

## **Online media production media campaign**

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If I had the opportunity to market something, I would market for myself. I would market for myself because I aspire to be extremely successful one day, and marketing appears to be an excellent way to get there. My ambition has always been to make a difference in the world. My college major is communications media and media production, and my dream is to become a director. Movies have changed my life; I want to make films that influence others. Marketing is important because it allows you to maximize your potential and raise awareness.

My ultimate goal in marketing myself is to connect with individuals who are interested in my content and want to see me grow as a person. I want to be a role model and make a difference in the world. I want my viewers to be inspired by my message. Famous people and celebrities have great authority over the public. I want to start marketing myself right away so that people will recognize me when I become a director. To meet my marketing goals, I intend to increase my use of Tik Tok and YouTube. Tik Tok is one of the most popular social media apps, with 1 billion users, and YouTube has 122 million daily users. Tik Tok has a diverse audience. Many of my peers use tik Tok daily.

I am a huge fan of vintage clothing and thrifting. On Tik Tok, I follow a lot of people who share my interests. Fashion has given me the courage to express myself. Wearing clothes that I want to wear rather than clothes that others think I should wear has been crucial in discovering who I am. I want to create content that shows that high-end fashion isn't always the best choice. Society has created the belief that only name brand clothing should be worn. I enjoy thrifting and upcycling clothing. People's mental health can suffer because of their use of social

media. My intention is to post videos about being optimistic and encouraging. During Covid, I started my own YouTube channel and posted weekly vlogs to keep myself entertained while I was quarantined. I really liked being able to post whatever I wanted. Even though I never became famous, I was extremely proud of myself for reaching 130 subscribers. I'm hoping to restart my YouTube channel and give it another shot.

Both social media platforms are regularly active with the techniques I intend to use to market myself. Tik Tok engages an algorithm. Tik Tok's app includes a for you page tab. It suggests videos to you based on your earlier interactions with other videos. The Tik Tok algorithm is research-based, and the more active you are, the better. My plan is to post multiple times per day to increase the likelihood of my videos appearing on people's for you pages. Tik Tok also uses hashtags; influencers will use specific hashtags and sounds, which will become trendy. Using popular hashtags and sounds will increase the number of people who view my profile and give them a reason to follow me. Depending on your video content, I believe it is simple to become popular or go viral on Tok. The algorithms of YouTube and Tik Tok are similar in that the more you post, the more your videos will be suggested to other viewers. YouTube is more professional; popular channels spend a significant amount of time editing videos and making their channel look appealing. Having good titles for your videos, taking part in the YouTube community, customizing thumbnails, and cross promoting your videos are all great ways to build a YouTube following.