

Apply Social Media Advertising Assessment

Introduction

As a company on the forward trend of technology, Apply is ripe with opportunities to spread awareness of its services on social media platforms. Though it should use a mixture of photos and videos in its visual advertising, Apply should focus on creating concise and visually appealing videos to demonstrate its services and convey testimonials, as users around the world spend roughly 23 hours a week viewing online videos (Statista). In particular, Apply should concentrate on Instagram, Facebook, and YouTube (in order of priority) as its key channels for marketing to rising professionals in need of a more effective resume.

Platforms

Following its acquisition in 2012, Instagram has become increasingly intertwined with its purchaser, Facebook, as parent company Meta has created a consistent flow between the two platforms while retaining their signature features. Between the two platforms, Instagram is smaller, with a still-capable two billion active users according to Statista. Nevertheless, for members of Gen Z, Instagram is favored more highly than Facebook and, as a positive in the realm of visual advertising, entirely media-based. Among younger age groups, Facebook is seen primarily as being a social platform for older generations and feels less trendy than its partner platform. As such, it is the most important channel for Apply to pursue in order to reach the eyes of upcoming professionals who are either in college, graduating from it, or already pursuing career opportunities.

On Instagram, video has increasingly become king since the introduction of Reels as a competitor to TikTok. In its advertising suite, Meta allows for ads to be displayed in Reels, Stories, and the general Instagram timeline, making content fit for all three categories the most efficient for drawing in audiences viewing any one section. Each section offers its own benefits, with the homepage being the most visited as the core segment while Stories allow the use of direct links and Reels offer extended video lengths for longer promotions.

However, though portions of its user base may be aging beyond the average of Instagram users, Facebook remains the most used social media platform with nearly three billion active users (Statista). Between its Page functions for businesses, its crossover features from Instagram such as Stories, and its linked usage of the Meta

Ad Suite, Facebook remains a key platform for any business looking to promote themselves. As mentioned, Facebook is integrated with the same advertising tools as Instagram and, as such, ads can be run on both platforms simultaneously without having to adjust them separately for each individual target. Furthermore, Facebook has the same photo and video hosting capabilities as Instagram, with the ability of advertising visual materials to the main timeline, pages, and even its Messenger app.

Finally, when discussing videos of any kind, YouTube is the de facto leader as a platform built entirely around it. Just behind Facebook with over two and a half billion users (Statista), YouTube offers many useful features for advertising that allow promotional materials to appear in specified types of videos with demographic data for the most likely users to engage in your content. In addition, a YouTube channel can serve as a portfolio for all videos made by Apply, broken down by section for FAQs, testimonials, and more.

Target Audience

As previously indicated, Gen Z is both the most likely age group to have need for Apply's resume tools as well as the most engaged age group with social media and visual content in general. Based on these factors, content should be catered not only to platforms but to the characteristics of rising professionals around the collegiate age range. This includes visual materials that are clear, brief, and additive in value to their lives, a distinguishing factor that is necessary for a generation that has grown numb to the volume of advertising presented each day in all sectors of life. Furthermore, Gen Z is the most likely to be drawn to using AI as a resource because of the all-encompassing presence of technology with which they have grown up.

Nevertheless, those within the 30+ age range should not be disregarded. Gallup reported that 44% of employees in 2021 were stressed on a daily basis and job dissatisfaction has led recent movements in the Covid-era such as the Great Resignation. As such, Millennials presently have an increased likelihood of needing resume building assets as they look towards shifting career paths in the present time of high inflation.

Benefits

Instagram, Facebook, and YouTube all offer benefits unique to each platform while sharing underlying features that allow for content fitting for all platforms. Instagram is strongest as the platform on which Gen Z's eyes rest and features a fully-visual focus that makes it perfect for photo and video promotions. Additionally, Instagram Stories allow for direct linking to websites and user pages are capable of featuring Story

Highlights that are fitting for hosting short-form content such as how-to videos or key services.

Meta as a whole provides the benefit of allowing content to be pushed to Facebook and Instagram simultaneously, in addition to providing fine tuning for demographic and geographic ad targeting. As the owner of the most viewed social platforms, Meta is able to ensure some degree of success simply due to the number of eyes engaged in its platforms daily. Facebook benefits from this large user base while offering the use of Pages to create a business portfolio on which all important information can be placed alongside a feed of visual advertisements.

Finally, YouTube is effective as the hub of online video that requires free users to view ads against every video they watch. By allowing businesses to bid for increased traffic and place their videos against content that is most likely to be viewed by their target audience, YouTube offers businesses flexibility for their advertising needs. In addition, YouTube channels are helpful as a visual portfolio for businesses who can organize their content based on its category to make adding value to customers simple.

Cost

All platforms mentioned are flexible with their cost, with increased amounts of investment allowing for greater viewership and click-through rates. Meta advertising allows users to select a daily budget and duration for their campaigns that keeps costs set while offering insight into how many users the ad is likely to reach at each price point. YouTube is similar in its flexibility and cost setting features, though it also opens up cost-per-click bidding for increasing traffic.

Conclusion

Apply can increase awareness of its relevant and trendy services by making full use of all that Instagram, Facebook, and YouTube have to offer. By prioritizing visual promotions and videos in particular, Apply can most effectively reach Gen Z and tune their attention towards a service relevant to the needs of their age group.

Furthermore, this visual advertising can be done with flexibility in its cost without sacrificing the ad targeting tools that both Meta platforms and YouTube offer to its users.