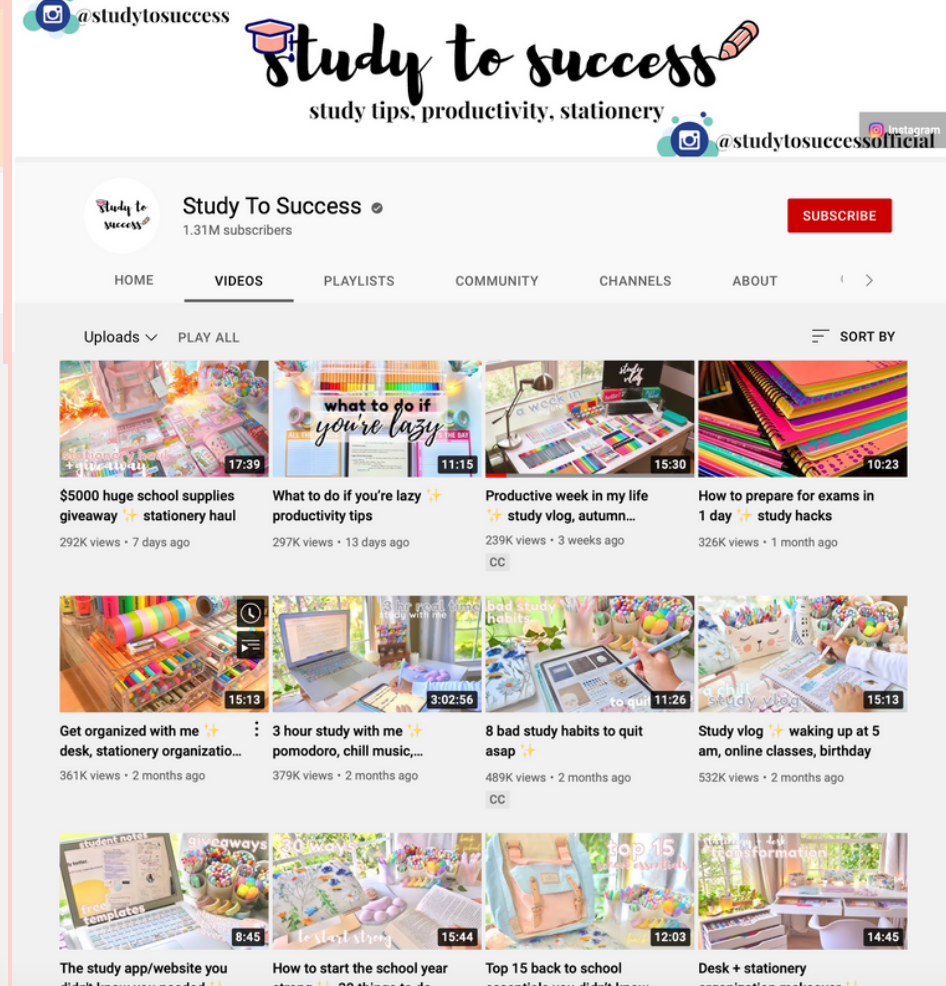
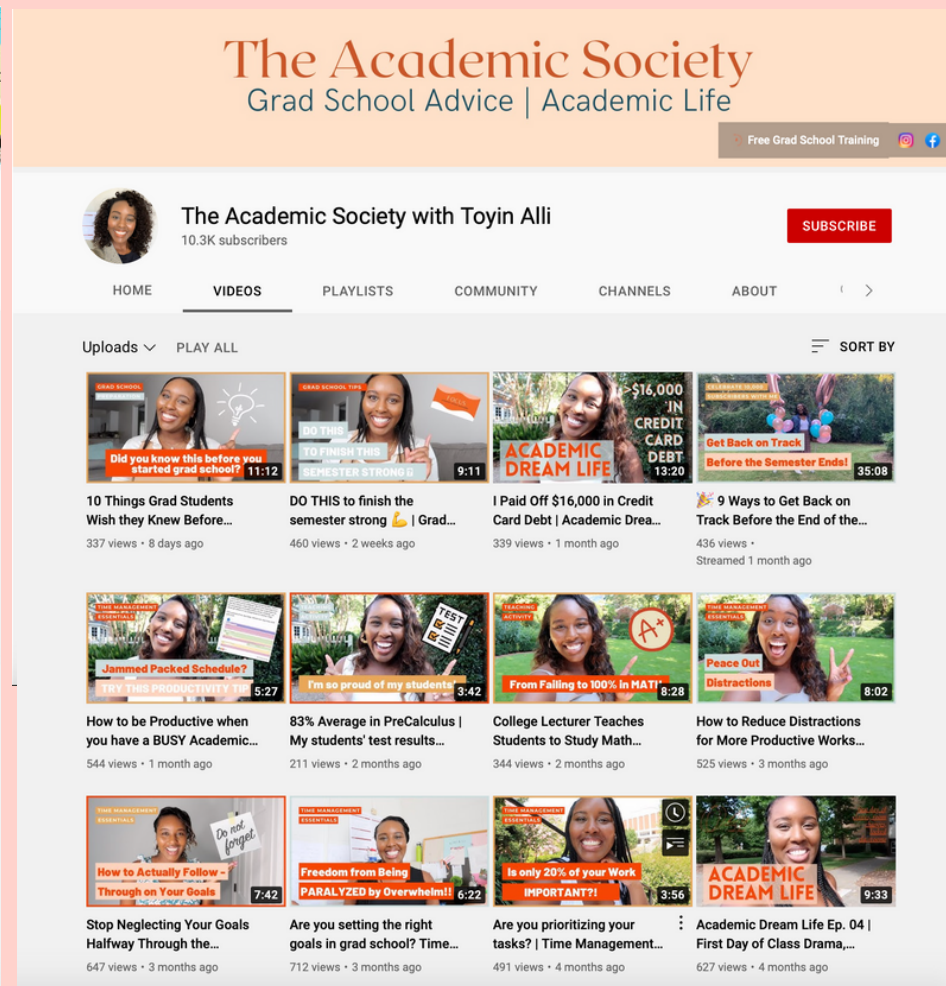
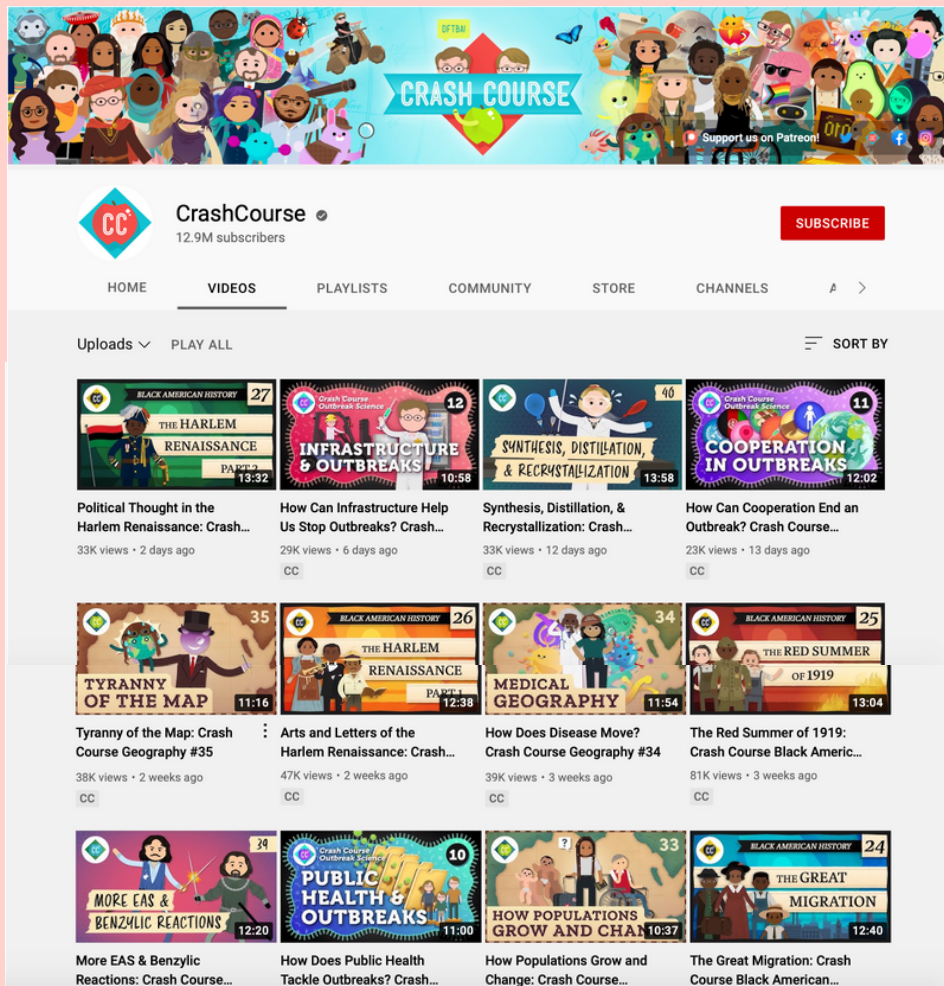
Suggestion for action is a factor of this tactic because by using the hashtag contestants will be judged by who has the most fun and interesting Tik Tok video in order to win 1 of 3 \$10 Amazon gift cards.

By using the hashtag the TikTok user is endorsing StudyTopia's brand through examples of people studying with her help. We can also measure who uses the hashtag and the number of people who participate with it by simply clicking on it.





# IMPROVEMENT IN CONSISTENCY OF OVERALL VISUAL CONTENT



## Comparison of StudyTopia to Competitors

- Above are the competitors evaluated from our social media audit.
- These 3 educational channels have subscribers ranging from 12.9m to 10.3k.
- These accounts' home pages all have strong visual consistency throughout their thumbnails, headers, and logos.
- By picking a **Canva template** and color scheme the StudyTopia channel home page can improve in consistency.
- This will cause an increase in **source credibility** and the audience's likelihood of clicking on the videos through the increased **appeal to self-interest**.



# 7. CALENDAR

## SOCIAL MEDIA CALENDAR

December 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	#StudywithKi Tiktok Challenge					
	Swoon Instagram endorses		Studytopia improves visual content via IG		Studytopia improves visual content via IG	
	Youtube video	Promote youtube video on tiktok	create a tiktok	Educational post about finals/ stress	create a tiktok	
		Studytopia improves visual content via IG	Studytopia improves visual content w/ IG	Studytopia improves visual content via IG		
	Youtube Video			create a tiktok use story feature on IG	youtube video	

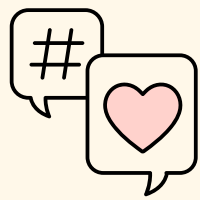
- Youtube
- Instagram
- Tiktok
- Facebook



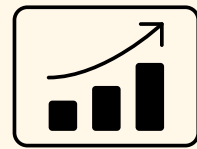
# 8. BUDGET

Item	Amount
Linktree Annual Subscription	\$60.00
Amazon Lighting and Backdrop Set	\$69.98
Amazon \$10 Gift Card x3	\$30.00
Influencer Pay	\$20.00
Total	\$180.00

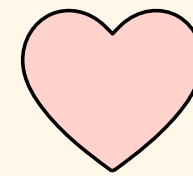
# 9. EVALUATION



Increase subscribers by 500 by the end of the year



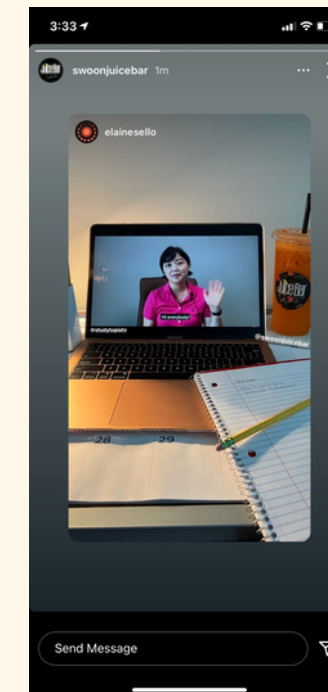
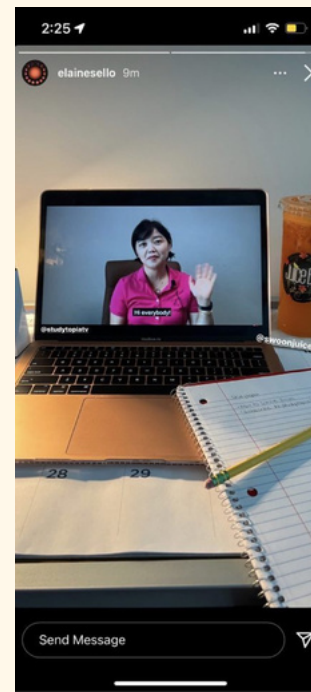
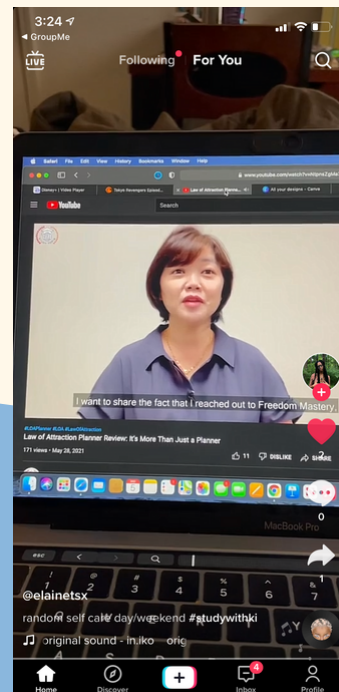
Increase audience awareness by 20% by the end of the year



Utilizing Linktree Pro to measure awareness and media impressions



Track the number, demographics, and psychographics to narrow target audience



THANK YOU  
FOR LISTENING!

Feel free to ask any questions.