

Maria parts

Student number- 231 1234

Module: Niche Marketing and Social Media

Module code: BMTH4014

Lecturer: Deborah Jenkins

Assignment Title: Social media content – ‘All Aboard’ immersive suite

Visual and video content- Instagram

- Is free and quick for our target to see our posts/reels
- quick transitions with “Swipe Up” links
- Everyone could use it in the world
- Bright colors, strong imagery and a clear call to action





Justification for social media- instagram

- Professional Networking
- Information and Awareness
- Communication and Connectivity
- Target market 18+ university student- getting to the target using instagram

Refernce

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