



Final Client Presentation

By: Kaitlyn Bonk, Sofia Stehr, Andres
Fabris, Emma Bruni



Identifying Media Trends, Outlets, & Contacts

Brand Awareness Through Social Media

- Using social media platforms like Twitter, Instagram, & Facebook.
- Hashtags increase brand awareness, generate visibility for a campaign & help you reach your target audience
- 88% of people aged 18-28 use social media
- Reach local audiences through positive online reviews
- Use social media to advertise to the target audience effectively



Objective



The objectives of our client are as follows.

- First and foremost Aquantuo is looking to increase brand awareness on a local and international level. Internationally they are looking to increase awareness in Ghana, Kenya and Uganda.
- One of the main things our client talked about was getting more people in their target audience aware of what they do. Our client has stated they have not found much success on social media, but if we can fix that it is much easier to reach larger audiences on social media than it is traditionally.
- Overall, the main objectives for our client is to increase brand awareness, and social media presence and engagement.

Audience

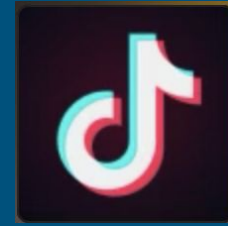


- Mainly females aged, 20 to 25 years old, and small businesses
- Medium income households
- People who use the internet and social media heavily, and are looking for a small business to help them with their larger business.
- Secondary audience
 - Medium to larger sized businesses, who are looking for a logistics company to support their needs.

Strategy

- Inspiring company backstory
 - Utilize “humble beginnings” image in short form videos on TikTok and Instagram Reels to showcase growth
 - Key Messages: affordability, self-funded, continuous expansion, customer service
- some Aquantuo users are diasporic immigrants who want to send things home, maintaining family and relationships.
 - Consistent themes across platform ads or posts should foster familiarity, connectivity, and trust.
- Possible Slogan: “Press send, we got the rest.”

Tactics for Social Media



- TikTok
 - (Seasonal Ad) For Christmas they can create their own “advent calendar” with 25 gift ideas instead of chocolate to send back to their families during the holiday season.
 - (General Ad) Can show the behind the scenes of what goes on after you press send (showing the packages and handled with care)
 - Possible title: A day in the life of an order
- Reach out to influencers (even micro influencers) that you would think would be customers and create a brand deal.
 - Create own version of amazon storefront that influencers can talk about
 - Research influencers who could endorse
- Instagram
 - Can use the same Tiktok strategies and upload to instagram Reels
 - Make Sure no TikTok water mark is in the Reel!
 - Will get more views