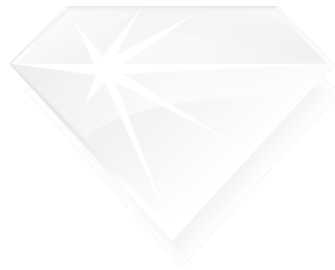


**A COMPARATIVE CONTENT FORMATS EFFECTIVENESS ON
INSTAGRAM AND TIKTOK PLATFORM WHICH AFFECT TO
TARGET AUDIENCE, REACH, AND FOLLOWERS ON
MAGICAL STORIES.**



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

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TIKTOK PLATFORM WHICH AFFECT TO TARGET AUDIENCE, REACH, AND
FOLLOWERS ON MAGICAL STORIES



Pornnipa Sooksabai

This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts in Digital Marketing Communications

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the Graduate School
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Title: A Comparative Content Formats Effectiveness on Instagram and TikTok Platform
Which Affect to Target Audience, Reach, and Followers on Magical Stories

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ABSTRACT

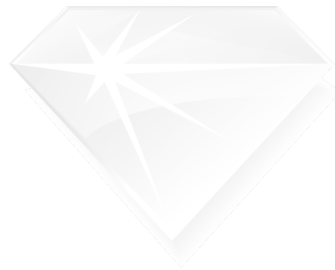
Nowadays, social media has become a powerful data-gathering tool for any business to establish their brands and connect with their customers. It is essential to know how to use the data, as it can lead to any objective that is determined. In this study, the purpose is to look into the effectiveness of different content formats on Instagram and TikTok platforms that affect to target audience insight, the increasing of reach and the followers of Magical Stories, a newly established art brand specializing in cute coloring fashion books. The objective is to increase brand awareness and create content that resonates with the target audience.

The research investigates a quantitative approach, analyzing a total of 36 pieces of content totaling 72 artworks, including tutorial content, collaboration content, product showoff content, freebie announcement content, promotional content, and storytelling content. The content was uploaded on Instagram (Post and Reels) and TikTok between November 2023 till April 2024.

The findings reveal that the majority of Magical Stories' target audience falls within the age groups of 18-24, followed by 25-34. Interestingly, the 55+ age group on TikTok sometimes had a higher or similar percentage compared to the 45-54 and 35-44 age groups, while sometimes the percentage of the age groups of 45-54 and 35-44 is very low to none. The study suggests that TikTok, a platform currently trending, is expanding its reach beyond the younger generation to include more diverse age groups, such as baby boomers.

The results highlight the importance of the data on the target audience's demographics, interests, and content preferences while developing an effective social media platform. Following these experiments, it is recommended in the future that Magical Stories should include longitudinal studies, for better sharp data collection. Additionally, the brand should expand its content to better resonate with the target audience, as indicated by the data, explore other platforms for more opportunities, and follow content trends.

Keywords: Social media, Instagram, TikTok, Content Format, Brand Awareness, Target audience, Reach, Followers



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I would like to express my gratitude to my family, father, mother, and brother, who are always there for me, support me, and encourage me through this journey. There are many hard times and even the worst when I do not believe in myself, but there you are, have been, and always believe in me. Your unconditional love will always be my guardian light and driving force through every obstacle that I face.

To my senior friends in the class, especially P'Tak, Vipasiri Hesketh, who have always been great leaders and led the team to be shaped. Thanks for your helpful criticism and openness in sharing knowledge and experiences. To my cute fellow "freshie group who loves coffee and bubble tea," your laughter, and your silly jokes have brought joy every week. All of you have made this academic journey more enjoyable.

Lastly, to myself, for all of my perseverance and dedication to this study. Through late nights, endless cups of coffee, and moments of self-doubt. Thanks for not giving up.

Pornnipa Sooksabai

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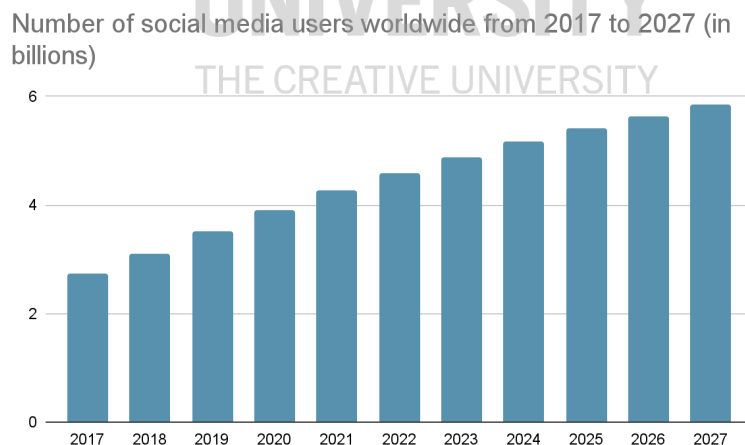
CHAPTER 1

INTRODUCTION

1.1 Background and Significance of Study

It is hard to deny that nowadays, social media platforms have an effect on how we live our lives. From the time we wake up until we fall asleep, we are surrounded by the tons of information that comes from social media in each day. The use of social media has become so common in our lives that it should be regarded as a fundamental necessity, just like food, water, shelter, and clothing, known as the fifth requisites. According to Oberlo, based on information since 2022, there are currently 4.59 billion people who are daily active on social media, and each of them spends up to around 2.5 hours a day on average on social media platforms (Mohsin, 2023). And from the website Statista, they have approximated the usage of social media until 2027, as shown in the bar chart below.

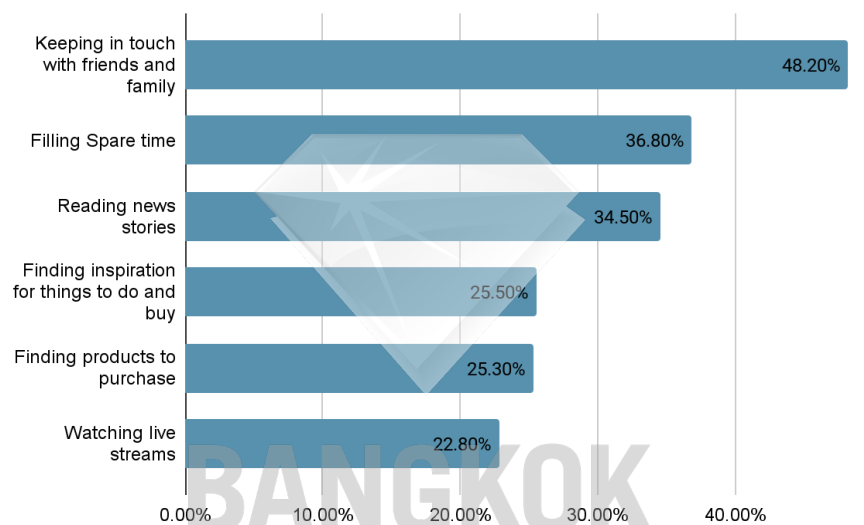
Figure 1.1: Number of social media users worldwide from 2017 to 2027



Source: Number of worldwide social network users 2027 | Statista. (2023, February 13). Statista. Retrieved July 18, 2023, from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

It can be clearly seen that the bar chart is gradually increasing each year. Not only the increasing use of social media but also the rapidly growing amount of e-commerce. Social media can be used for many purposes, depending on how individuals want to use it. The bar graph below shows the collected data on how people use social media these days.

Figure 1.2: The Uses of Social Media (2023)

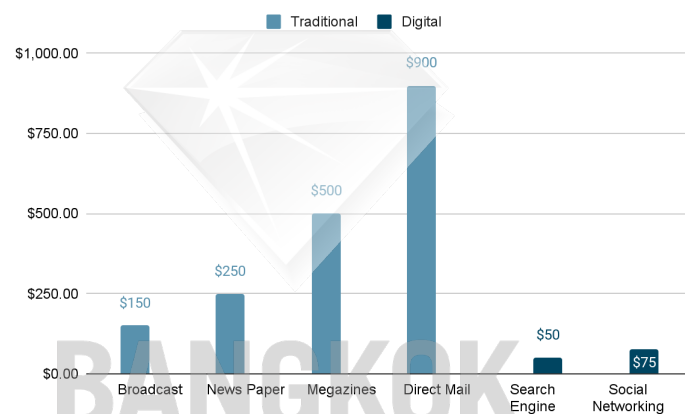


Source: Gaubys, J. (n.d.). Why Do People Use Social Media? [Apr 2023 Update] | Oberlo. Oberlo. Retrieved July 18, 2023, from <https://www.oberlo.com/statistics/why-do-people-use-social-media>

Nearly half of people use social media to stay connected, almost 37% use it to fill their spare time, and 34.50% use it as a platform to follow the news. This high percentage of usage is expected due to the mainly used of social media from that start is for people to keep their relationships close and make it easy for people to connect with each other. What is more, about 25.50% and 25.30% of people use social media to find things to do or things to buy, and products to purchase, respectively. This data shows a significant opportunity for business owners to focus on e-commerce businesses, on social media platforms, regardless of their business size, to avoid falling behind. Overall, it can be concluded that social media is a top-tier useful tools to build awareness and create connections with customers.

There are numerous reasons why a business would gain benefits from advertising or selling a product on social media platforms. Firstly, it's all about cost-effectiveness. Almost every promotion cost money, but is it not better if there is a way to promote the products in the most effective way? Social media advertising is far less expensive than traditional methods, like print ads, TVCs, or radio ads. From the column below, it is clear that the cost of the digital marketing platform is far cheaper than traditional advertising.

Figure 1.3: The Cost of Running Traditional Advertisements



Source: Pepper, T. (2022, July 18). Traditional vs. digital advertising: how much does each cost? *Pepper Content*. Retrieved July 18, 2023, from <https://www.peppercontent.io/blog/traditional-vs-digital-advertising-cost/>

Secondly, Measurability. Within every industry, measurability data is also one of the most important pieces of information. Measurability, a word in digital marketing, means data that can be collected and is measurable. It is important to the marketers, as it can let them know the effectiveness of the marketing plans that they are operating based on related metrics such as website traffic, click-through rate, or social media shares. Traditional marketing, on the other hand, cannot be measured, while data on who views their ads or their age group is hard to collect. Next is about “who” will receive the message or the advertising, which is known as target reach. Digital marketing makes it easier to communicate with our target audience by allowing us to select our own target market segmentation. Personalization is also a remarkable advantage of digital marketing. With technology that adapts to the

marketing field, it helps by learning the individual user preferences and collecting data for marketers, so that the customer will only receive relevant personal advertising, which can save more cost and make it easier to target the audience. Last but not least is engagement. To build a good relationship with a customer, engaging with them can make them feel close to the brand and give them a positive feeling.

With all the reasons above about how social media platforms are important in modern marketing and the influence of anime culture in America, for “Magical Stories”, as a new independent publisher - anime style since 2022, it is a must to follow up with social media marketing. Magical Stories is an independent publisher with a unique, cute anime style that sells mainly craft and coloring books on Amazon.com. There are four main product lines included Cut Out Paper Dolls and Crafts Kawaii Coloring Book (currently 17 main volumes), Cut Out Paper House and Furniture Coloring Book (currently 4 volumes), Cut Out Paper Dolls Cute Animal and Crafts Kawaii Coloring Book (currently 2 volumes), and Shoujo Anime Portraits Kawaii Coloring Book (currently 2 volumes). The selling point of Magical Stories is none other than a unique style of illustration and various original designs, as all of the illustrations in each book are carefully drawn. Additionally, customers can mix and match products from the same product line for a more enjoyable experience, expanding their creativity. Within the activities, craft-coloring category, the target audience for Magical Stories hypotheses falls between the age range of 5 and 12, but the ones who mainly buy this product seem to be the parents of these children, who are around Generation X and late Generation Y. Regrettably, Amazon reports do not provide customer information that allows us to determine the precise target audience of Magical Stories. As a result, these audiences need to be identified in order to understand their insight and create content that suits them best. Magical Stories has only one page, which is the author page on Amazon. So, if a customer wants to stay up to date on Magical Stories news, they only have to visit the Amazon author page directly, which has a very long journey from visiting the website to searching keywords, scrolling down to find specific books, clicking on the books, and then clicking on the author’s name to enter the author page.

Amazon.com is an e-commerce organization that operates globally, offering a diverse range of products for sale on its website. Their operations span across 13 countries worldwide: United States, United Kingdom, Australia, Canada, China, France, Germany, Japan, India, Netherlands, Italy, Mexico, and Spain. Furthermore, Amazon ships to over 100 countries across the globe (Krug, 2022). Amazon is a huge e-commerce platform with about 98 million users every month (Mohsin, 2022). According to SEMrush's ranking of America's top visited website up dated October 2023, Amazon.com got the 5th rank and is the first rank in e-commerce websites with a total visited average per month of 3.33 billion visits, an average time per visit of 13 minutes and 54 seconds, and an average of 5.7 pages per visit. It also got the 18th rank for the global traffic stats visited (Top Websites in the United States - Top Rankings October 2023, 2023). It demonstrates that Amazon is a leading online retailer in the US and other countries.

Table 1.1: Amazon's US E-commerce Sales, by Product Category, 2022

Category	E-commerce sales	% Change	% Total Amazon retail e-commerce sales
Computers and consumer electronics	\$106.13	14.6%	26.0%
Apparel and accessories	\$67.96	15.6%	16.7%
Books/music/video	\$46.94	9.8%	11.5%
Furniture and home furnishings	\$42.04	15.7%	10.3%
Health and personal care and beauty	\$36.33	24.4%	8.9%
Pet products	\$6.69	20.5%	1.6%

(Continued)

Table 1.1 (Continued): Amazon's US E-commerce sales, by Product Category, 2022

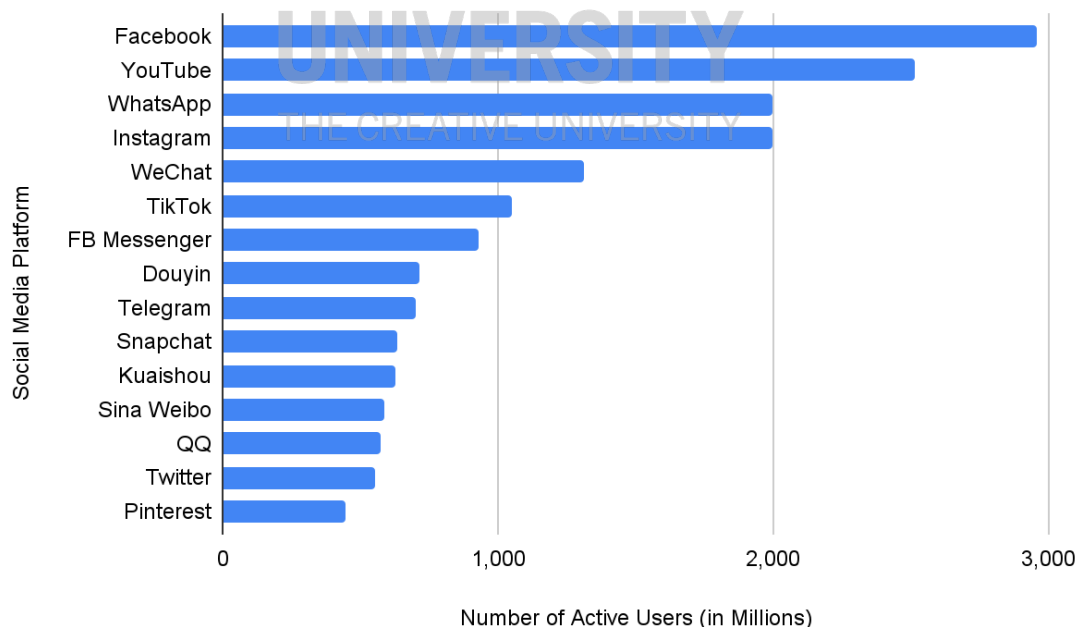
Category	E-commerce sales	% Change	% Total Amazon retail e-commerce sales
Toys and hobby	\$33.68	16.0%	8.3%
Food and beverages	\$16.33	20.6	4.0%
Office equipment	\$9.35	14.1%	2.3%
Auto and parts	\$8.98	9.6%	2.2%
Other	\$40.45	7.6%	9.9%
Total	\$408.19	14.6%	100.0%

Source: Droesch, B. (2022). Amazon US ecommerce sales by Category 2022. *Insider Intelligence*. Retrieved July 20, 2023, from <https://www.insiderintelligence.com/content/amazon-us-ecommerce-sales-by-category-2022/>

From the figure above, it shows the percentage of Amazon retail e-commerce sales in 2022. Computer electronics and apparel accessories had the highest percentage of retail e-commerce sales (26% and 16.7% respectively) with books, music, and video in third (11.5%). The percentage of sales proves that books are still in great demand across all categories. Not only are there an enormous number of consumer demands, but Amazon's retailers in both small and medium-sized businesses number are also tremendous as well with nearly 2 million stores ("2021 Amazon Small Business Empowerment Report - About Amazon", n.d.). Even though the platform has a lot of customers, there is still a significant amount of competition among sellers.

Relying only on customers to search and make purchases on the Amazon website will not suffice. Furthermore, there is an abundance of sellers, and it is important to note that Magical Stories is a recently established brand that is not yet widely recognized. So, the most effective course of action is to set up a social media fan page to promote content and product reviews, which will result in increased brand awareness, make people recognize the brand, and also pinpoint the target audience and their insight into Magical Stories. Social media has emerged as the primary platform for artists and designers to exhibit their artwork and gain exposure to a wide audience. With its global reach, access to visual galleries allows artists to share their work by posting it on their own channels. Social media has democratized the art world, making it easier for designers and artists from a range of backgrounds to be recognized and obtain visibility. Social media gives artists and designers the opportunity to interact with their audience, create bonds with them, and promote a sense of community in addition to promoting their work.

Figure 1.4: The world's most used social platforms



Source: *DataReportal – Global Digital Insights*. (n.d.). DataReportal – Global Digital Insights. Retrieved July 24, 2023, from

https://datareportal.com/?utm_source=Statista&utm_medium=Data_Citation_Hyperlink&utm_campaign=Data_Partners&utm_content=Statista_Data_Citation

According to Figure 1.6, Facebook gained the most popularity using social platforms, with almost 3,000 million users. After YouTube, the largest video-streaming social media follow up with WhatsApp, a messaging application that ties with Instagram, a photo and video sharing social media site with 2,000 million users. TikTok, a newbie video short social media platform that globally launched in 2018, also comes off like a dark horse with 1,051 billion users (D’Souza, 2023).

Table 1.2: Favourite social media platforms

FEMALE INTERNET USERS					
Social Platform	Age 16-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64
WhatsApp	12.30%	13.30%	15.40%	16.40%	20.30%
Instagram	23.10%	17.60%	13.20%	10.60%	7.60%
Facebook	6.90%	13.50%	14.70%	16.90%	18.90%
WeChat	8.00%	13.40%	15.00%	13.10%	11.70%
TikTok	12.00%	7.50%	5.50%	4.60%	3.20%
Douyin	4.70%	6.80%	7.60%	6.30%	3.60%
Twitter	5.00%	2.60%	2.10%	2.10%	1.90%
FB Messenger	2.10%	2.50%	2.70%	2.90%	3.30%
Telegram	2.00%	1.60%	1.90%	1.90%	1.80%
LINE	1.00%	1.40%	2.20%	3.40%	4.60%
MALE INTERNET USERS					
Social Platform	Age 16-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64
WhatsApp	15.50%	15.40%	17.10%	18.50%	19.50%
Instagram	21.30%	14.60%	9.40%	7.00%	4.90%
Facebook	10.50%	15.70%	17.10%	16.80%	18.40%
WeChat	8.40%	12.10%	13.80%	14.10%	15.00%

(Continued)

Table 1.2 (Continued): Favourite social media platforms

MALE INTERNET USERS					
Social Platform	Social Platform	Social Platform	Social Platform	Social Platform	Social Platform
TikTok	7.70%	5.10%	4.40%	4.10%	2.20%
Douyin	4.10%	6.00%	6.70%	5.30%	4.70%
Twitter	4.20%	3.90%	3.80%	3.80%	3.50%
FB Messenger	2.10%	2.80%	2.80%	2.60%	2.70%
Telegram	3.00%	2.80%	2.30%	2.40%	2.30%
LINE	0.80%	1.30%	1.90%	2.90%	3.70%

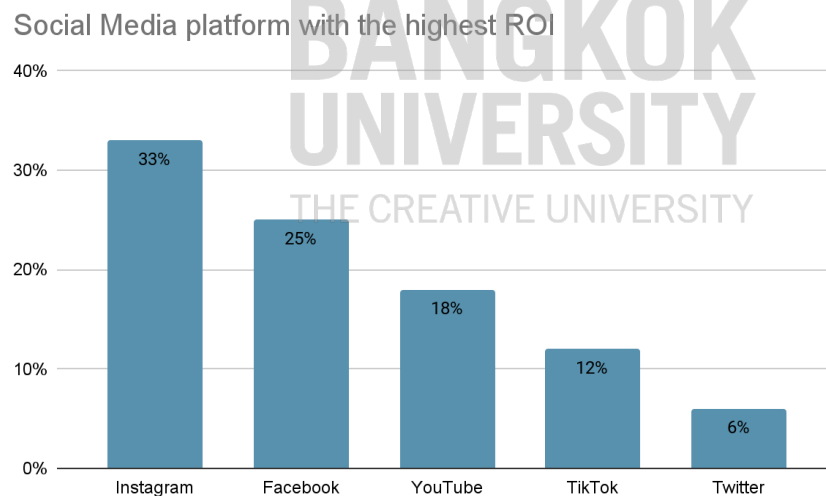
Source: *DataReportal – Global Digital Insights*. (n.d.). DataReportal – Global Digital Insights. Retrieved July 24, 2023, from

https://datareportal.com/?utm_source=Statista&utm_medium=Data_Citation_Hyperlink&utm_campaign=Data_Partners&utm_content=Statista_Data_Citation

Another interesting piece of data from the same source, DataReportal, is a favorite social media used separately based on demographics. WhatsApp, a communication application, has a very high score percentage of favorites among both males and females. However, as its purpose is for individual communication and messaging, doing branding or creating content to increase brand awareness may not play its part. Captivatingly, Instagram is a popular visual social media platform among females aged 16 to 34, who are suspected to be the target audience of Magical Stories. Even the ages of 35–44, which are presumed to be the parenting target group of Magical Stories, got a slightly lower favorite percentage than other social media sites like Facebook or WeChat. Still, it has a higher level of admiration than many of the social media platforms. TikTok, a social media platform focused on short videos, possesses a substantial level of popularity among young adult users. Although not as high as Meta, its potential for growth should not be overlooked. The research from Ofcom also revealed data that went along with this statistic. The report states that UK kids between the ages of 12-15 tend to use Instagram as a source of news (29%),

followed by TikTok and YouTube (28%). (“News Consumption in the UK: 2022 - Overview of research findings.”, 2022) Besides, Digital Media Ninja has published data on the social platform preferences of Generation Y used per week; they state that 79% of Generation Y uses social media every day. TikTok has emerged as the social app with the highest usage time, with users spending up to one hour on the app daily. Facebook got a score of 87%; they claim that millennials use Facebook applications at least once a week, Same with YouTube 86% followed by Instagram at 71%. Another interesting statistic is that almost 200 million Instagram users of Generation Y visit a business profile at least once every day, and 80% of these Instagram users follow at least one business account. The same as for TikTok stat that indicates 37% of users demonstrate an immediate inclination to make a purchase upon discovering something they like (Jose, 2023).

Figure 1.5: Social Media platform with the highest ROI



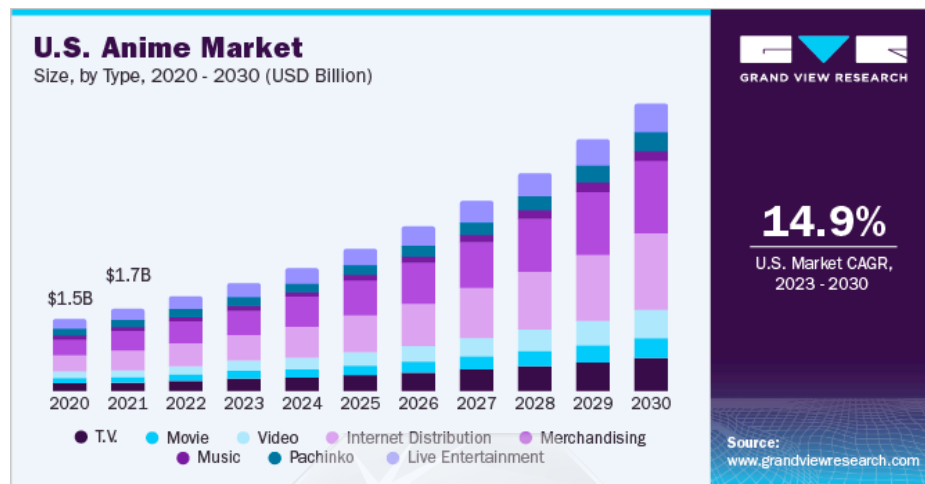
Source: Sheikh, M., & Sheikh, M. (2023, June 1). *50+ of the most important social media marketing statistics for 2023*. Sprout Social. Retrieved November 25, 2023, from <https://sproutsocial.com/insights/social-media-statistics/>

Figure 1.5 shows the return on investment in percentages. Instagram got the best in-app shopping for marketers. The data demonstrates that Instagram presents the most favorable prospect for entrepreneurs to engage in social media marketing,

supported by its compelling ROI figures. Consequently, 29% of marketers are inclined to prioritize their investments in Instagram over other platforms. Whereas from the same source, in terms of engagement rates for all industries, TikTok skyrocketed outrun by far many social media platforms, with approximately 4.25% engagement rates. Instagram, Facebook and Twitter (which is now X) are 0.60%, 0.15% and 0.05%, respectively. Based on the provided data, it is essential to choose the best platform suite for each brand's goals. Marketers should weigh the advantages and disadvantages of each.

Anime, or アニメ, is a Japanese word that comes from the word animation; generally, it is known as an animation that was created by Japan (DeGuzman, 2023). It is one of the top demand fandoms with 118% growth demand, together with the K-pop music industry and gaming in Southeast Asia (Culture Group, 2023). Moreover, Google Trends presents another compelling piece of information, highlighting that three of the top five countries in terms of global popularity are found in Southeast Asia. In 2022, The estimated value of the global anime market is USD 28.61 billion, and growth is expected to continue. (*Anime Market Size, Share & Trends Analysis Report by Type*, n.d.) Even all this time, anime-style culture has gone through western culture and has become gradually more popular in Western society. Although it is not a prominent figure in mainstream entertainment, it has gained a considerable following in the Western world.

Figure 1.6: U.S. Anime Market



Source: *Anime Market Size, Share & Trends Analysis Report By Type (T.V., Movie, Video, Internet Distribution, Merchandising, Music), By Genre (Action & Adventure, Sci-Fi & Fantasy, Romance & Drama, Sports), By Region, And Segment Forecasts, 2023 - 2030.* (n.d.). Retrieved November 20, 2023, from <https://www.grandviewresearch.com/industry-analysis/anime-market>

From the chart above, it shows the anime market forecast in America is continually increasing, especially in the merchandising and internet distribution segments, which are growing significantly compared to other categories.

To conclude, in Asian entertainment, anime holds a popular position that has established itself as a phenomenon that captivates audiences all around the world with its unique style of art and storytelling. As for its homeland, the Asian anime market, creators are engaged in intense competition to develop creative and intriguing content. On the other hand, while anime has gained significant attention in the American market, it faces lower competition due to its popularity and is not yet overwhelmed. Also from Figure 1.6, which presents the forecast of the anime market's growth, it shows a great opportunity for contributors, whether they are developers, publishers, artists, animators or any other creative producer, to invade the western anime market.

Based on extensive data and research, it can be inferred that both Instagram, the visually-oriented social media platform, and TikTok, the emerging short video

platform, should be considered for evaluating Magical Stories to create a fan page and create content to increase brand awareness and identify a specific audience.

Nevertheless, Instagram has three major content formats, including Instagram feeds, Instagram Reels, and Instagram story and TikTok is only a short video platform.

Therefore, this study will focus on these formats to compare and analyze their effectiveness. The aim is to gain target audience's insights into how each content format impacts brand awareness and an accurate group of target audiences, which is measured by reach and the number of followers. This research intends to offer a statistical analysis from the quantitative research and actionable ideas that will serve as guidelines and benefits in each platform for new independent publishers, Magical Stories, businesses, or content creators in this field for doing digital marketing in the future.

1.2 Research objectives

1.2.1 To study the target audience's insights from content formats on Instagram and TikTok platforms.

1.2.2 To study the effectiveness of content formats on Instagram and TikTok platforms that affect the reach of Magical Stories.

1.2.3 To study the effectiveness of content formats on Instagram and TikTok platforms that affect the followers of Magical Stories.

1.3 Research question

1.3.1 What insights can we gain about our target audience by analyzing content formats on Instagram and TikTok?

1.3.2 How did the effectiveness of posting content formats on Instagram and TikTok platforms affect reach?

1.3.3 How did the effectiveness of posting content formats on Instagram and TikTok platforms affect followers?

1.4 Scope of study

This independent study is quantitative research that will collect data on Instagram insights from the Meta Business Suite and TikTok Creator Center. The experiment expects to know the data of both social media platforms, including Instagram and TikTok, to gain data on reach, which type of content format on the platform gains more followers, and who is the target audience for each content format. The test will consist of creating on two platforms, Instagram and TikTok, and for Instagram in three formats, including Instagram Photo and Instagram Reels.

Each piece of content will be created separately, but the content information and types will remain the same. The content types will be divided into six categories, including

1.4.1 Tutorial content

1.4.2 Collaborations content

1.4.3 Product Showoff content

1.4.4 Freebies Announcements content

1.4.5 Promotional content

1.4.6 Storytelling content

The experiment will be conducted under the same circumstances of the type of content and date. If there will be advertising, the Ads campaign, budget, and period of ads should also be the same in both 2 platforms. After posting the content, data will be gathered after that in 7 days to compare and take notes. Lastly, repeat this experiment with different content types to analyze its effectiveness.

1.5 Contribution of the study

Within this report, three content formats of Magical Stories, a coloring book and craft store, on the Instagram and TikTok platforms were analyzed.

This research has provided the effectiveness, both benefits and difficulties, of relevant insight data in each format. The growing number of followers and the number of reaches is the primary areas of the brand awareness analysis for each content type and platform. Thus, the outcome will be advantageous for other businesses and content creators to make decisions on prioritizing formats and channel in their social media marketing strategies. For content creators, artists, and designers in this industry, significant insights can be obtained by examining the different content types within each content format and platform. The information on how each content format can interest the target audience in this specific niche, cute coloring books and crafts, the demographic data are collected to create precise content for each specific target audience and specific visual platform, leading to brand potential growth.

In conclusion, this study experiment expects to be a case study that offers useful data and information for marketers, researchers, artist, designer and enterprises in this market niche. The understanding and experience obtained from studying this subject will be tools for improving social media marketing on prioritizing the social media platform in this specific market.

1.6 Definition of terms

1.6.1 Magical Stories is an independent publisher that mostly sells anime-themed crafts and coloring books on Amazon.

1.6.2 Amazon is the largest global e-commerce online retailer platform that sells a wide range of products.

1.6.3 Amazon Author Page is an author's personal profile page on Amazon that shows the books that the authors have been published.

1.6.4 TikTok is a short video sharing social media network service owned by Chinese company

1.6.5 Instagram is a visual-based social media platform where users share videos and images with their followers.

1.6.6 Content Formats are types of media platforms in social media that contain content to deliver to the audience.

1.6.7 Instagram Photos are pictures that are posted in the Instagram feed. The picture can be single or colossal, and it can also be both vertical and horizontal. Usually, the photos come along with captions and hashtags.

1.6.8 Instagram Stories are temporary posts that appear only for 24 hours at the top of Instagram Feeds. Instagram Stories can be both photos and videos and can include many interactive elements, such as questions or polls.

1.6.9 Instagram Reels are video posts that can include music, text, and effects. The length of a video is usually 15 to 90 seconds.

1.6.10 Content is information or data that the creators want to communicate with the audience. The message in the content can be delivered in various ways.

1.6.11 Brand Awareness refers to how well-known and recognizable the brand is within the target market.

1.6.12 Reach is the total number of individual users who have viewed a content.

1.6.13 Followers is the number of individual users who follow the host account through content formats and the host profile.

1.6.14 Target group is a specific group of people that the brand wants to target through segmentation, including Demographic, psychographic, behavioral, and geographic.

1.6.15 Digital marketing is marketing that uses the digital platform as a medium and uses data that comes from statistical technologies as a marketing tactic.



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CHAPTER 2

LITERATURE REVIEW

This independent study aims to examine the effectiveness of content formats on Instagram and TikTok platform which affect to target audience, reach, and followers on Magical Stories. The relevant theories and concepts used in this research were as follows:

- 2.1 Digital Marketing
- 2.2 Digital Platform
- 2.3 Digital Content Marketing
- 2.4 Product Life Cycle
- 2.5 Target Audience
- 2.6 About Magical Stories

2.1 Digital Marketing

Digital marketing refers to marketing that involves digital channels as a medium. It has been easily defined as “Achieve marketing objectives through applying digital media, data and technology.” Chaffey, D., & Ellis-Chadwick, F. (2019). Digital channels, such as social media, email, search engines, or websites, are used in various ways, especially to connect with customers. Internet users worldwide increased to 5.18 billion as of April 2023, bringing up around 64.4% of the world's population. (*Internet and Social Media Users in the World 2023* | Statista, 2023)

Digital marketing has become important to brands as nowadays, in the digital age, people usually spend more time online. It can help the brand expand its reach with a wider audience and the brand’s specific target group. Due to the target audience that can be scoped leads to cost efficiency and greater effectiveness in marketing. It can also maintain relationships with the target audience through digital channels, which is an easier way to interact and communicate with customers. Digital marketing data possesses a quantitative number, which makes it possible to collect and utilize it for the enhancement of marketing strategies in the future. Within this study, the various advantages of digital marketing will be classified into five categories.

2.1.1 Consumer's Focus

In digital marketing terms, this means the target audience, or consumers, are prioritized based on their needs, preferences, and behaviors. Focusing on their interests and expectations, understanding their pain points, what are they looking for, and how they want to be communicated will lead to stronger relationships, engage them, and motivate them to buy the products. There are numerous keys to focusing on consumer centricity, including:

2.1.1.1 Audience Segmentation

It is a way to divide the target audience into groups based on their characteristics. This way, it will be easier for marketers to personalize the content, campaign, or message to specific audiences. The three main common characteristics of audience segmentation in digital marketing are

- Demographic, this segment characterizes the audience by age, race, gender, and language.
- Behaviors, this segment divided the audience based on past behavior, such as website visits, purchase histories, or any activity data that occurred on digital platforms that can be collected.
- Psychographic, this segment focuses on the audience's personal values, lifestyle, and opinion.

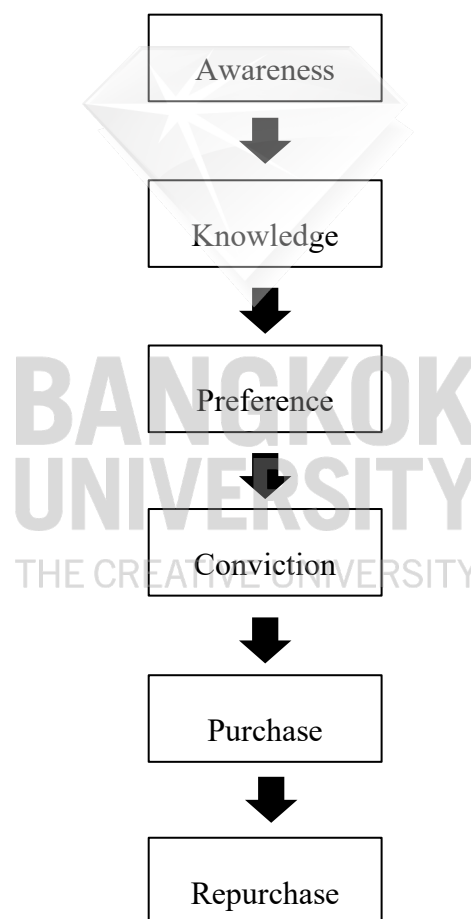
By dividing the target audience into segments, it allows marketers to analyze and use the data to develop the most functional marketing strategy.

2.1.1.2 Customer Journey

It is a way that customers go from the time they learn about the products or services until they start buying. This also included the way consumers reacted to the brand. There are various reasons to support the importance of acknowledging the path that the customer takes. Firstly, it helps marketers know what consumers want on what channel, and what path they take from the first step of awareness to purchase and even becoming advocates. When the marketers know the journey of the customer, they also have to make sure that every path the customer takes is filled with joy, which is known as the satisfaction of UX, UI, or user interface, and user experience. Next, when problems occur, with the data of the customer journey, marketers can deal

with crisis management easier by directly taking action through specific channels for the best satisfaction, making buyers satisfied, and increasing brand image. Increasing customer satisfaction through effective management will result in greater sales. Lastly, the way that business owners or enterprises can reduce the cost of marketing as a result of data gathering from the customer's journeys leads to the most effective way of marketing.

Figure 2.1: Customer Journey Map for eCommerce



Source: Stefan, S. (2021, May 15). ECommerce Customer Journey Map: Definition, Benefits And Structure. *Stefan Stroe*. Retrieved August 4, 2023, from <https://stefanstroe.com/customer-journey-ecommerce/>

The picture above shows how the customer journey map communication strategy works for eCommerce businesses. In every business, the journey always

starts with “awareness”. Awareness is the state in which the customer knows the product, brand, or service. There are lots of ways on how the customer learns about the product, such as through social media, websites, or even suggestions through word of mouth. Next is knowledge, this process is when target customers understand the brand, products, or services. They get information and learn about it, which can be from both paid media and owned media. After knowing the products, the stage that follows is the preference stage or known as the consideration stage. This stage is when the customer starts to gather more information about the products and relevant products for their option choice. Once they gather enough information, the stage that follows is the conviction stage, aka the decision stage. At this stage, customers are making decisions that can be based on pricing, reviews, and recommendations. Purchasing is the next stage for the one who wins the customer’s heart. This stage can also be called the destination for every enterprise. However, this is not the end, because the hardest stage is after this, which is repurchasing. Making customers who already bought the product come and buy it again is the hardest part. With all the experiences that customers received may influence in their decision about whether it will become negative earn media or increase brand image and brand loyalty.

2.1.1.3 The 4Cs model of customer centricity

The 4Cs model is a marketing strategy that prioritizes the customer’s viewpoint over any other matter. This theory was invented by Bob Lauterborn in 1990, who is also the one who wrote an article about “How the 4Ps model (product, price, place and promotion) were dead and what is the real issue” (Hanlon, 2020). The 4Cs included

- Customer, which refers to what the customer requires and desires. This points out about what companies need to focus on to create products and services that meet the demands of customers.
- Cost, is the price range that the customer is willing to pay for the product or service, it also includes time and the effort that the customer needs to put into purchasing it. Marketers need to understand the customer journey and make it as easy and convenient as possible.
- Convenience, means that when the consumer desires to purchase goods or services, they should be able to do it whenever they need or want.

Businesses must provide the most efficient and easiest way for shoppers to shop, such as providing a variety of purchasing options.

- Communication, is a way to build a customer relationship through various channels and methods. The message can also be diverse, for example, to persuade customers to buy the products, to remind them about the products, or even to open up feedback from customers.

2.1.2 Driving Engagement

Driving engagement is a method to create meaningful action with the customer on online channels. The goal of the activity is to evaluate how actively users are interacting with the brand's media, which can be measured. These actions can be in a variety of forms, including

- Social Media engagement is an interaction based on each social media platform. For example, Facebook and Instagram use the same casual engagement names, such as Like, Comments, and Shares while Twitter (known as X in 2023 by Elon Musk) has its own specific name, such as Retweet, which is when to repost the original content on their feed, or Quotes Tweet, which is when to retweet with an opinion in it. There are some funny insights from X, if the number of quotes tweeted is higher than the tweet, it means that the post is being criticized with negative feedback (Because normally, if it is just ordinary content or interesting content, people usually share it, and if it is good content, people usually comment rather than quote the tweet).
- Website engagement is a measure that occurs on the website, like page per visit, which is the number of pages viewed. Bounce rate, refers to the percentage of people who visit the site and suddenly leave.
- Photo-Video engagement, is the engagement that occurs with the video or photo content, such as reach, average watch time, impression, and view.
- Interactive engagement, If the picture or video content includes a link to another page, it can also be collected as an engagement called click-through rates and conversion. The post content that demands the

customer fill out the information form is called lead generation.

Sometimes the content may come in the form of quizzes or polls for people to participate in.

The role of engagement is important in digital marketing because it helps to build potential in many aspects, such as increasing sales, increasing brand loyalty, and most noticeably, brand awareness. When people react or take action with the brand content, they are more likely to feel familiar with the brand, and it also helps to make the brand's products or services available in the customer's circle.

2.1.3 Two-Way Communication

Two-way Communication refers to the communication between the brand and the followers or target audience. This communication can occur in various channels, whether email, live chat, or social media formats on each platform. When a brand posts something on its platform, that platform can interact with the customer. For example, on Facebook, people can interact with the brand's post by liking, commenting, or even sharing their emoji face to express their thoughts about that post.

The benefits of two-way communication, including

- Building good relationships with customers. It is essential to listen to customer feedback and answer their questions in a proper way. As a result, a stronger sense of loyalty and trust may develop between the customer and the brand.
- Understanding what customers need and want. Asking for customer's opinions and getting their feedback to understand their requirements and desires.
- Improve customer service. Giving customers quick assistance and support, making their journey experience as smooth as possible would raise satisfaction levels.
- Drive sales. Marketing goods and services with discounts, promotions, standing by, and responding to any questions that customers ask about costs and stocks can increase sales.

2.1.4 Active Involvement

Active involvement refers to the way in which a brand can get involved with the target audience without waiting for the customer to come to the store. It can be done through a variety of channels, just like two-way communication, for example, through social media or live chat. On social media, brands can create polls, Q&A posts, or even direct messages, the same as on live chat, where when a customer comments on a question, the brand can directly answer to the customer. This gives a sense of being reachable to the customer, which leads to maintaining a great relationship with the customer.

2.1.5 Always - On

Always on is a continuous marketing activity that runs 24/7 with no break unless someone stops it, or it runs out of budget. It is a strategy that makes a brand's presence known to the target audience over time. Always - on is also known as drip marketing. It is a marketing strategy that focuses on building brands together with gaining conversion by showing the value, and personality of the brand and it keeps with sales that last a long time, unlike campaigns that focus on reach by using burst marketing, often seen as a hard sale with a fixed amount of time.

It is also essential in digital marketing to have a marketing plan. As it has been stated, marketing is about the process of understanding customer demand from their insight, changing the demand into products or services, and lastly, convincing them to buy. Similar to the marketing plan, marketers need to plan communication strategies, such as always-on in the long term or campaigns for short-term communication, which all of these strategies are based on objectives and the target group that will lead to the goals.

First things first, the plan needs to start with understanding brand data and strategic analysis in both internal and external, known as SWOT analysis. SWOT analysis comes from the words: strengths, weaknesses, opportunities, and threats, combined together. It is a research insights framework to measure a company's position and understand what the brand has and what can be developed. Next is to

know the business and target analysis. According to Porter's Competitive Strategy, it is a framework for how to compete with competitors in a long run and sustainable way, invented by Michael Porter. (Porter's Generic Competitive Strategies (Ways of Competing), n.d.)

Figure 2.2: Porter's Competitive Strategy

Market Scope	Lower Cost	Product/Service Uniqueness
Broad Target	1. Cost Leadership	2. Differentiation
Narrow Target	Focus Strategy	

Competitive Advantage

Source: Porter's Generic Competitive Strategies (ways of competing). (n.d.).

Retrieved September 4, 2023, from

<https://www.ifm.eng.cam.ac.uk/research/dstools/porters-generic-competitive-strategies/>

The figure above, shows how the brand should make strategies to compete with competitors based on the market scope. If the brand is in a broad-wide industry, the strategies are divided into 2 types which are becoming cost leadership or becoming different with the product's or service's uniqueness. For the narrow market segment, it should focus on the strategy of the product/service uniqueness, which can be a premium price as the audience in this niche market is small but has a high potential for willingness to buy. After knowing the competitive strategy based on the market scope, the next thing that should be done is to find the unique selling points by comparing competitors to seek out the market's opportunities. Comparing the selling point of each brand to find out the brand's unique selling point can be done by using a competitive analysis canvas table example below.

Table 2.1: Competitive Analysis Canvas

Key Feature and Selling Point	Feature Focus	Commu Focus	Feature Focus	Commu Focus	Feature Focus	Commu Focus	Feature Focus	Commu Focus
Brand								
Our Brand								
Brand A								
Brand B								
Brand C								
Brand D								
Brand E								

With this table canvas, the brands will know who and what they are against. It can show the overall feature that the brand wins or loses in each of the features, the winning feature of the brand can be selected as a unique selling point and developed as a communication focus point. Once the market's potential has been established through the unique selling proposition, the next step is to define a marketing goal or objectives. Marketing goals, whether to drive sales or build a brand, are divided into four main aspects, including:

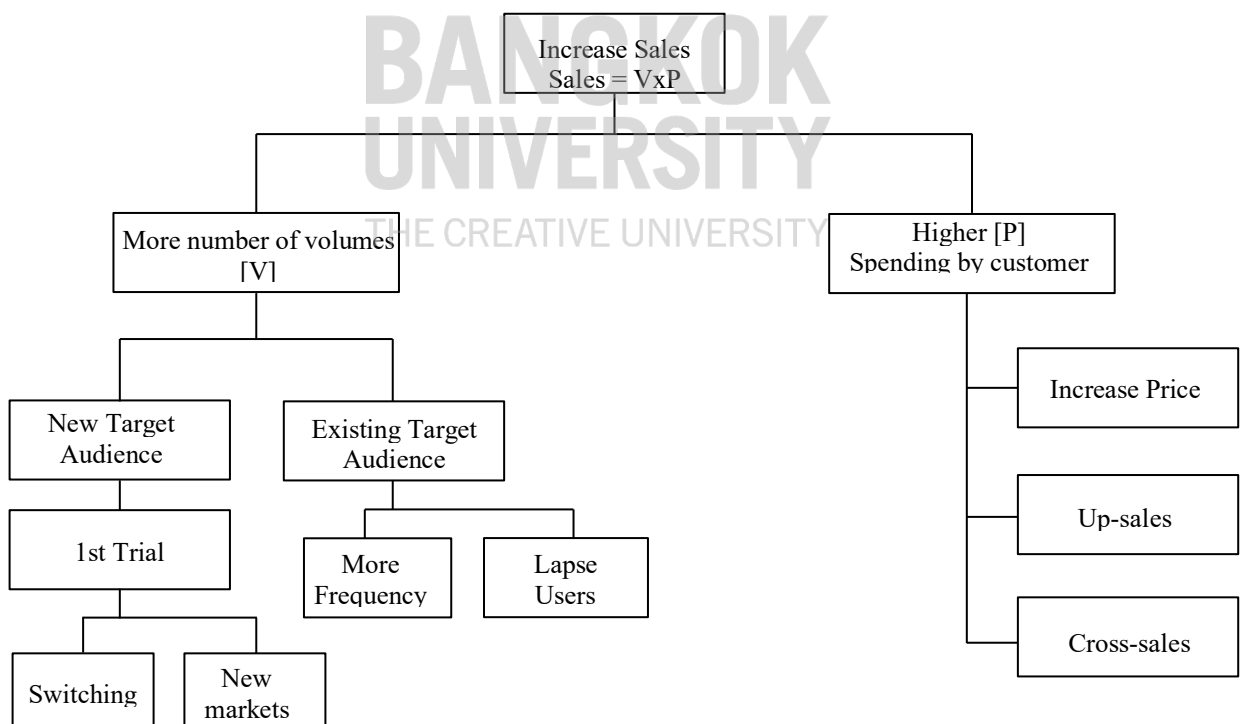
- Awareness is a goal that brands want their products or services to be known or recognized. The measurements that are used, such as
 - Reach, a measurement that shows the unique number of people who have encountered the specific content
 - Impression is a measure of how many times a person sees an ad or piece of content.
 - Frequency is the average number of times a person sees an ad or piece of content, which can be calculated by $\text{Reach} \times \text{Impressions}$
- Engagement is a goal that brands want their content or campaign to achieve by being involved with or interacting with customers. Engagement actions such as liking, sharing, and commenting on social

media show whether the brand or campaign content is being loved or going viral.

- A transaction is a revenue goal that brands want from the product or service being purchased. The measurement is conversion or sales.
- Reputation is a goal that brands want to achieve: a positive image, word of mouth, and trustworthiness.

Knowing the marketing objective is as important as knowing the target audience, because identifying the target audience means knowing the customer's touch point and understanding their insight into why they behave or feel that way, which will lead to precision communication. Once the marketing goals have been established, the next step is to formulate the marketing strategy. The figure below illustrates a strategy for increasing sales.

Figure 2.3: Objective and Strategy



Source: *Marketing Strategy, Planning And Control*. (n.d.).

Retrieved September 4, 2023, from

<https://www.fao.org/3/w3240e/W3240E03.htm>

The figure starts with the simple formula of increasing sales by volume and price. The strategies are divided into two types which are increasing sales by selling more products and increasing the selling price of the products. Creating more sales volumes can also be divided into two parts, which is the new target audience and the audience that has used the product or service before. Suppose the target audience is new to the brand but similar to the products or services in this category. In that case, the strategy should focus on switching to a competitor audience, which means knowing the competitor and analyzing the unique selling point is a must in this process to steal their customer. On the other hand, if the products or services are new to the market, the strategy should focus on creating demand for the product, which is known as awareness. The [P] side, which is price spending by the customer, it can be divided into three strategies. First, the easiest strategy is to increase the price. While the task itself is straightforward, the result may only sometimes meet expectations. Thus, in order to increase prices, the strategy must be carefully observed and analyzed. Up-sales is a strategy that encourages customers to spend more money on products or services with tactics such as better ingredients or premium editions. Lastly, cross-sales is a strategy that involves selling extra goods or services to the customer. The goal of cross-selling is to encourage customers to make larger purchases, thereby increasing the value of their initial purchase and enhancing their overall satisfaction.

2.2 Digital Platform

According to TechTarget, a digital platform is a soft-ware web base that the users share or offer on the specific software (Patrizio, 2023). In this study, there are two digital platforms to experiment with its effectiveness.

2.2.1 Instagram Platform

Instagram is a visual-based social media platform where users can share photos and videos with their followers and interact with people by liking (heart) and commenting, processed by Meta Platforms. It was launched in 2010 and is still popular today, with more than 2 billion active users. It has multiple features apart

from Instagram posts, including Instagram Stories, Instagram Reels, and more (Moreau, 2022). Moreover, this application offers remarkable features such as filters and hashtags that allow users to create their own unique content. The purpose of Instagram is variety, not just sharing photos and videos with acquaintances; with its “follow” features, users can follow up with news, shops, or even celebrities in which they are interested. Besides, the “follow” features also provide benefits for entrepreneurs because it is another great platform to promote brands, products, and services. This statistic reflects how Instagram is a remarkable platform for creators, like artists, as Meta, the owner company of Instagram, has mentioned some fun facts that nearly half of Instagram users accept that they use Instagram to shop weekly, and surprisingly, about 68% of people use Instagram to interact with the creators (Aslam, 2023). The paper from Agung, N. F. A., & Darma, G. S. (2019) has concluded that the Instagram algorithm can manage to help online stores seek out potential customers which leads to the right marketing strategy. There are three main formats on Instagram:

2.2.1.1 Instagram Photos Post

It is a post on the first page of an application that is shared by various accounts that the user is following or being recommended by Meta algorithm data analysis that seems to suit the user's interests. The post can be both square with a size of 1080 x 1080 px and horizontal with a size of 1080 x 566 px (Martín, 2023). The post can add filters, tags, locations, and music. Instagram photos are a great way to connect with other users. The posts usually reflect the personalities of people or brands.

2.2.1.2 Instagram Stories

It is another feature of Instagram that allows the user to share photos or videos on the top of the first page of the application, which includes filters, text, gif stickers, music, and other interactive elements such as polls or answer-question boxes. It is incredibly popular when the number of Instagram Stories hits 500 million users per day (Bainotti et al., 2020). Photos or videos on Instagram stories can have a maximum length of up to 60 seconds and will disappear after 24 hours. This feature is normally used as an intermedia to connect people by sharing their daily lives.

2.2.1.3 Instagram Reels

Lastly, Instagram Reels, the newest feature from Instagram, was developed in 2020. It is a feature that allows users to create and share videos up to 90 seconds. It can set copyright music, add text, stickers, and filters to videos. Instagram Reels are similar to TikTok in terms of short video-sharing platforms, yet as it is an ecosystem of Instagram, Reels can be easily shared through Instagram stories and posts. Reels content is usually story telling as the video can be recorded for the longest time. According to (Menon, 2022) who collected data on Reels usage and found out that the average user is around 24 years old, the oldest is 36, 56.7% are women, and the average time spent per day is 43 minutes.

It is also essential to study the posting time of content on Instagram platforms if the brands want the most reach and engagement. Choosing the best time to post during the time when people are most active can increase the chance that the post can reach a larger audience. SocialPilot, a website for social media management tools, has studied the Instagram posting time of over 50,000 accounts and the results can be seen in the table below,

Table 2.2: The Best Time to Post on Instagram in 2023 in PST

Day	Best time to post on Instagram (PST)	Convert to GMT+0	Convert to GMT+7 (Thai)
Monday	9 am to 10 am	4 pm to 5 pm	11 pm to 12 pm
Tuesday	9 am to 10 am	4 pm to 5 pm	11 pm to 12 pm
Wednesday	5 am, 11 am, and 3 pm	12 pm, 6 pm, 10 pm	7 am, 1 am, 5 am
Thursday	12 pm and 5 pm	7 pm and 12 am	2 am and 7 pm
Friday	9 am to 10 am and 5 pm to 6 pm	4 pm to 5 pm and 12 pm to 1 am	11 pm to 12 pm and 7 pm to 8 am
Saturday	8 am to 12 pm	3 pm to 7 pm	10 pm to 2 am
Sunday	10 am to 2 pm	5 pm to 9 pm	12 pm to 4 am

Source: PT, A. (2023, November 3). *The best time to post on Instagram in 2023*.

SocialPilot. Retrieved November 6, 2023, from

<https://www.socialpilot.co/blog/best-time-to-post-on-instagram>

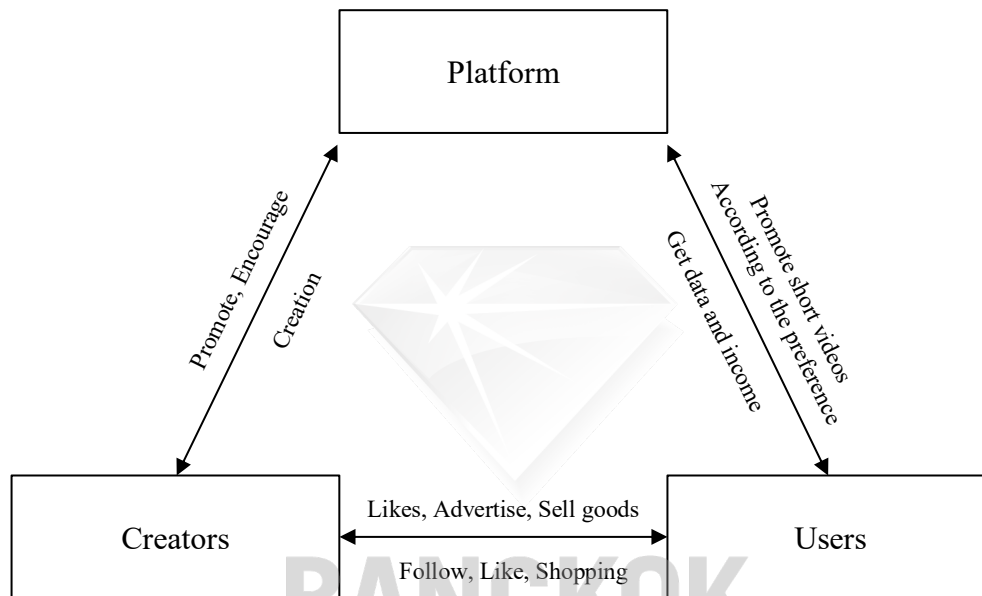
The table shows the suggested time on each day of the week in Pacific Standard Time, AKA PST, which is located furthest to the west in the contiguous US and Canada. However, the time zone needs to be adjusted if the post is to be posted from Thailand, which is to convert to GMT+7. The post can be scheduled through the Meta Creator account in advance setting.

2.2.2 TikTok Platform

TikTok, a short video-sharing social media platform that can be up to 30 minutes long, is one of the most fastest-growing social media platforms. It allows users to share videos with lots of features, like effects, music, stickers and filters. It states their mission is to “inspire creativity and bring joy”(About | TikTok - Real Short Videos, n.d.). TikTok downloaded numbers skyrocketed during the COVID-19 pandemic under lockdown when people could not go outside and just stayed at home, making people spend time on mobile looking for entertainment, which led to the rapid growth of TikTok accounts and downloads (Li et al., 2021). TikTok is one of the top

social networking sites that has taken the world by storm since its launch in 2023. The user base is now at approximately 1.08 billion monthly active users, while it takes other platforms 7-8 years to reach this number (Mohsin, 2023).

Figure 2.4: TikTok process



Source: Huang, B. (2021). The Reasons for Douyin's Success from the Perspective of Business Model, Algorithm and Functions. *Advances in Economics, Business and Management Research*. Retrieved November 28 4, 2023, from <https://doi.org/10.2991/aebmr.k.210319.058>

Figure 2.4 shows the overall TikTok's operation process. The TikTok platform promotes and encourages creative activity ideas for creators to become influencers, also known as TikToker, whereas creators provide their creations, such as short videos, on the platform to gain user attention for many objectives, whether for self-expression or selling products, and if the user is interested in that content, they can like, follow or even shop on the creator shopping cart. Once a user likes or follows certain creators, the platform will learn the preferences of the users and offer another short video that is similar to the user's liking.

The algorithm of TikTok is a "Self-learning platform that creates a circle of looking and swiping" (*The Business Model of TikTok*, n.d.). TikTok algorithms are

designed to make recommendations based on user preference and affinity. The AI always learns for the user based on the keyword search, the usage pattern, what is often shared, the content that the user creates, and the content that the user spends more time on in the “For You Feed” feature. With its intelligent learning feature, it can recommend related videos, Ads, and even celebrities that are in trend in real time.

TikTok has taken the advantages of other platforms and adapted it as its own, which also makes TikTok as more powerful in its own way. Some noticeable features included

2.4.1 Hashtags: The feature that categorizes the topics in the symbol “#” that was first used on Twitter or is known as X this day, and the video will be related based on the hashtags. It is another way to promote community interaction and make content discovery easier.

2.4.2 Duets: TikTok's Duet function was influenced by karaoke-style apps, a music app from America, it lets users make side-by-side videos with other users to create creative exchanges, remixes, and collaborations among users.

2.4.3 Effects and Filters: This function was inspired by Instagram stories, reels, and Snapchat, the video-based social media sharing platform. It provides users with video effects, filters, and transitions in many kinds of categories, whether for beauty, fun, many random stuff, or even campaign projects from the brand to earn media from customers.

2.4.4 Music Integration: TikTok provides users with a tremendous music library similar to that of Spotify and Apple Music, letting the user or creator use popular songs and trending sounds into their videos. (*TikTok Music: The New Musical Dimension - Adsmurai*, n.d.) Some of the songs may become viral because the often use.

2.4.5 Live Streaming: This feature of live video is like Twitch and YouTube Live. It allows users to broadcast to engage and interact with the follower or visitor in real time.

Same as other platforms that also have their own prime to post the content. According to Influencer Marketing Hub, they have experimented with over TikTok 100,000 posts to find out what time got the highest engagement rate in the USA

(Landsberg, 2023) which also needs to be converted back to Indochina time as shown in the table below:

Table 2.3: The Best Time to Post on TikTok in 2023 in USA

Day	Best time to post on TikTok (EST)	Convert to GMT+7 (Thai)
Monday	12 pm, 4 pm	0 am, 4 am
Tuesday	4 am, 8 am, 10 am, 3 pm	4 pm, 8 pm, 10 pm, 3 am
Wednesday	1 pm, 2 pm	1 am, 2 am
Thursday	5 am, 3 pm, 6 pm	5 pm, 3 am, 6 am
Friday	1 am, 11 am, 7 pm, 9 pm	1 pm, 11 pm, 7am, 9 am
Saturday	5 pm	5 am
Sunday	1 am, 2 am, 1 pm, 2 pm, 10 pm	1 pm, 2 pm, 1 am, 2 am, 10 am

Source: Landsberg, N. (2023, October 30). *Best times to post on TikTok for 2024 [+ free calculator]*. Influencer Marketing Hub. Retrieved November 29, 2023, from <https://influencemarketinghub.com/best-times-to-post-on-TikTok/>

2.3 Digital Content Marketing

“Content marketing” was first mentioned in 1996 by a journalist named John Oppedahl who wrote an article named "Roundtable: Content Marketing" (Emilio, n.d.). Content marketing is a part of marketing strategy that uses various media to build brand personality, brand loyalty, engagement, and awareness across multimedia. Though the word “content marketing” was invented over 27 years ago, the concept of "digital content marketing" was introduced in 2004 by Koiso-Kanttila (Rowley, 2008), when technology had influenced our daily lives. Digital content marketing may not seem to differ much from traditional content marketing; however, the difference is

the media and its online target audience. Digital content marketing can be either paid media, owned media, or earned media. It is a tangible way to communicate with our right target audience through the right online social platforms to create awareness and engagement, while posting content consistently can maintain a relationship with the customer. There are several interesting pieces of data from Demand Metric, which states that 20% of online users spend time with content on social media, and another 68% spend time reading content about the brands that they interact with. More importantly, people who read content from brands have a high rate of 60% seeking more information about the brand's product (*Content Marketing Infographic | Demand Metric*, n.d.) which is very advantageous to the brands as it can increase opportunities for transactions. There are six main processes for creating content on digital platforms:

2.3.1 Identify Target Audience

It is important to know the brand's audience, who they are, what their persona is, and what is their demographic. All this information is to create precise content on the right platform.

2.3.2 Use the right platform

From the target audience, where does our customer go? Put the brand in a place where can meet the customer. Moreover, it is also remarkable to understand the nature of the product or service and each of the social media platforms because each of them has a specialty in its own way, which may suit a different type of content.

2.3.3 Create a schedule plan

What is an appropriate time for each piece of content? What time should schedule the post content? All the questions should be answered during the content marketing plan. The plan should be based on the target audience and the brand's objectives.

2.3.4 Established content

Before creating any content, it is important to recognize the needs and issues of your target audience. It is essential to create content that intersects between what brands want to talk about and what consumers want to hear. In order to maintain the audience's interest and ensure their continued return, it is advisable to post regularly.

2.3.5 Optimize

Lastly, the content should be optimized and summarized, with a focus on the most effective components, addressing any low-performing content, and striving for overall improvement in content quality.

A digital content strategy is a comprehensive strategy for planning, creating, and distributing high-quality content to achieve business goals on online platforms. Google Thailand suggests five strategies that summarize how to enhance the effectiveness of content, encompassing shareability, discoverability, consistency, conversation, and sustainability (Google Thailand, 2016). Shareability is an ability that makes the viewer want to share; the content must be relatable to the audience, topical with the viral topic, valuable, and entertaining. Discoverability is the ability to make content easily found; it should be trending and follow demand trends. It can also be recurrent or evergreen content that follows along with the special day of the year, which can use tools such as Google Trends. Consistency is the consistent frequency of uploading content, and the information and data should also go along well with each other. Conversation is a way that makes the content appeal, like talking or sending a message to the audience. Last but not least, sustainability is a method to optimize content to cater to audience preferences and ensure long-term viability.

2.4 Product Life Cycle

The product life cycle is a theory that has been mentioned since 1950 (Business Bliss FZE, 2023) Raymond Vernor has explained the theory as an unidentifiable period of four product stages, including introduction, growth, maturity, and decline. This cycle is used to determine the action at every step of the product business cycle. It helps to state what should be done within the specific timeline and also helps to make any future decisions.

2.4.1 Introduction Stage

The introduction stage is the very first step in every product development life cycle. (*What Is Introduction Stage? Definition of Introduction Stage, Introduction Stage Meaning - the Economic Times*, n.d.) When the product is new to the market, it is obvious that the customer still lacks familiarity with the product. The sales, and profit would be low at this stage. So, in this state, it is important to focus on building awareness in the market by prioritizing funds on promoting and advertising. In today's digital age in the introduction stage of the product life cycle, when utilizing technology in marketing, the main goal for boosting ads should be to establish awareness while using a suitable platform to communicate with the audience.

2.4.2 Growth Stage

After the product has its name on the market, then it's time to move on to the growth stage. The stage of growth is a phase in which demand becomes higher, and it makes the business need to upscale its production (Kopp, 2024). In this stage, the product will gain popularity and somehow can be recognized by the community. It will be more competitive as each of the businesses will fight for the consumer's top of mind. The strategies that can be used in this stage include cross-selling, up-selling, and creating promotion, as mentioned in Figure 2.3 about Objective and Strategy. However, there is an expectation for some business products that there is no need to

use these kinds of strategies to fight over market share, which is a niche market product, as mentioned in Figure 2.2: Porter's Competitive Strategy.

2.4.3 Maturity Stage

After the long journey and being competitive in the market for sometimes, it is time that the product become more settled. At this stage, sales will slow down as the rate of competition increases accordingly, while demand may drop. For the business that wants its product to still shine in the market, they may need to adapt to the trends by doing research on customer demands, getting feedback to develop the product. Increase the customer base by opening other platforms that the customer can easily access. Increasing the target audience by using look alike or similar audience ads to target more customers that are similar to the existing customers.

2.4.4 Decline Stage

At the end of the journey, every business does not want to be in this stage, which is the decline stage. It is a phase where sales drop, the products may lose market share because there may be alternative products that are more relevant to the customer. In the worst cases, some products may need to be phased out of the market. One potential strategy for this stage is to use promotional tactics, such as offering highly competitive prices, in order to maximize product depletion from the warehouse.

2.5 Target Audience

Target audiences are essential for every business to become successful. It is a specific group of people who are likely interested in the products or services. Businesses should identify their target audience so that they can create a precise message that directly communicates with the customer. Certain businesses can prove to be challenging due to their products being tailored for specific audiences, resulting in buyers who may not align with the intended target demographic and consequently get influenced in their purchasing behavior. Therefore, the brands need to set the balance between customer generation and brand positioning. Knowing who is interested in our products or who buys them is necessary for creating further content. Every generation has its preference when it comes to products and services, Kotler's "Marketing 5.0" describes a different generation (*Marketing 5.0 Philip Kotler*, 2021, chap.2) and the challenges of serving each generation, which included Baby Boomers, Generation X, Generation Y, Generation Z, and the Alpha Generation.

2.5.1 Baby Boomers

The generation group of people born during the end of World War II between 1946 and 1964. The name comes from a household that decided to have children after the war. Most of this group in their prime has been affected by social and political tensions, resulting in their movement, which is usually involved in counterculture movements (*Marketing 5.0 Philip Kotler*, 2021, chap.2). Numerous individuals from the boomer generation continue to wield significant influence within society. However, when engaging in marketing efforts directed toward this demographic, it is essential to adopt an approach that is both relevant and appealing to their preferences while also providing useful information (Slootweg & Rowson, 2019). Appropriate language, but not too formal, informative but also need to provide graphics. Given their age, the size of the texts should be large enough, and the layout should also be clean and clear. Baby Boomers prioritize family the most, so in order to deal with this group, using family aspects can attract more of their attention.

2.5.2 Generation X

Generation X born between 1965 and 1980, also has the sad name “A forgotten middle child,” as they are overshadowed by Baby Boomers and Generation Y (*Marketing 5.0 Philip Kotler*, 2021, chap.2). This generation has grown up in a better economic and educational environment, but they still need to be responsible and become independent on their own. They tend to give more attention to friends than family. Despite not being experts in digital aspects like Gen Y and Gen Z, Gen X is still influenced by specific forms of digital marketing, such as email and infographics (Robinson, 2022). They always need to stay updated with new technologies and mostly only use the internet for work. Generation X is likely to educate themselves through online platforms, yet traditional marketing still has a big influence on them. Another interesting piece of data specifies that this generation focuses more on promotions, rewards, discounts, and loyalty programs than other generations (Alkire et al., 2020), so brand communication CRM is required.

2.5.3 Generation Y

Millennials, or GenY, were people born between 1981 and 1996. This generation has been described by its name, “why”, for always seeking an answer and always being curious; however, these traits often make this generation conflict with the older generation. This generation is also named Echo- Boomers as they are mostly born from Baby Boomers. As a result of growing up in an era defined by the internet and technology, this generation utilizes the internet to achieve their personal objectives. Despite their inquisitiveness, the sources that they seek information from are mostly social media on mobile phones. Also, they are more likely to value other opinions and be influenced more easily when it comes to friends or influencers (Dabija & Băbuț, 2019). Millennials prefer products or services that are personalized for them

2.5.4 Generation Z

Gen Z born between 1997 and 2009, offspring of Generation X known as “Centernails” (*Marketing 5.0 Philip Kotler*, 2021, chap.2). Their lives are surrounded by technology and data, like Millennials, but unlike them, Gen Z sees online

platforms as their place to show off their realness with others, as they value the acceptance of their friends. They connected their offline personal lives with their online lives in a seamless way (Reporter, 2018). They accept the personalization of brand content, which means they consent to share data with the brands for the best-customized experience, yet, as they value "realness," they hate brands that exaggerate. This generation also loves to be engaged. In terms of marketing with this generation, it is essential to build relationships with them through personalization and being in touch with them.

2.5.5 Generation Alpha

The 21st-century children born between 2010 and 2025 were so influenced by digital that almost every child in this generation is attached to an iPad (*Marketing 5.0 Philip Kotler*, 2021, chap.2). From entertainment to education, technology is always beside them, especially during COVID 19, which seems to be seen more clearly about its influence (Jha, 2020). It is said that this generation would be the most educated among every generation of the innovation and data that revolve around them (Charuvila, 2021). This generation takes time on the screen more than other generations. With the influence of their parents, Generation Z, and Gen Alpha tend to consume more content since they are children, some families (Gen Y-Z parents) even create an online account for this generation as dairy online content. This generation will continue to grow with the assistance of artificial intelligence robots.

2.6 About Magical Stories

Figure 2.6: Magical Stories Logo



Source: *Magical Stories: books, biography, latest update*. (n.d.). Amazon.com.

Retrieved November 16, 2023, from

<https://www.amazon.com/stores/author/B0B2JPJ3KG/about>

Magical Stories is an independent publisher founded in 2022. The company currently only has an author page on Amazon, where it publishes and sells its products, and it is the only page that customers use to stay up-to-date on new products, content, or freebies. Magical Stories was started by an artist who is passionate about fashion and adorable things, and who was also influenced by Southeast Asian drawing-style pop culture. The company's slogan is "Where Magic Meets Reality," which reflects its belief in the power of imagination to make a day a little bit more magical. Magical Stories primarily sells coloring books with various designs, themes, and styles. The company is currently in the introduction stage of its marketing cycle, so there are not yet any well-known marketing campaigns.

Magical Stories hypothesizes that their target audience is between 5-12 years old because of its style and craft activity art book, yet the one who bought the products may be the target's guardian as they may be interested in the theme of the child friendliness book, so in order to create a context, the content should also be clarified.

CHAPTER 3

METHODOLOGY

This study of a comparative content formats effectiveness on Instagram and TikTok platforms, which affect the target audience, reach, and followers on Magical Stories. This study is experimental research that will accumulate the results to create suitable content in both visual graphics and text captions for appropriate communication with a specific potential audience of Magical Stories. The research topic methods in this study are as follows:

3.1 Type of Research

3.2 Sources of Data

3.3 Type of Contents

3.4 Data Collection Method

3.5 Data Analysis

3.6 Limitations

3.1 Type of Research

This study uses experimental research to collect the data. The cause or the factors that influenced the outcomes are called independent variables, and in this study of the effectiveness of different content formats on Instagram and TikTok, the independent variables are formats from Instagram: Instagram Photos, Instagram Reels, and TikTok short videos. Other types of contents included tutorial content, collaboration content, product showoff content, freebie announcement content and promotional content. Whereas the dependent variables are metrics that must be observed and measured to evaluate the impact of the independent variable, which in this study, the dependent variables are the target audience insight that gains from followers and the reach that impacts Magical Stories. By investigating the connection between these two variables, valuable insights can be obtained into how various factors affect the outcomes.

3.2 Sources of Data

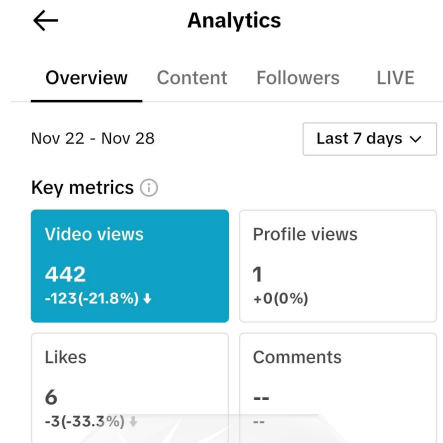
To collect the target audience data from Instagram, it is essential to have at least 100 followers to look for follower's demographics and also at least 100 reach to look for audience demographics who saw the content. To look for Instagram demographic insight, use Meta Business Suite by logging in to the business page, then go to the Insights dashboard, then selecting the Audience tab. Another easier way to gather data from the application is to first open the application, then select the insights on the top right corner of the profile, and then the overview will appear. The content's performance can be checked on this page in a few categories, including accounts reached, accounts engaged and total followers.

Figure 3.1: Overview from Instagram Insight



For TikTok to check the audience analytics, it also has two ways, as well as Instagram. First, from the desktop, log in to a TikTok account from any browser, then from the first page of TikTok, click the profile of the user, which will appear on the top right corner. After that, under the account, select the Creator Tools tab, and then choose analytics. On a mobile application, go to the user profile in the bottom right corner and open the settings tab in the top right corner. After that, the menu will appear. Click on the creator tools, then select analytics in the general group.

Figure 3.2: Overview from TikTok Insight



3.3 Types of Contents

As part of documentary research, the account TikTok, katemade.art, a popular modern paper doll of European style Ukrainian nationality, was selected for further study about content types. Considering the observations made on katemade.art, TikTok account, the content types were analyzed into six categories that correspond to Magical Stories. As mentioned in Topic 1.4 of the scope of the study, The content type was separate from the objective of analyzing its influence on the target audience, reach, and followers of Magical Stories.

3.3.1 Tutorial content

This content provides detailed information, descriptions, instructions, directions, or examples to the audience on specific topics. For Magical Stories, it is usually an art and craft tutorial, showing step-by-step instructions on how to play.

3.3.2 Collaborations content

This content comes from a strength of the Magical Stories brand, that in the same product line, even with different volumes, it can play along and mix and match with another collection freely.

3.3.3 Product Showoff content

Another strength of Magical Stories is its unique, original design and anime style. Showing various designs of costumes or dolls to grab the audience's attention.

3.3.4 Freebies Announcements content

This content will inform the audience about the free design products that can play along with the existing product line.

3.3.5 Promotional content

This content is promoted when there is a new arrival of the book or books that suit for the festival holiday or to follow along with the trends.

3.3.6 Storytelling content

This content is like a story that uses all elements from the paper doll products to create a scenario and plot.

3.4 Data Collection Method

The experiment on both platforms, Instagram and TikTok, will collect the data with the same statement of date and type of content (3.3), The data will be collected from Instagram posts, Instagram reels and TikTok. The time of post may be slightly different due to the data theory from Tables 2.2 and 2.3 in Chapter 2 of the best time to post content on each platform. The date of posting each piece of content will be different each week under the circumstances that each week will have to post at least one piece of content for consistency. In case, there is an ad campaign, the budget and the period of time that will be put into that specific content will be the same on both platforms. At the end, after posting the content for 7 days, the data will be gathered to

compare. The period that is predicted to collect that data is about 6 months, from November 2023 to April 2024, with about 36 contents.

3.5 Data Analysis

The study of the comparative effectiveness of content formats on Instagram and TikTok platforms, which affect the target audience, reach, and followers on Magical Stories, will gather information from in app insights on each platform to seek out the target audience that has been reached, followed, and interested in each type of content on the social media platforms. The expected KPI of each content is 100 reaches, as it is a minimum number that Instagram platforms need to analyze the target audience age.

3.6 Limitations

It is important to note that this study has several limitations that should be considered. First of all, the minimum requirement for Instagram platforms to seek further insight. Regarding a recently established independent publisher brand that aims to increase its visibility through social media communication marketing, it has lacked a fanbase. Reliance on Instagram insights for data collection performance, reach, follower and target audience demographics; 100 followers and reach are required to be analyzed, which for a new brand in an early stage might need to take time to create a fan base and followers before seeking further insight. Another limitation on both platforms is the way that they limit the collection of data by children under the age of 13, as published in 1998 US legislation (*Is 13 Too Young to Have a TikTok or Instagram Account?*, 2023). As a result, the experiment to gather the youngest data of the target audience will be limited to 13 years old.

CHAPTER 4

FINDINGS

In Chapter 4, the data is gathered from two platforms; Instagram (posts and reels) and TikTok, across six content types; tutorial content, collaboration content, product showoff content, freebie announcement content, promotional content, and storytelling content. This data includes insights into the target audience, reach, and followers of Magical Stories. A total of approximately 36 pieces of content from November 2023 to April 2024 will be analyzed.

The table below shows the date, time, content type, and products used on both platforms. The date of each piece of content is posted within 7 days and the time of posting is referred from Tables 2.2 and 2.3, the best time to post for each platform

Table 4.1: Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
17 Nov	11pm	11pm	Storytelling content (6)	Cut out Paper House and Furniture Coloring Book: Christmas Happy Home Decoration
23 Nov*	2am	2am	Special	Happy Thanksgiving
28 Nov	11pm	11pm	Tutorial content (1)	Cut out Paper House and Furniture Coloring Book: Christmas Happy Home Decoration
1 Dec	11pm	11pm	Promotional content (5)	Cut out Paper Dolls and Crafts Kawaii Coloring Book Christmas Festive Edition

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
9 Dec	10pm	5 am	Collaborations content (2)	Cut out Paper Dolls and Crafts Kawaii Coloring Book Christmas Festive Edition & Cut out Paper House and Furniture Coloring Book: Christmas Happy Home Decoration
17 Dec	12 pm	1pm	Freebies Announcements content (4)	Cut out Paper Dolls and Crafts Kawaii Coloring Book Christmas Festive Edition - Christmas costume
21 Dec	7 pm	5 pm	Tutorial content (1)	Cut out Paper House and Furniture Coloring Book
25 Dec*	12 pm	12 pm	Special	Christmas
1 Jan	11 pm	0 am	Special	HNY 2024
7 Jan	12 pm	12 pm	Product Showoff content (3)	Cut out Paper Dolls cute animals

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
15 Jan	4 pm	4 am	Promotional content (5)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Oriental Myth Fantasy
21 Jan	4 am	2 am	Storytelling content (6)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Oriental Myth Fantasy
25 Jan	7 pm	5 pm	Product Showoff content (3)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Oriental Myth Fantasy and Fantasy Topia
31 Jan	5 am	2 am	Collaborations content (2)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Fantasy Topia & Mermaidia Manor
6 Feb	12 pm	10 pm	Tutorial content (1)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Oriental Myth Fantasy and Fantasy Topia

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
10 Feb	2 am	5 am	Freebies Announcements content (4)	Cut Out Paper Dolls and Crafts Kawaii Coloring Book Oriental Myth
14 Feb	5 am	2 am	Storytelling content (6)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Back To School Edition Girl and boy costume
18 Feb	12 pm	10 am	Collaborations content (2)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Back To School Edition Girl and boy costume and Cut out Paper House
22 Feb	2 am	3 am	Promotional content (5)	Cut out Paper House and Furniture Coloring Book Vol2: Bakery Shop
27 Feb	11 pm	10 pm	Tutorial content (1)	Cut out Paper House and Furniture Coloring Book Vol2: Bakery Shop
1 March	2 am	3 am	Freebies Announcements content (4)	Kawaii Sweet Desserts and Cutie Animals Coloring Book

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
6 March	5 am	2 am	Product Showoff content (3)	Kawaii Sweet Desserts and Cutie Animals Coloring Book
11 March	12 pm	4 am	Storytelling content (6)	Shoujo Anime Portraits Kawaii Coloring Book and Cutout Makeup kit and Crafts Edition
14 March	7 pm	5 pm	Tutorial content (1)	Shoujo Anime Portraits Kawaii Coloring Book and Cutout Makeup kit and Crafts Edition
17 March	12 pm	2 pm	Promotional content (5)	Shoujo Anime Portraits Kawaii Coloring Book and Cutout Makeup kit and Crafts Edition
20 March	1 am	1 am	Collaborations content (2)	Shoujo Anime Portraits Kawaii Coloring Book
23 March	10 pm	5 am	Product Showoff content (3)	Shoujo Anime Portraits Kawaii Coloring Book
26 March	11 pm	10 pm	Freebies Announcements content (4)	Shoujo Anime Portraits Kawaii Coloring Book

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
29 March	11 pm	11 pm	Storytelling content (6)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Springtime Bunnies Edition
2 April	11 pm	10 pm	Promotional content (5)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Springtime Bunnies Edition
5 April	11 pm	11 pm	Collaborations content (2)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Springtime Bunnies Edition and Cut out Paper Dolls Cute Animal and Crafts Kawaii Coloring Book Cutie Springtime Theme
8 April	12 pm	0 am	Tutorial content (1)	Cut out Paper Dolls Cute Animal and Crafts Kawaii Coloring Book Cutie Springtime Theme

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
10 April	5 am	2 am	Freebies Announcements content (4)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Springtime Bunnies Edition
12 April	11 pm	11 pm	Product Showoff content (3)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Springtime Bunnies Edition
14 April	4 am	2 am	Storytelling content (6)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Wedding Gowns Edition Men and Women dolls
16 April	12 pm	8 pm	Promotional content (5)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Wedding Gowns Edition Men and Women dolls

(Continued)

Table 4.1 (Continued): Platforms content Schedule

Date of post	IG Time post	TikTok Time post	Content Type	Books (Products)
18 April	7 pm	5 pm	Collaborations content (2)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Wedding Gowns and Cut out Paper Dolls and Crafts Kawaii Coloring Book: Princess Journey
20 April	10 pm	2 pm	Freebies Announcements content (4)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Wedding Gowns
22 April	12 pm	0 am	Product Showoff content (3)	Cut out Paper Dolls and Crafts Kawaii Coloring Book: Wedding Gowns

4.1 Content on Magical Stories from Instagram and TikTok

Based on the table above, the content is categorized into six distinct types, as mentioned in 3.3 types of contents. Each category features a singular square-format photograph (1:1 aspect ratio) on an Instagram feed post, together with a vertically oriented video (9:16 aspect ratio) for both Instagram Reels and TikTok, as shown as an example in the figure below.

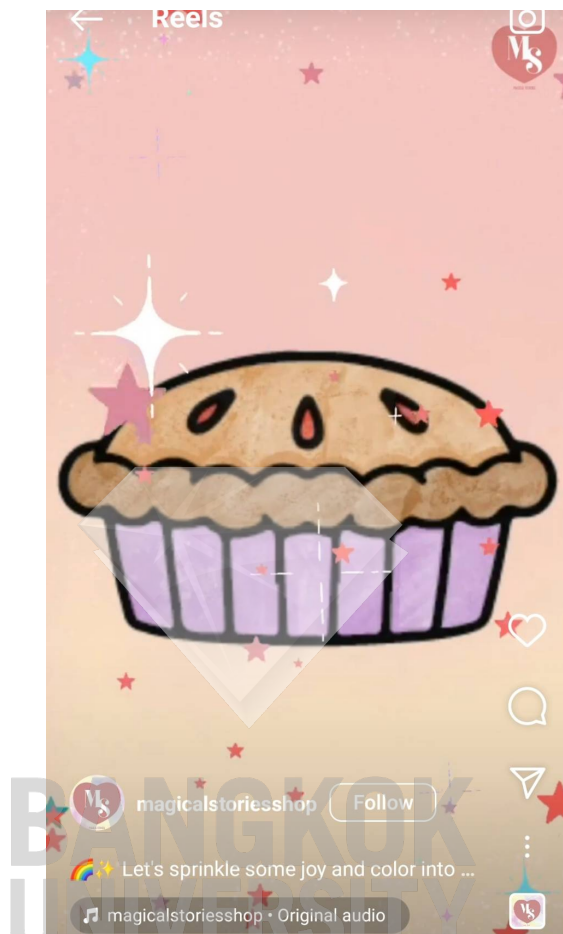
4.1.1 Tutorial content

Figure 4.1: Example Tutorial content on Instagram post



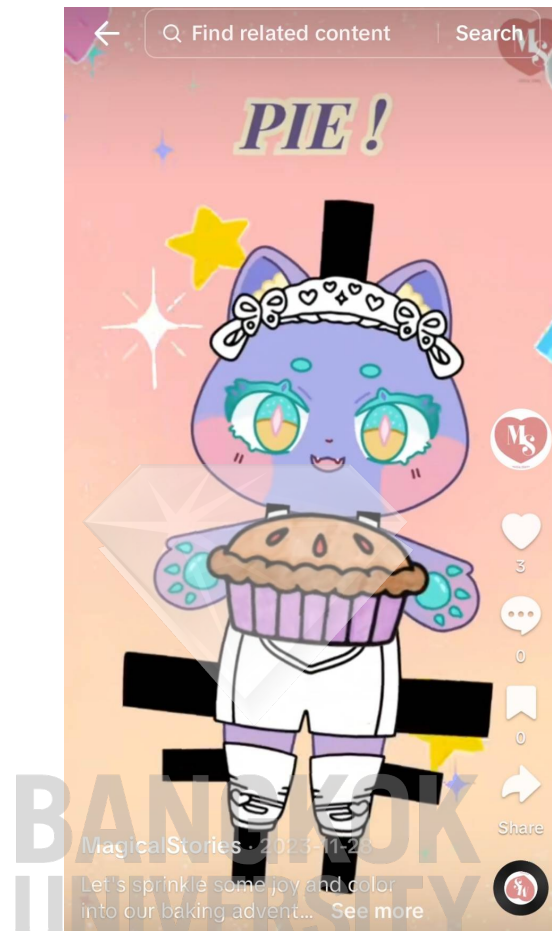
Source: Instagram MagicalStoriesShop. (2023, November 28). *Instagram*
MagicalStoriesShop. Retrieved February 27, 2024, from
<https://www.instagram.com/p/C0MhXBAM8hF/>

Figure 4.2: Example Tutorial content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2023, November 28). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C0Mhey4O5hO/>

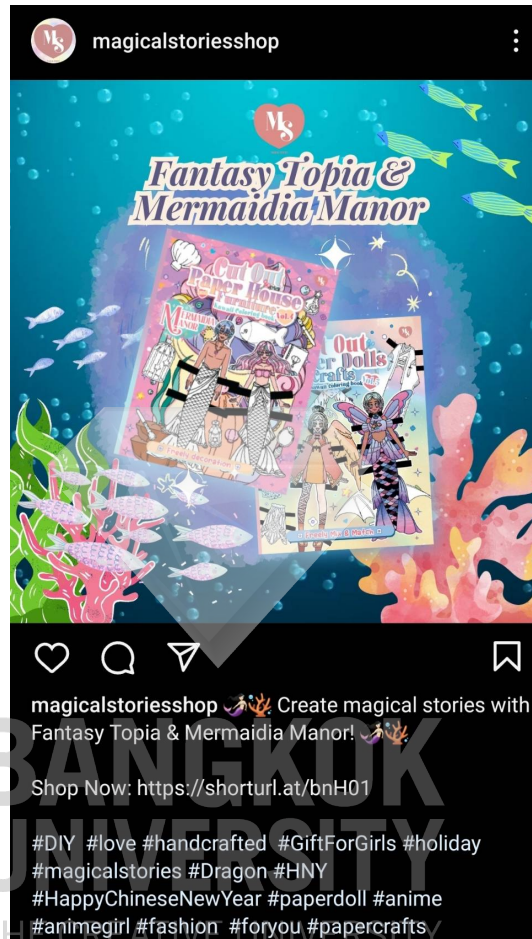
Figure 4.3: Example Tutorial content on TikTok



Source: TikTok MagicalStoriesShop. (2023, November 28). *TikTok MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.TikTok.com/@magicalstoriesshop/video/7303822934232042770>

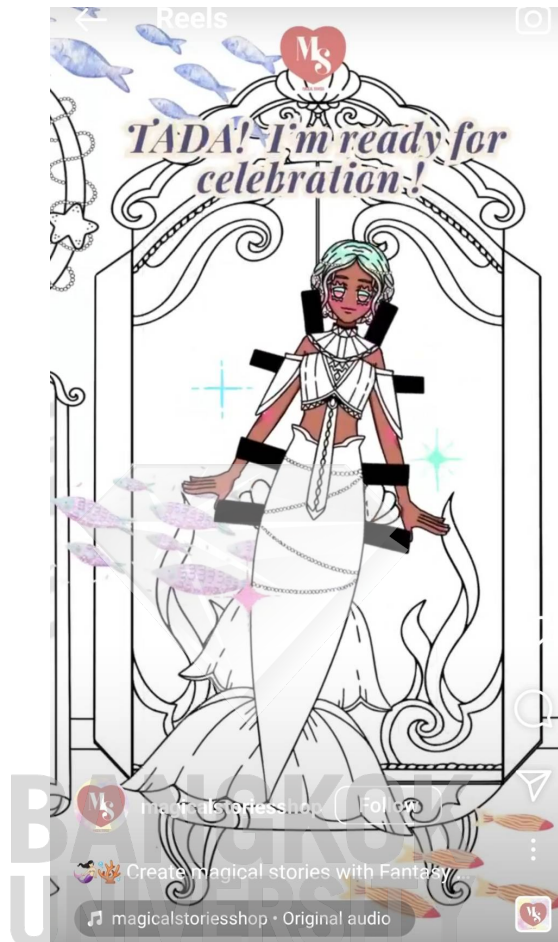
4.1.2 Collaborations content

Figure 4.4: Example Collaborations content on Instagram post



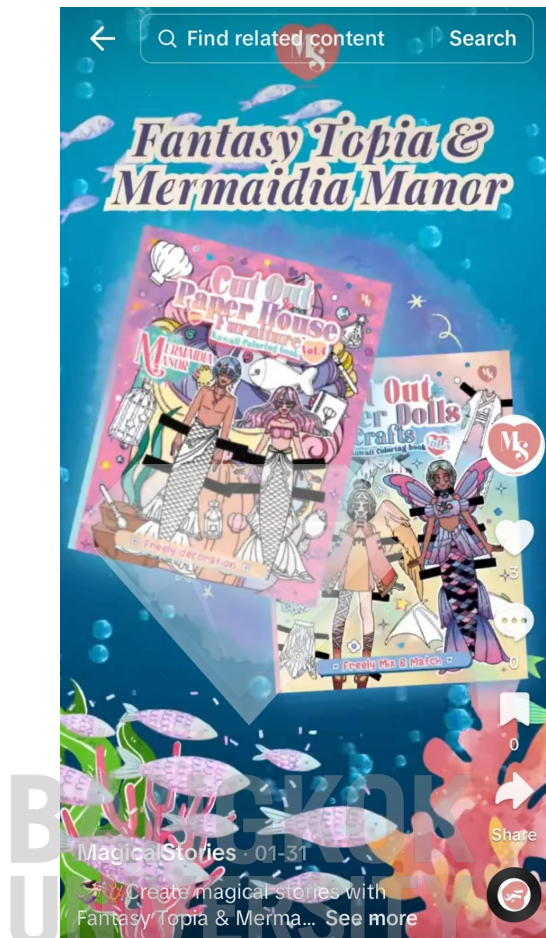
Source: Instagram MagicalStoriesShop. (2024, January 31). *Instagram*
MagicalStoriesShop. Retrieved February 27, 2024, from
<https://www.instagram.com/p/C2vYqDippV0/>

Figure 4.5: Example Collaborations content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2024, January 31). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C2vYsa-POPR/>

Figure 4.6: Example Collaborations content on TikTok



Source: TikTok MagicalStoriesShop. (2024, January 31). *TikTok MagicalStoriesShop*.

Retrieved February 27, 2024, from

<https://www.TikTok.com/@magicalstoriesshop/video/7326798235853507847>

4.1.3 Product Showoff content

Figure 4.7: Example Product Showoff content on Instagram post



Source: Instagram MagicalStoriesShop. (2024, January 25). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C2hcCS6vtoC/>

Figure 4.8: Example Product Showoff content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2024, January 25). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C2hcGLpCqtk/>

Figure 4.9: Example Product Showoff content on TikTok



Source: TikTok MagicalStoriesShop. (2024, January 25). *TikTok MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.TikTok.com/@magicalstoriesshop/video/7325366863293140226>

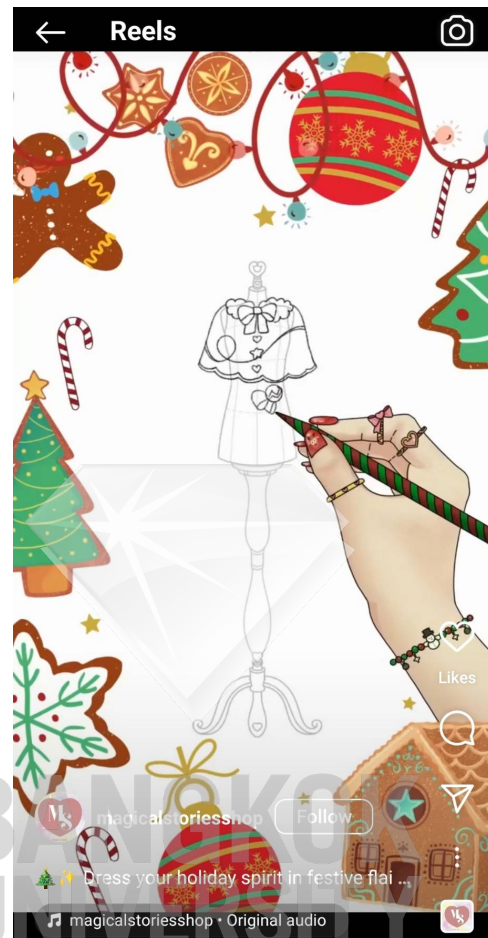
4.1.4 Freebies Announcements content

Figure 4.10: Example Announcements content on Instagram post



Source: Instagram MagicalStoriesShop. (2023, December 17). *Instagram* *MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C08Q7n8AS2l/>

Figure 4.11: Example Announcements content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2023, December 17). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C08Q9GSMmaj/>

Figure 4.12: Example Announcements content on TikTok



Source: TikTok MagicalStoriesShop. (2023, December 17). *TikTok*
MagicalStoriesShop. Retrieved February 27, 2024, from
<https://www.TikTok.com/@magicalstoriesshop/video/7311649190549949698>

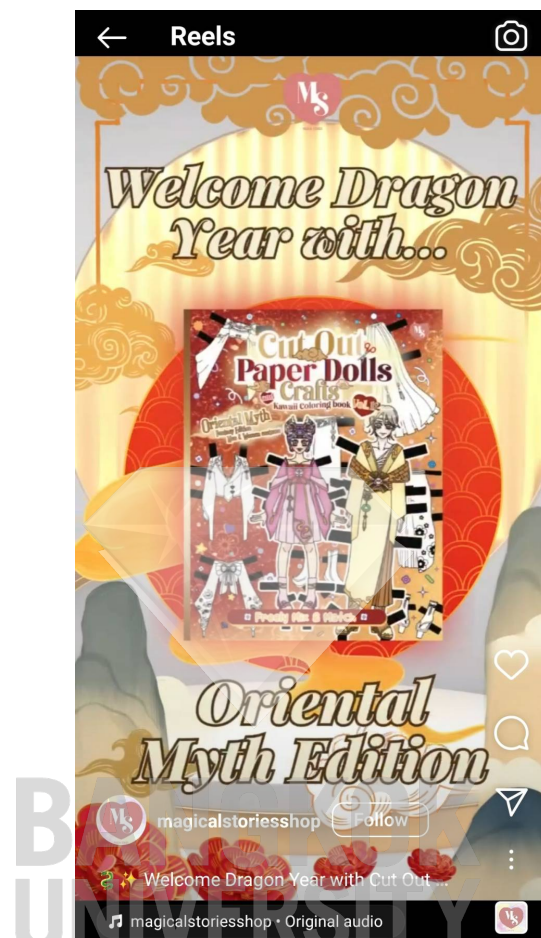
4.1.5 Promotional content

Figure 4.13: Example Promotional content on Instagram post



Source: Instagram MagicalStoriesShop. (2024, January 15). *Instagram*
MagicalStoriesShop. Retrieved February 27, 2024, from
<https://www.instagram.com/p/C2HXf9pA9Ms/>

Figure 4.14: Example Promotional content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2024, January 15). *Instagram*
MagicalStoriesShop. Retrieved February 27, 2024, from
<https://www.instagram.com/p/C2HXkzu1A/>

Figure 4.15: Example promotional content on TikTok



Source: TikTok MagicalStoriesShop. (2024, January 15). *TikTok MagicalStoriesShop*.

Retrieved February 27, 2024, from

<https://www.TikTok.com/@magicalstoriesshop/video/7322369514681699586>

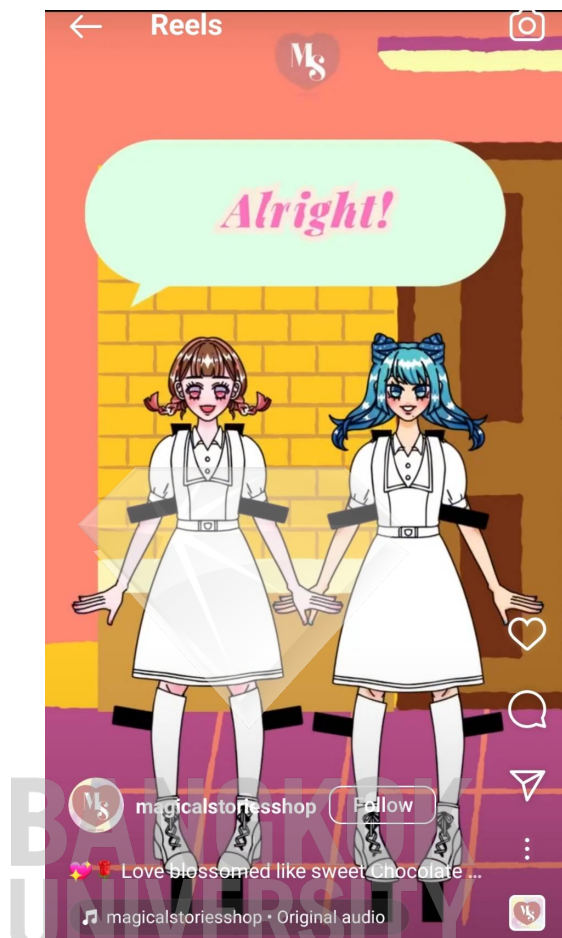
4.1.6 Storytelling content

Figure 4.16: Example Promotional content on Instagram post



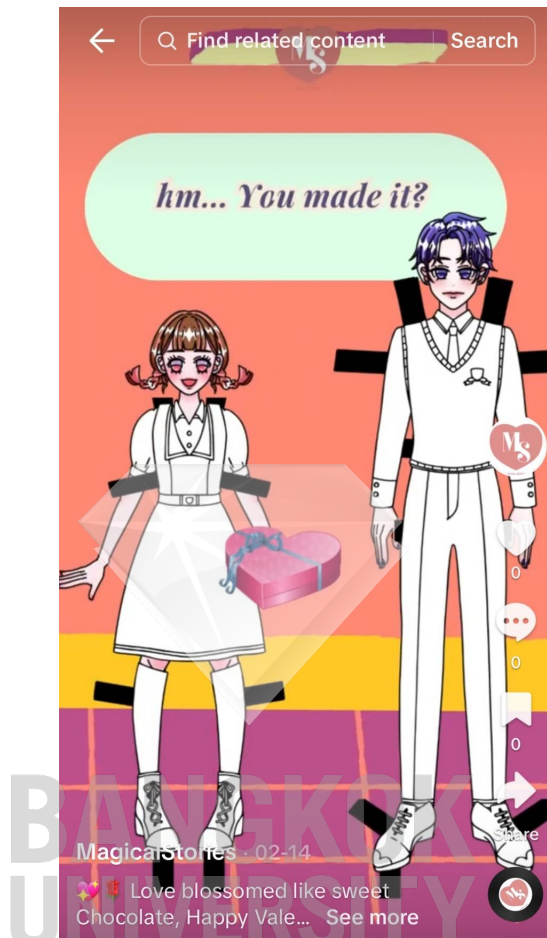
Source: Instagram MagicalStoriesShop. (2024, February 14). *Instagram* MagicalStoriesShop. Retrieved February 27, 2024, from <https://www.instagram.com/p/C3TbxOsrOdV/>

Figure 4.17: Example Promotional content on Instagram Reels



Source: Instagram MagicalStoriesShop. (2024, February 14). *Instagram MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.instagram.com/p/C3Tb0tdBylR/>

Figure 4.18: Example promotional content on TikTok



Source: TikTok MagicalStoriesShop. (2024, February 14). *TikTok MagicalStoriesShop*. Retrieved February 27, 2024, from <https://www.TikTok.com/@magicalstoriesshop/video/7331992919278210305>

4.2 Content formats effectiveness on Instagram and TikTok platforms, which affect the target audience on Magical Stories.

In order to collect data on the target audience demographic, including gender and age, content posted on the Instagram platform, it must achieve a minimum reach of 100 impressions, or it will be marked as N.A., aka not available. This target audience data threshold is used to investigate trends, preferences, patterns, and insight within each content type for the target audience. The content with the asterisk (*) on the date means that it has been boosted for 5 days in both of platforms.

Table 4.2: Target audience on tutorial content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55-64	65+
28 Nov	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	41.10%	58.90%	52.80%	24.90%	7.30%	3.40%	11.60%	N.A.
21 Dec*	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	69.20%	30.80%	53.70%	22.30%	8.50%	5.80%	2.80%	7.20%
	TikTok	57.90%	42.10%	34%	31.20%	14.30%	6.80%	14.00%	N.A.
6 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	68%	32%	58%	24%	5%	4%	9%	N.A.
27 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	75%	25%	61%	23%	7%	4%	5%	N.A.

(Continued)

Table 4.2 (Continued): Target audience on tutorial content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55-64	65+
14 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	69.20%	30.80%	53.70%	22.30%	8.50%	5.80%	2.80%	7.20%
	TikTok	66%	34%	60%	23%	11%	3%	3%	N.A.
8 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	69.20%	30.80%	53.70%	22.30%	8.50%	5.80%	2.80%	7.20%
	TikTok	72%	28%	61%	21%	8%	5%	5%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	69.20%	30.80%	53.70%	22.30%	8.50%	5.80%	2.80%	7.20%
	TikTok	63.33%	36.67%	54.47%	24.52%	8.77%	4.37%	7.93%	N.A.

Table 4.3: Target audience on collaborations content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
9 Dec	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	62.10%	37.90%	39.50%	39.50%	10.50%	7%	3.50%	N.A.
31 Jan*	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	67.60%	32.40%	38.40%	37.30%	15.50%	4.60%	1.90%	2.30%
	TikTok	57%	43%	32%	36%	12%	9%	11%	N.A.
18 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	71%	29%	63%	21%	5%	6%	5%	N.A.
20 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	87%	13%	74%	17%	3%	2%	4%	N.A.
5 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	77%	23%	71%	20%	4%	3%	2%	N.A.
18 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	75%	25%	64.30%	28.50%	6%	1.20%	N.A.	N.A.
	TikTok	82%	17%	71%	13%	2%	3%	11%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	71.30%	28.70%	51.35%	32.90%	10.75%	2.90%	1.90%	2.30%
	TikTok	72.68%	27.15%	58.42%	24.42%	6.08%	5.00%	6.08%	N.A.

Table 4.4: Target audience on product showoff content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55-64	65+
7 Jan	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	30.90%	69.10%	66.90%	17.70%	7.70%	1.50%	6.20%	N.A.
25 Jan	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	40.20%	59.80%	58.50%	24.40%	9.80%	2.40%	4.90%	N.A.
6 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	72%	28%	59%	22%	8%	4%	7%	N.A.
23 March*	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	81.10%	18.90%	31.30%	39.30%	19.60%	6.70%	2.10%	1%
	TikTok	49.20%	50.80%	58.80%	19.60%	7.80%	2%	11.80%	N.A.
12 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	68.40%	31.60%	51.30%	34.20%	8%	2.60%	1.30%	2.60%
	TikTok	70%	30%	68%	18%	5%	3%	6%	N.A.
22 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	70%	30%	61%	31%	3%	3%	2%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	74.75%	25.25%	41.30%	36.75%	13.80%	4.65%	1.70%	1.80%
	TikTok	55.38%	44.62%	62.03%	22.12%	6.88%	2.65%	6.32%	N.A.

Table 4.5: Target audience on freebies announcements content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
17 Dec	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	68.20%	31.80%	69.60%	18.80%	4.40%	2.90%	4.30%	N.A.
10 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	64.70%	35.30%	60.70%	32.10%	3.60%	N.A.	3.60%	N.A.
1 March*	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	90.60%	9.40%	41.90%	36.60%	13.20%	7.20%	2.50%	1.50%
	TikTok	58%	43%	45%	30%	13%	6%	6%	N.A.
26 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	86%	14%	78%	14%	2%	3%	3%	N.A.
10 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	15%	85%	71%	15%	5%	4%	5%	N.A.
20 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	82%	18%	69%	15%	6%	3%	7%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	90.60%	9.40%	41.90%	36.60%	13.20%	7.20%	2.50%	1.50%
	TikTok	62.32%	37.85%	65.55%	20.82%	5.67%	3.78%	4.82%	N.A.

Table 4.6: Target audience on promotional content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
1 Dec*	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.70%	7.30%	22.70%	43.40%	22.70%	13.60%	2.30%	1.40%
	TikTok	36%	64%	43%	18%	9%	6%	24%	N.A.
15 Jan	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	48.40%	51.60%	63.10%	19.40%	7.80%	2.90%	6.80%	N.A.
22 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	74%	26%	72%	15%	7%	3%	3%	N.A.
17 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	81%	19%	69%	17%	7%	2%	5%	N.A.
2 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	57%	43%	73%	14%	5%	4%	4%	N.A.
16 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	75%	25%	64%	18%	9%	4%	5%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.70%	7.30%	22.70%	43.40%	22.70%	13.60%	2.30%	1.40%
	TikTok	61.90%	38.10%	64.02%	16.90%	7.47%	3.65%	7.97%	N.A.

Table 4.7: Target audience on storytelling content

Date	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
17 Nov	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	63%	37%	58%	25%	8%	2%	7%	N.A.
21 Jan	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	42%	58%	35%	35%	19%	7%	4%	N.A.
14 Feb	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	52%	48%	74%	20%	3%	N.A.	2%	N.A.
11 March	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	67%	33%	34%	35%	14%	6%	11%	N.A.
29 March *	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.40%	7.60%	29.20%	38.40%	18.70%	8.80%	3.40%	1.70%
	TikTok	39.10%	60.90%	71.80%	10.30%	10.20%	2.60%	5.10%	N.A.
14 April	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	TikTok	69%	31%	56%	22%	11%	5%	6%	N.A.
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.40%	7.60%	29.20%	38.40%	18.70%	8.80%	3.40%	1.70%
	TikTok	55.35%	44.65%	54.80%	24.55%	10.87%	4.52%	5.85%	N.A.

Table 4.8: Average target audience six content types

Content Types	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
Tutorial content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	69.20%	30.80%	53.70%	22.30%	8.50%	5.80%	2.80%	7.20%
	TikTok	63.33%	36.67%	54.47%	24.52%	8.77%	4.37%	7.93%	N.A.
	Summary	132.53%	67.47%	108.17%	46.82%	17.27%	10.17%	10.73%	7.20%
Collaboration content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	71.30%	28.70%	51.35%	32.90%	10.75%	2.90%	1.90%	2.30%
	TikTok	72.68%	27.15%	58.42%	24.42%	6.08%	5.00%	6.08%	N.A.
	Summary	143.98%	55.85%	109.77%	57.32%	16.83%	7.90%	7.98%	2.30%
Product Showoff content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	74.75%	25.25%	41.30%	36.75%	13.80%	4.65%	1.70%	1.80%
	TikTok	55.38%	44.62%	62.03%	22.12%	6.88%	2.65%	6.32%	N.A.
	Summary	130.13%	69.87%	103.33%	58.87%	20.68%	7.30%	8.02%	1.80%
Freebies announcement content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	90.60%	9.40%	41.90%	36.60%	13.20%	7.20%	2.50%	1.50%
	TikTok	62.32%	37.85%	65.55%	20.82%	5.67%	3.78%	4.82%	N.A.
	Summary	152.92%	47.25%	107.45%	57.42%	18.87%	10.98%	7.32%	1.50%
Promotional content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.70%	7.30%	22.70%	43.40%	22.70%	13.60%	2.30%	1.40%
	TikTok	61.90%	38.10%	64.02%	16.90%	7.47%	3.65%	7.97%	N.A.
	Summary	154.60%	45.40%	86.72%	60.30%	30.17%	17.25%	10.27%	1.40%

(Continued)

Table 4.8 (Continued): Average target audience six content types

Content Types	Platform	Female	Male	18-24	25-34	35-44	45-54	55+	65+
Storytelling content	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	92.40%	7.60%	29.20%	38.40%	18.70%	8.80%	3.40%	1.70%
	TikTok	55.35%	44.65%	54.80%	24.55%	10.87%	4.52%	5.85%	N.A.
	Summary	147.75%	52.25%	84.00%	62.95%	29.57%	13.32%	9.25%	1.70%
Average	IG Post	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	IG Reels	81.83%	18.18%	40.03%	35.06%	14.61%	7.16%	2.43%	2.65%
	TikTok	61.83%	38.17%	59.88%	22.22%	7.62%	4.00%	6.50%	N.A.

As shown in Table 4.8 at the average part, which is the overall target audience of Magical Stories without dividing them into content types, the female percentage is higher than the male audience on both Instagram and TikTok platforms, with the age group of 18-24 getting the highest audience of 40.3% and 59.88%, followed by the age groups of 25-34 and 35-44. Interestingly, the percentage age group of 55+ from the TikTok platform is slightly higher than the age group of 45-54. Whereas on the Instagram platforms, the percentage of the age groups is decreasing accordingly, from youngster to senior. It is also remarkable that the Instagram posts in every content type are marked as N.A., or the data is not available, while Instagram reels need to be boosted in order to receive a sufficient amount of data to be analyzed for the target audience.

Looking through the data on content-based age group preferences. The data shows that different age groups have diverse tastes in content types. Start with the youngest ages group of 18-24, this group shows a strong preference for collaboration content. For the 25-34 age group, storytelling content takes center stage. Promotional content resonates most with viewers between 35-44 and 45-54 years old. Finally, the age group of the elderly, 55 and older, prefers tutorial content.

4.3 Content formats effectiveness on Instagram and TikTok platform which affect to reach on Magical Stories.

Reach is a unique number of individuals who have seen the content. It is critical to understand reach, as its number can estimate the potential size of the audience and imprecise brand awareness. By tracking the reach across various types of content including tutorial content, collaboration content, product showoff content, freebie announcement content, promotional content, and storytelling content. Magical Stories can empirically identify the kind of content that resonates most effectively with their target audience from the reach data. Same as the target audience table, the content with the asterisk (*) on the date means that it has been boosted for 5 days in both of platforms.

Table 4.9: Reach on tutorial content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
28 Nov	16	17	253
21 Dec*	22	4,636	10,600
6 Feb	8	3	122
27 Feb	5	4	534
14 March	6	50	340
8 April	11	11	473
Average	11	787	2,054

Table 4.10: Reach on collaboration content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
9 Dec	16	23	108
31 Jan*	5	515	11,100
18 Feb	44	3	136
20 March	7	34	493
5 April	13	12	186
18 April	8	116	215
Average	16	117	2040

Table 4.11: Reach on product showoff content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
7 Jan	16	1	153
25 Jan	7	1	125
6 March	4	4	177
23 March*	51	653	7,900
12 April	5	110	519
22 April	3	1	118
Average	14	128	1499

Table 4.12: Reach on freebies announcements content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
17 Dec	22	25	73
10 Feb	9	3	45
1 March*	7	611	11,400
26 March	11	22	170
10 April	10	9	556
20 April	8	N.A.	148
Average	11	134	2,065

Table 4.13: Reach on promotional content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
1 Dec*	19	2,913	18,700
15 Jan	7	4	104
22 Feb	9	4	384
17 March	12	72	262
2 April	10	7	489
16 April	7	2	181
Average	11	500	3,353

Table 4.14: Reach on storytelling content

Date of post	Instagram		TikTok Reach
	Post reach	Reels reach	
17 Nov	14	10	557
21 Jan	6	6	154
14 Feb	3	2	141
11 March	4	17	506
29 March*	20	3,450	11,400
14 April	13	N.A.	160
Average	10	697	2,153

Table 4.15: Average reach of six content types

Types of content	Instagram		TikTok Reach	Sum
	Post reach	Reels reach		
Tutorial content	11	787	2,054	2,852
Collaborations content	16	117	2040	2,172
Product Showoff content	14	128	1,499	1,641
Freebies announcement content	11	134	2065	2,210
Promotional content	11	500	3,353	3,864
Storytelling content	10	697	2,153	2,860

According to the average reach of the six types of content, it can be clearly seen that the reach of TikTok is far superior than both posts and reels on Instagram combined. Looking at the sum reach of both platforms, it can be concluded that Promotional content achieved the highest reach, totaling 3,864, closely followed by storytelling and tutorial content, which received nearly equal reach. After with freebies announcement and collaboration content. Finally, the content that received the lowest reach is product showoff content.

Remarkable, looking at the post reach and reel reach of Instagram from the previous table (4.9-4.14), without the ad boost in normal circumstances, most of the

posts and reels on Instagram are not that different, with the posts seeming to slightly gain more reach than the reels.

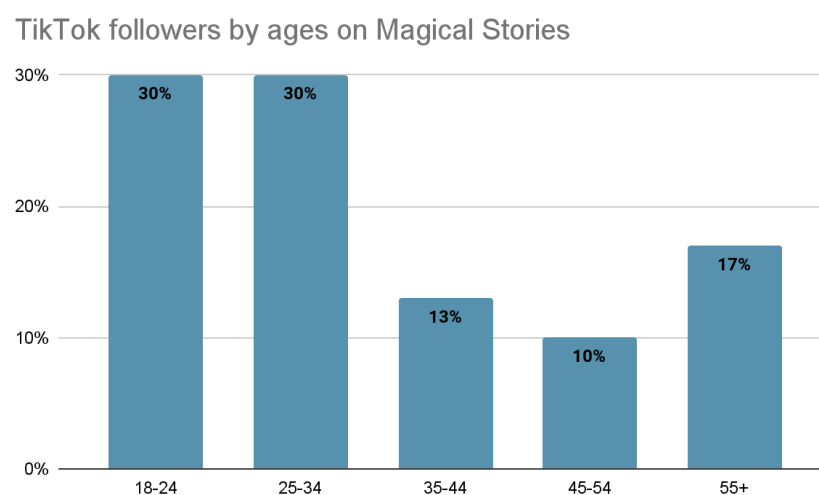
4.4 Followers on Magical Stories

On TikTok platforms, the followers accumulated from November 2023 to April 2024 are 828. The TikTok analytics page can examine the followers, as shown in the figure below:

Figure 4.19: TikTok followers by gender on Magical Stories



Figure 4.20: TikTok followers by ages on Magical Stories



From the 2 figures above, it can be seen that the followers of Magical Stories on TikTok by gender, males, are twice as many as females by 68:32 while the column Figure 4.20, TikTok followers by age on Magical Stories, demonstrates that the main age group that follows the Magical Stories with the highest percent of 30% is between 18-24 and 25-34 which typically are young adults. Notably, the oldest age group closely follows the youngest group, comprising 17%. Lastly, the percentages for the age ranges of 34-44 and 45-55 are 13% and 10% correspondingly.

Unfortunately, within 6 months, with over 36 diverse contents and 72 artworks on Instagram posts and reels, the outcome was a gain of merely 37 new followers. With these low results, the sample size was insufficient to do any insightful analysis.

CHAPTER 5

DISCUSSION

This independent study is a quantitative research study about the content formats on Instagram and TikTok platforms that effect on target audience, reach, and followers on Magical Stories. As Magical Stories is a very new art brand in the business, so it is essential to understand the audience that has potential and is interested. In the initial stages of a business, it is imperative to have a thorough understanding of the target audience and establish awareness. A total of six types of content insight data were collected between November 2023 and April 2024, including tutorials, collaboration, product showoff, freebie announcements, storytelling, and promotional content. In total, 36 pieces of content across 72 different formats were analyzed. The topics in this chapter are as follows:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Practical Contribution
- 5.4 Suggestions for future

5.1 Conclusion

As stated in Chapter 4, an examination of all the listed data in each Table and Figure reveals that TikTok is a better choice of social media platform to gain more reach and followers than Instagram. The analysis of the target audience insight for each content on both platforms indicates that the primary audience for Magical Stories consists of females aged between 18-24, followed by 25-34, then slumping to 35-44, 55+, and lastly, the lowest reached group of 45-54. The content that gains the most reach is promotional content, whereas the content that has the lowest reach is product showoff content. However, each group of the target audience has different preferences, as shown by the summarized percentage in Table 4.8.

The content-based age group preferences data shows the insight that could enhance user-centric personalized content. The age groups of 18-24 and 25-34 are interested in collaboration and storytelling content. These two contents require the most creative way to generate each content which usually are compelling and

emotionally engaging that can capture their attention. The groups 35-44 and 45-54 favored promotional content the most, highlighting the new product launch, trendy content, and showing the product benefits clearly and directly can attract and retain their attention. Those 55 and older, they prefer tutorial content. Providing how-to guides and tips on the products can let them create an understanding more on the younger generation's preferences. Creating personalized content for each segment is also an important strategy to enhance successful marketing, as this can improve the overall user experience, which may lead to positive engagement, increase satisfaction and gain advocacy.

As stated in sections 4.4 and above, it is easier to obtain followers on TikTok compared to Instagram, with a twenty-fold difference. Even the reach data has revealed that the main target that is most reached is female, however, the data also reveals that the majority of followers are men rather than women. It is hypothesized that men who become followers of Magical Stories may have been influenced by fathers or grandfathers, who sought to participate in their daughters' or granddaughters' hobbies and interests, or they are interested in Magical Stories as it can be a potential gift option for the young girls. The account from this group may also be played by their granddaughter or daughter, whose ages are below 13, who still do not have their own phone or TikTok account. It is also possible that this group has an interest in this kind of art, or perhaps males are more likely to engage with or follow the account compared to females, as evidenced by the data indicating a higher reach among females. These hypotheses need to be examined more in the future. Interestingly, looking through that target audience insight into reach and followers, it can be seen that both of these groups share the same age range, the only difference is the gender.

Although the primary target audience of Magical Stories that have been recorded by collecting data on both TikTok and Instagram is the younger generation, somehow there is a slight distinction. TikTok primarily attracts an audience between the ages of 18-34, The experiment also revealed that audiences aged 45-54 and 35-44 were lower than anticipated, while the senior generation of 55+ has been more active on TikTok platforms. Meanwhile, Instagram appeals to have a slightly broader range

of users, nevertheless, it is decreasing according to the age from the younger generation to the older generation.

Looking at the ages of the target audience, it is expected that the majority of individuals fall within the younger age group, with a significant proportion of them being between the age group of 18-34 which is consistent with the data of most users using social media platforms like Instagram and TikTok among the younger generation, as mentioned in Chapter 1. Additional factors such as cute and colorful content have the potential to attract more younger generations, and it is possible that the young group of adults are more likely to engage with the artistic content, which could be seen as a form of self-expression or stress relief.

As for the age group of 45-54 which is the lowest percentage of the audience among other groups, it is possible that these age groups have different interests, and that the algorithm from each platform has already considered that these groups of people may not suit or not be interested in the content from Magical Stories. Moreover, these established adult groups are in their mid-career or in the professional stage, so they may focus more on content that has actual benefits for them, for example, in terms of self-improvement content, career advice, family responsibilities, or household aspects.

Curiously, the unexpected data from the age group of 55+ on TikTok, shows that their percentages quite match or are even higher than the 45-54 age groups. It is possible that due to the elderly population that is increasing and, with more free time, they are trying to adapt and connect with their grandchildren, the younger generation, by using platforms such as TikTok that are loved by Generation Z or maybe that the grandparent's TikTok accounts are shared or using by their grandchildren. Another hypothesis is that the elderly population may be seeking a gift or what their grandchildren would like.

In summary, promotional content that highlights new book arrivals and aligns with current trends is the most preferred. Therefore, it is advisable to generate more of such content in the future. For the target audience by age, the group of people that are interested in Magical Stories are Generation Z and Baby Boomers, which, in order to make the content suit along well with this group, from Chapter 2.4, Target Audience,

research has indicated that Generation Z places a high value on genuine interactions, or known as 'realness', while Baby Boomers have a particular fondness soft spot for family-oriented experiences. To effectively engage Gen Z, the content should be designed to encourage their active participation, while content targeting Baby Boomers should focus on conveying messages related to family, such as “the perfect gift for your grandchild.” Additionally, it would be beneficial to increase the font size of the content text for their poor vision, or alternatively, a voiceover could be considered to improve accessibility. Lastly, from all the data that has been gathered, TikTok is the platform that should be prioritized, as it can gain more reach, awareness, and engagement.

5.2 Discussion

Although ads are not considered essential in this study as their purpose is to target a larger group of audience, however, allocating equal amounts of funds, specifically 100 baht per day, for a duration of 5 days on both platforms can generate significant data. According to Chapter 4, which includes a table summarizing the data, some of the information contained in the table are marked with an asterisk (*), indicating that those specific data are advertised content. Table 5.1 below presents a focused compilation of these boosted elements from Chapter 4.

Table 5.1: Boosted Contents on Instagram and TikTok

Types of content	Instagram			TikTok	
	Post reach	Reels reach	Engage	Reach	Engage
Tutorial content	22	4,636	12	10,600	296

(Continued)

Table 5.1 (Continued): Boosted Contents on Instagram and TikTok

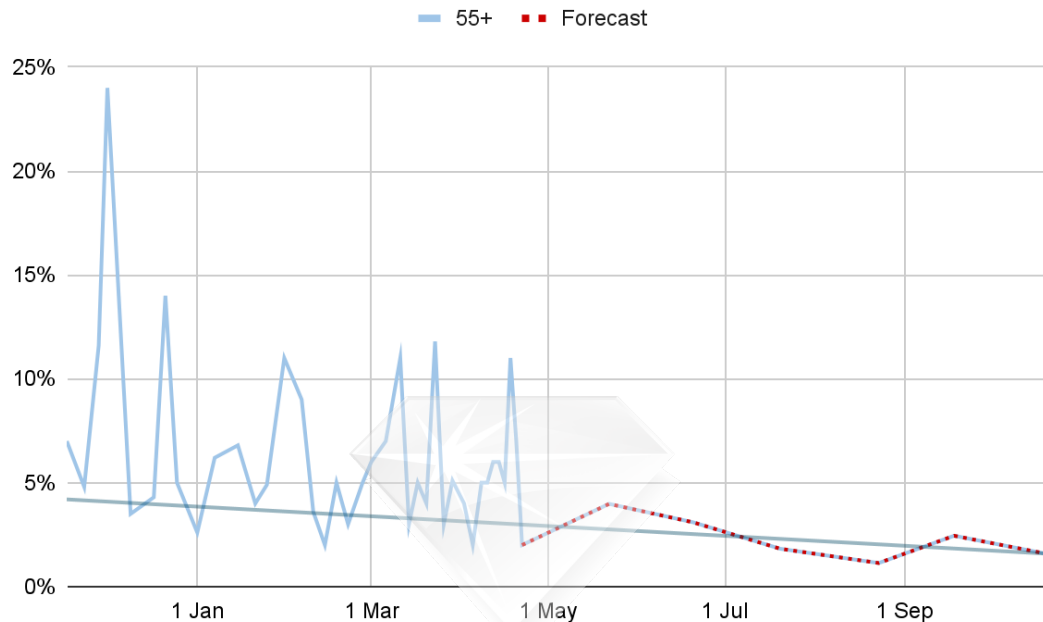
Types of content	Instagram			TikTok	
	Post reach	Reels reach	Engage	Reach	Engage
Product Showoff content	51	653	34	7,900	274
Freebies announcement content	7	611	14	11,400	280
Promotional content	19	2,913	16	18,700	6
Storytelling content	20	3,450	34	11,400	289
Average	21	2,130	20	11,850	230

The beyond list shows the reach and engagement of 6 types of content on both platforms that were boosted for 5 days. Engage refers to any actions that occur within this content, whether like, comment, share, or bookmark. With the same amount of funds and length of time during boost ads, yet, the outcome is highly different on each of the platforms, and even on the same platforms, the results are somewhat swung. Just looking through the table, it is obvious that boosting ads on TikTok is far more effective than boosting on Instagram, which is listed as an overwhelming favorite social media in Figure 1.7 from Chapter 1. The same as for engagement, TikTok received higher engagement than Instagram more than ten times. However, some contradictory data occurs in this table. For instance, the reach of promotional content on TikTok is way higher than any other content, up to 7,000 reaches, Nevertheless, the engagement on this particular content has decreased by a single digit of 6, which is even lower than the engagement on Instagram. Looking through the Instagram post

reach, it was found that product showoff content achieved the highest reach of 51, whereas collaboration content received the lowest reach of only 5, which is the lowest of them all. The tutorial content on Instagram Reel achieved the highest reach, approximately eight times greater than the reach of collaboration content, which only reached 515 viewers. To conclude, the boosted ad content on Instagram, tutorial content, and storytelling content has the highest potential, while on TikTok, promotional content has the highest potential in terms of reach, and for engagement, freebie announcements and storytelling content have the highest potential

To conclude, based on the data that has been gathered for 6 months, this study believes that TikTok is a platform that is on trend nowadays, with a target audience that shifts from only focusing on the young generation to becoming a more diverse platform that shares some space with other generations, such as the babyboomers. The reasons behind this trend could be multifaceted, for example, the rising trend of an aging society. As the global population ages and has increasingly more elderly individuals, the baby boomer generation, which comprises a significant portion of the population, now has more leisure time due to their retirement to explore new entertainment and social connections.

Figure 5.1: Forecast chart of Babyboomer on TikTok in 6 months on Magical Stories



However, from the above charts, using previous data from Chapter 4 and a linear function to create a forecast chart of baby boomers on TikTok, Magical Stories in 6 months further, it is estimated that the percentage of the target population ages 55+ seems to be decreasing gradually. The temporary drip could be from various reasons, for example, the periodic nature of social media trends or the change in content preferences of this age group.

From all of the tables that have been demonstrated, it shows the rapid change at which global trends are evolving. People change their interests, behaviors, and always adapt all the time. Because of people's changes, the algorithms across various social media platforms also change as rise and fall in popularity. There is no guarantee that the strategy that is accomplished today will be the same in the future. In the future, it is possible that there will be an alternative social media platform that may surpass the current prominence of Instagram or TikTok, therefore, it is essential to monitor the situation closely.

5.3 Practical contributions

As a suggestion for those individuals seeking to create their own brand regarding from the experiment within this study in the creative or art industry, here are some recommendations:

1. In the introduction stages of the business, creating awareness to find the right target audience is the priority. Creating the hypothesis of your own customer is possible in the first stage, yet it is a must to always have the data support to be on the right track, because what you think might not be what it is.
2. Choosing the platform is important, each social media platform has its own segmentation. For example, from the experiment, TikTok is a community for youngsters, young adults, and then across to the elderly, while Instagram is usually having a wide range that focuses more on groups of senior adults age 35-54. Nevertheless, if there is a need to prioritize a single platform, the experiment suggests from Chapter 4, Topic 4.3, Content formats effectiveness on Instagram and TikTok Platforms, which affect to reach on Magical Stories, that launching an awareness content, it shows that the campaign on TikTok is relatively simpler to get more reach compared to Instagram in the arts-creative industry.
3. Additionally, to the second point, the reasons to choose TikTok over Instagram are according to Table 5.1, Boosted Contents on Instagram and TikTok. With the same amount of money, time, and content. TikTok received significantly higher reach and engagement than Instagram.
4. It is good to have motion content, still, do not overlook normal posts. Motion content refers to the content of a short video form, it would be better to have sound and voice-over. As the same as the study results from Chapter 4, the standstill post received more reach than the short video motion content, Reels, in organic. So, if the artist or art-craft content creator has a shortage of time and has to prioritize some kind of content on Instagram, choose stand-still posts first.
5. Every time that money has to be spent on ads or whatever on social media platforms, be sure to save and keep the bill or transition e-slip because the

issue may occur at any time. An example of the issue that happened during this independent study is written in the topic of the ad payment below.

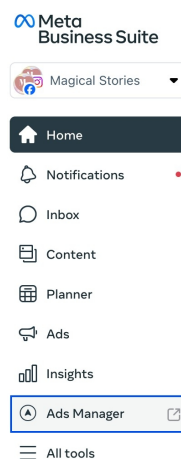
6. Trends always change, do not stick to the same old past. As seen from the experiment, a newbie social media platform like TikTok can unexpectedly rise in popularity, making it impossible to guarantee that another platform won't surpass it in the future. Therefore, it is important to be ready for upcoming changes.

Here are a few minor suggestions for artists or creators looking to begin their own page. Be reminded that art is subjective, and therefore, there will be individuals who have differing opinions on it. What is important is to understand our strengths, know our audience, always develop works, and also follow up with the trends.

There were some issues with the Ads payment during the experiment with running ads on Instagram. This incident occurred while attempting to make payment for advertisements on selected content using a debit card from True Money Wallet. The card was being charged, yet nothing seemed to happen. There is no sign that the content ads were under review or anything. So, if this case ever occurs to someone, contacting support is the only way to let them solve this problem by following the steps below:

1. Open Meta Business Suit, then select Ads Manager

Figure 5.2: Open Meta Business Suit, then select Ads Manager



2. Once open the Ads Manager, the left-hand side menu will be changed. At the bottom of the page, there is a 'bug icon' that indicates 'report the problem.' Locate it and click.

Figure 5.3: Bug icon on the menu



3. After clicking on the bug icon, the "How can we improve?" window will open. This window is just a form to write what people want to improve, but if want to report or want the problem to be solved, click on the "Help Center."

Figure 5.4: Click on the "Help Center."

How can we improve?
Please give us feedback on how we can improve. If you need help solving a specific problem, please visit the [Help Center.](#)

Select a Topic ▼ Select Topic Details ▼

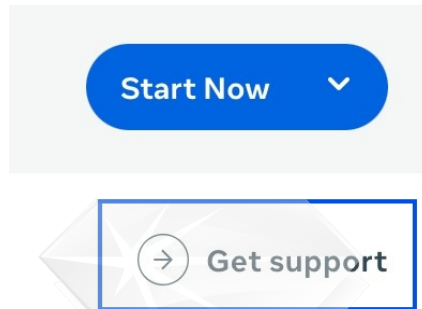
Please include as much info as possible...

📎 Add a screenshot or video (recommended)

Cancel Send Feedback

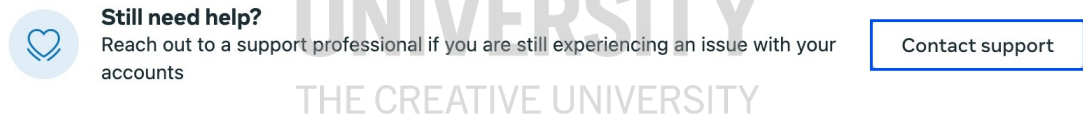
4. When clicking on “Help Center”, another window, Meta Business Help Center, will appear. At the upper right corner, click the gray arrow sign with the word “Get Support.”

Figure 5.5: Click on “Get Support.”



5. Following the action of clicking on “Get Support.” Another tab will appear, at the bottom of the page, there will be a button, “Contact support.” Click on it

Figure 5.6: Click on “Contact support.”



6. The page will reload to become a contact support page. This page is where the issue can be reported. On this page, they will ask about the issue that the complainant has followed with the account that has a problem (whether it is Instagram or Facebook account). And lastly, provide further information to help them investigate the issue, as the figure below

Figure 5.7: The contact support page

Please provide information that will help us investigate

Confirm your email address

We will use this email to contact you about any updates on your request

☐ Attach file ☐ Record screen

Confirm your phone number

+66

Please provide a valid phone number

Average Wait Time: 4 Minutes [Start Chat](#)

From the picture above, the information that also needs to be provided is an email and telephone number, because after this form is sent, first thing first, the support from Meta will contact through Messenger to ask for the primary issue and details. Following this, they will make contact with the complainant once again, requesting additional details and evidence through telephone and email correspondences, respectively.

Within the issue of payment methods, while running ads on Instagram in this study, Meta-support contacted via Messenger and asked for the Instagram handle, Ad account ID, and a screenshot of the Ads page. They also contacted via telephone, asking about the payments in detail, and through email, asking for the payment methods that are used, the picture of the evidence, the transaction number or split bill of purchase, and the first and last four digits of the card that was used for the payment. This issue took about 20 days to be resolved. Meta resolved the issue by refunding the money to the advertising method's funds, ensuring that the refund will be deducted from future ad expenses. The stages took time, but it was better than paying for nothing. If this problem ever occurs, do not panic, but make sure to do it step-by-step and communicate correctly to the Meta team, so that they can fix the right point. Another suggestion, as mentioned before, is to not delete the bills or transactions split before everything goes right, as it is the main evidence for compensation.

5.4 Suggestions for future

At the end of the day, Magical Stories is a creative art page that is newly established. The potential areas that Magical Stories can reach in the future, such as experimenting more with content types other than 6 types of content that have been studied so far, like content that can directly communicate with the audience; polls, quizzes, or even content that lets the audience participate in deciding on creating dress or custom dolls (As from the experiment results, generation Z like to be a part of the community and show off their ideas.) Another interesting area is to experiment with another social media platform, such as X. As social media platforms, in summary, are constantly evolving, demographics and preferences shift over time. Analyzing how the group of people engage with the content on X can help to identify and understand more about the target audience. Moreover, as there are lots of artist communities there, both Thai artists and international artists, interacting with these various groups can increase reach and gain more perspectives on what kind of content can appeal to different audience segments. The analysis phase of the experiment involved a data-gathering period of approximately 6 months for the newly created page. Nevertheless, a thorough comprehension of audience demographics, interests, and content preferences may necessitate a longer duration. Creating content based on the target audience only from social media may not be sufficient, some other matters may need to be analyzed as well, such as comments from Amazon, where the real buyer posts comments such as “My daughter loves this book very much,” which shows the review of who is interested in and buys the products. Ultimately, the key to enhancing Magical Stories lies in comprehending the target demographic. The development of compelling content demands a substantial investment of time and the implementation of multiple data collection strategies, including social media analytics, customer feedback, and direct audience engagement.

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