

A STYLISH CONTENT AUDIENCE - REQUIRES A KEEN EYE FOR THE RIGHT DEMOGRAPHIC

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A solid concrete plan for marketing success should include identifying your target audience by networking. Refinery29 United Kingdom users get their information from articles on the primary homepage. Users are interested in keeping up with UK lifestyle trends and modern fashion styles. Refinery29 reaches its audience on platforms such as TikTok Instagram, and on its main webpage. The predominant geolocation of Refinery29 users is within the United Kingdom. Refinery29 understands its audience and solves their need for fashion lifestyle content.

I have personally made TikTok videos and in the beginning, I had no clue how to edit videos and how to even record without holding the phone. Through perseverance and the help of other creators I was able to make content. I began producing content that was necessary for an engaged audience.



“THE IMPORTANCE OF IDENTIFYING YOUR TARGET AUDIENCE”

I needed to envision myself as a user persona, and as a way to create content that would be entertaining or informing users that would watch my videos. Before traditionally learning to edit and produce videos on social media platforms. I learned by trial and error while volunteering at the wellness and spirituality center at Humber. I was given the position of social media content creator. I used some of my previous skills and knowledge to help me in my role. I was able to network and work with other media students while volunteering at the wellness center.

Adapting to my role as a volunteer, I gained experience using platforms such as Canva, producing content for Instagram, and writing captivating Instagram captions. There were genuine and authentic people that wanted to share their stories, such as the indigenous representative that came in and did a smoke cleansing ceremony. As a content creator I needed to keep content relatable while also representing SWC and knowing which platforms to distribute these stories to.

