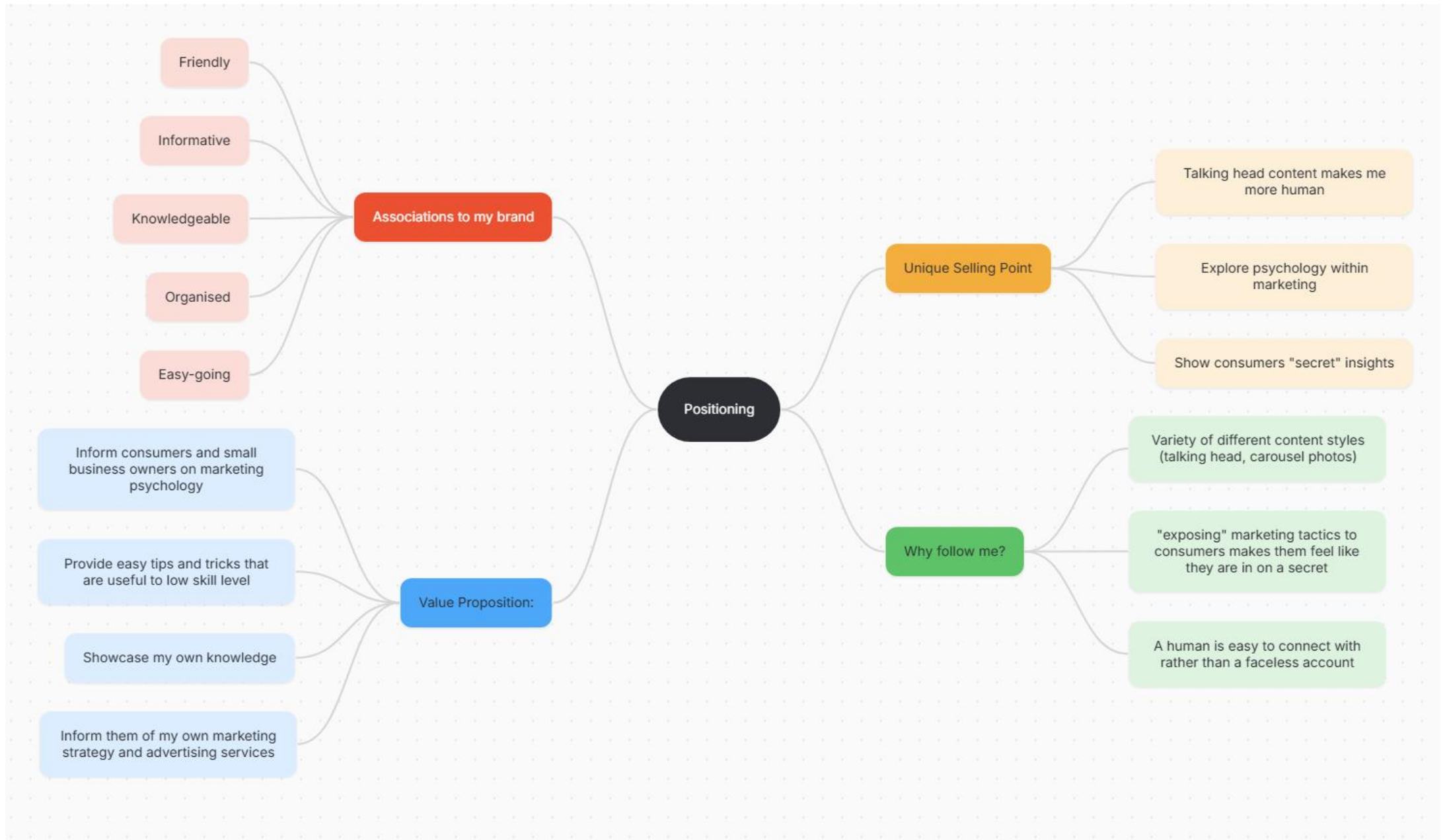


13-Days Social Media Marketing Experiment

Alice Kitson

25/08/2026 – 13/09/2026

Can I use organic TikTok content to build brand awareness and engagement while transitioning an established creator account into a marketing-focused brand?



Buyer Persona (Sam)

Background:

- Owns a small business
- Wants more traction online
- Doesn't have a big budget
- Frugal

Demographics:

- 25-40 years old
- Earns less than 30k/year
- UK based

Technology/Social Media:

- Prefers mobile phones and tablets
- Uses TikTok, Instagram, and Facebook
- Competent at tech

Goals:

- Wants more traction on his business's social media
- Wants to heighten his RIO and conversion rate
- Wants more engagement and traffic on his e-store

Key Metrics already tracked:

- View count
- Engagement

Motivations:

- Wants his business to be successful
- Wants to earn more money
- Wants to be financially able to hire more employees

Challenges they face:

- They only have a surface-level understanding of social media marketing
- They are not aware of the true power of marketing psychology and how to implement it in store or online
- They don't have enough time to do a course or teach themselves deeply, so they turn to social media
- They do not have the finances to hire a full-time social media manager or marketing professional

Skills:

- Resourceful
- Charismatic
- Quick learner
- Can navigate social media well
- Have a basic understanding of analytics
- Committed to his business through all rough patches

How can I help?

- Provide insight into what makes consumers purchase products via psychological marketing strategies
- Explain why specific metrics are more important than others
- Aid in understanding how to get more engagement on social media, connecting them with the correct audiences

Quotes:

- "Why hasn't this got more views?"
- "None of my followers seem to buy from my shop"
- "I feel like I'm doing this wrong"
- "Why can't my business get more online orders"
- "This is tiring"
- "I've tried everything"

Buyer Persona (Jane)

Background:

- Knows someone who owns a small business
- Enjoys learning new things
- Doesn't want to be taken advantage of by marketing

Demographics:

- 18-28 years old
- Average income
- UK based

Technology/Social Media:

- Prefers mobile phones and tablets
- Uses TikTok, Instagram, and Facebook
- Tech savvy and spends time online

Goals:

- Isn't studying marketing or in the industry, but still wants to learn about it casually
- Wants to help friends who do own small businesses

Key Metrics already tracked:

- View count
- Engagement
- Follower count

Motivations:

- Values their friends
- Wants success for others
- Doesn't want to be manipulated themselves
- Wants to learn

Challenges they face:

- They may know of someone who is currently struggling with their marketing strategy and/or online presence
- They want to grow a content creator account but don't know what metrics to track
- They don't have a deep understanding of social media marketing
- They aren't in the industry and don't want to join it

Skills:

- Tech savvy
- Quick learner
- Problem-solver
- Provider for friends and family
- Very personable and helpful to others

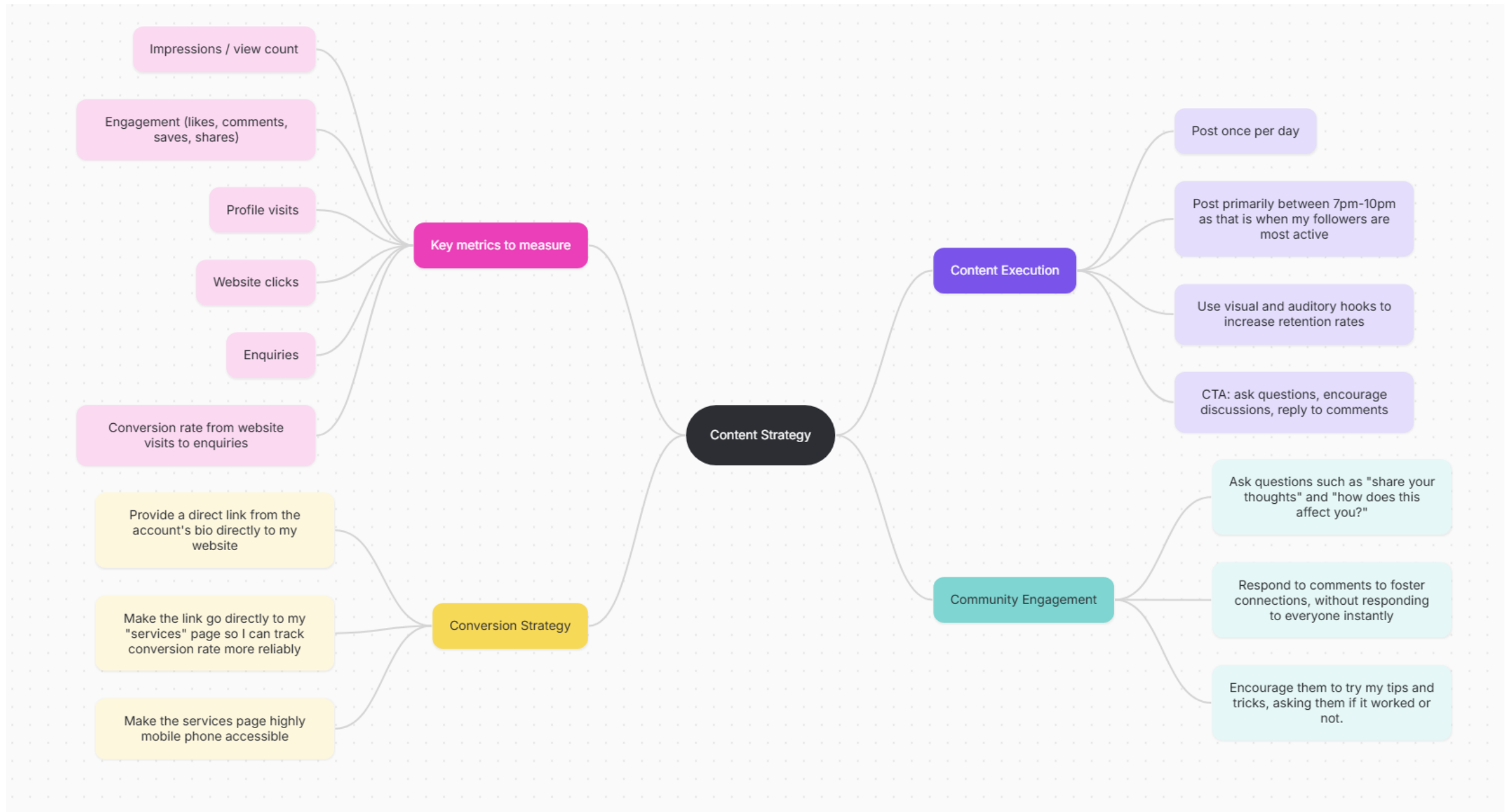
How can I help?

- Create content that is engaging to those who simply want to learn about marketing tactics as the consumer
- Make videos personable and approachable in an easy-to-understand format
- Be present by replying to questions and taking suggestions in the comments

Quotes:

- "My friend's social media could be performing better"
- "I wonder what I could do to get more views?"
- "Do I have a shopping addiction? I keep buying things"
- "Am I being manipulated?"
- "I wish I could help my friend grow their business online"

Content strategy





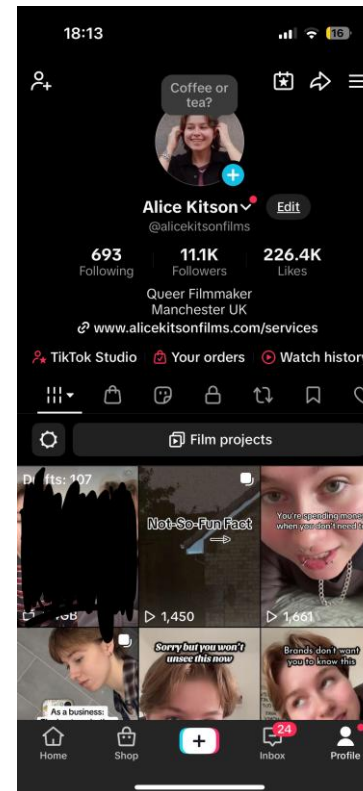
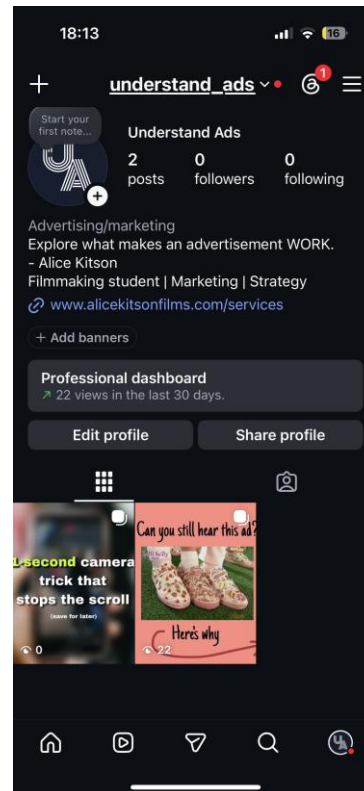
Experiment evolution

Started on Instagram under the account @Understand_ads

- Posted 2 posts over 2 days, both of which got 0 views
- Organic distribution on Instagram is highly difficult with a new account

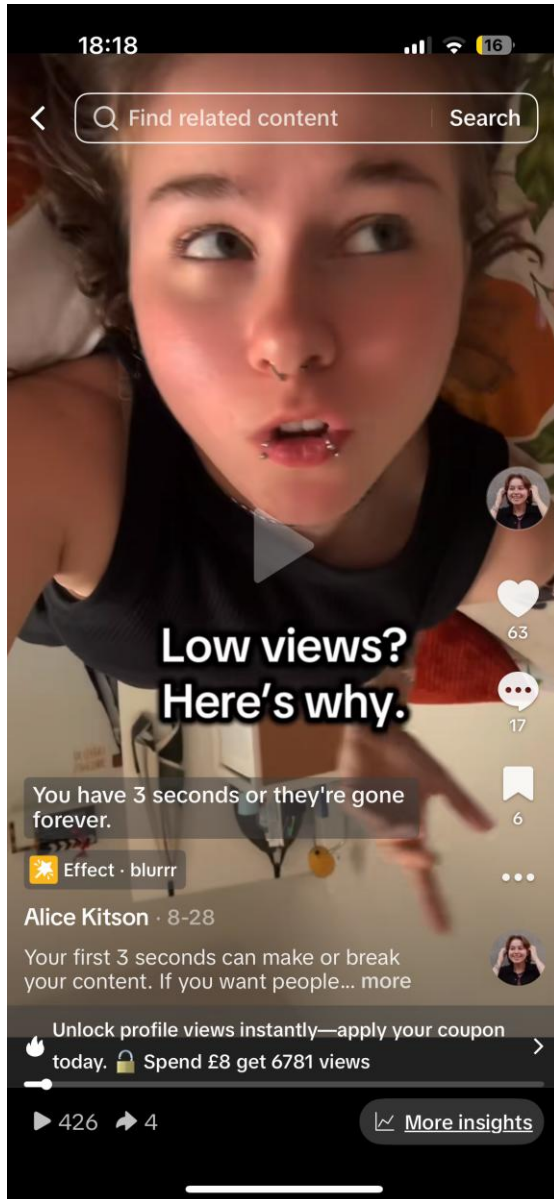
Shifted the experiment over to TikTok under my account @Alicekitsonfilms

- Starts with a higher follower count of 11.1k, meaning I get more initial reach, and I will have meaningful metrics to track
- Incorporates the transition element, the original niche of the account is filmmaking/queer content



(screenshots taken after experiment was concluded)

Content examples

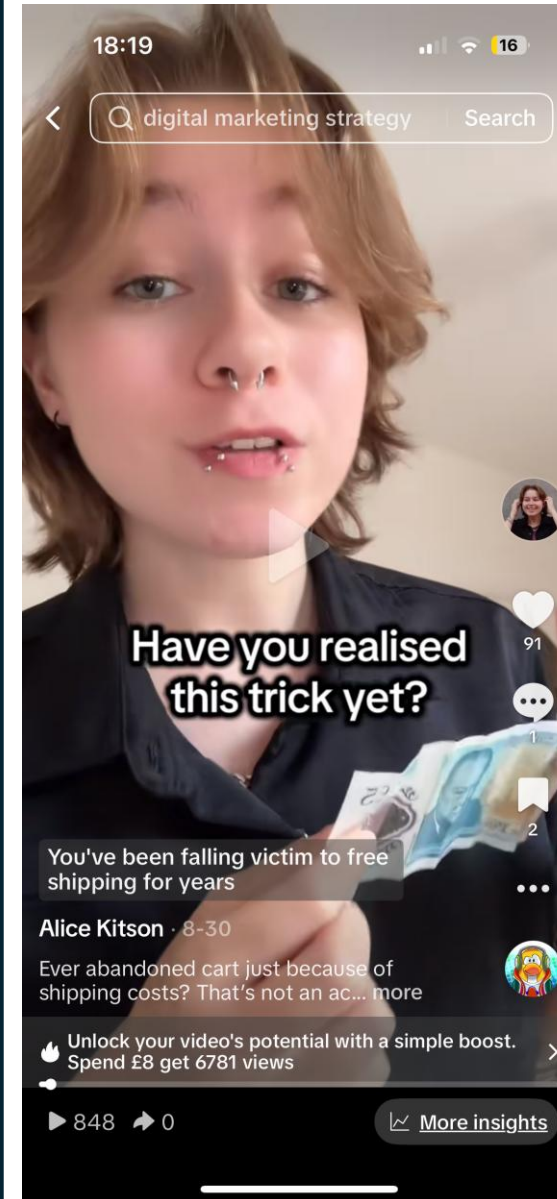


Low vs High value metrics:

- Opened with a visual hook of being upside down
- Text on screen that asks a question
- Continued use of visual hooks throughout the start of the video to retain attention
- Provided 3 easy types of hooks that viewers could try out themselves

Caption:

- Relevant keywords such as “stop scrolling”, “strong hook”, “get more views”, “lighting”, “camera”, and “editing”.
- Provides further details based on the video and lays out 3 principles for a good hook (value, urgency, and stakes)
- Uses relevant hashtags like #contentcreation #socialmediamarketing #contentstrategy #hook #analytics



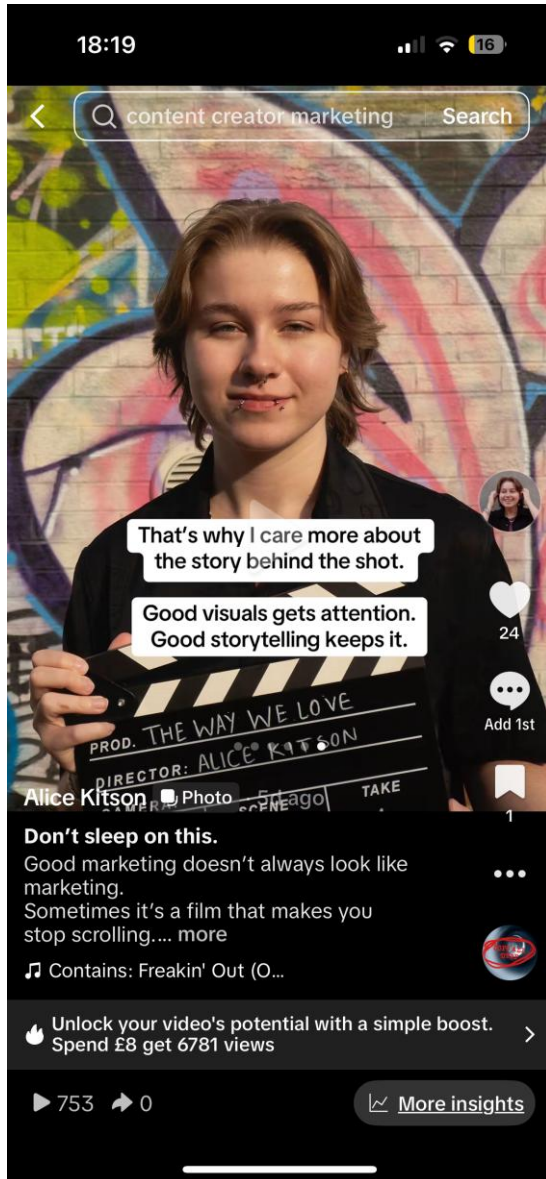
Free Shipping Psychology:

- Opened with a visual hook of pulling a bank note away from the camera towards myself
- Text on screen that asks a question
- Started talking immediately, first line raised the stakes
- Explored and explained the psychology behind why free shipping is more likely to make potential customers complete a purchase

Caption:

- Relevant keywords such as “shipping costs”, marketing psychology”, “price”, “consumer psychology”, “marketing”, “advertising”, and “content strategy”.
- Reiterates what I explain in the video in an easy to read format
- Uses relevant hashtags like #marketingpsychology #marketingstrategy #digitalmarketing #freeshipping #advertising

Content examples

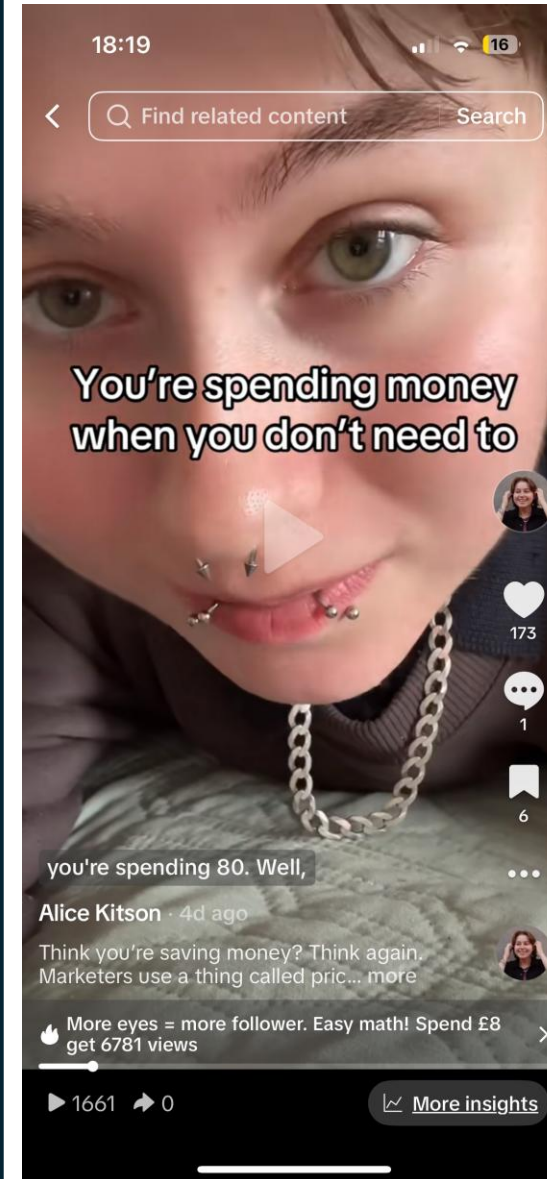


Brand Awareness Content:

- Photo carousel that opens with a photo of myself, followed by images of me working on set with text on each slide.
- Building brand awareness by discussing the importance of storytelling
- Explores my credibility by highlighting my previous work on films

Caption:

- Relevant keywords such as “good marketing”, “brand story”, “video marketing”, and “social media campaign”.
- Provides further details on the importance of brand storytelling and ensuring viewers have a reason to care about a brand
- Uses relevant hashtags like #contentcreation #videomarketing #contentmarketing #filmmaker



Price Anchoring Psychology:

- Visual hook of me speaking very close to the camera
- Discusses why consumers are more likely to buy discounted items that are out of their price range
- Encourages viewers to learn from this information and take it with them

Caption:

- Relevant keywords such as “saving money”, “price anchoring”, and “discount”.
- Explains quickly what price anchoring is and how it impacts decisions made by buyers.
- Uses relevant hashtags like #contentcreation #videomarketing #contentmarketing #filmmaker

Individual Post Performance

Date	Format	Pillar	Goal	Views (at the end of the experiment)	Primary traffic source	Likes (at the end of the experiment)	Comments (at the end of the experiment)	Saves (at the end of the experiment)	Shares (at the end of the experiment)
27/08	video	Awareness, engagement	Transition account	1008	For you page (86.4%)	92	3	3	4
28/08	video	Engagement, teaching	Teach about hooks	426	For you page (64.1%)	63	17	6	4
29/08	video	Teaching, engagement	Teach about vanity metrics	693	For you page (92.3%)	51	0	0	0
30/08	Video	Marketing psychology, engagement	Teach about free shipping manipulation	848	For you page (94.8%)	91	1	2	0
31/08	Photo carousel	Marketing psychology	Teach about scarcity	2174	For you page (97.4%)	134	3	6	1
01/09	video	Social media psychology	Teach about algorithm gambling	392	For you page (83.5%)	71	2	1	0
02/09	Video	Advertising psychology	Brand storytelling and identity	797	For you page (94.1%)	58	1	3	2
03/09	video	Zeigarnik effect	Teaching	519	For you page (89.2%)	50	0	2	0
04/09	Photo carousel	Brand storytelling	Brand awareness	753	For you page (94.9%)	24	0	1	0
05/09	video	Price anchoring psychology	Teaching	1661	For you page (96.9%)	173	1	6	0
06/09	Photo carousel	Give people a reason to care	Teaching	1451	For you page (96.6%)	16	0	0	1

Takeaways:

What performed well?	What performed poorly?
- The posts that got the most views were photo carousel posts. However, their engagement analytics were lower than expected for their view count. - The top performing video was about price anchoring. This is a highly relatable topic as there are often sales where shops use “before” and “after” prices. - Both top performing posts leaned on highly relatable, online shopping experiences.	- The lowest performing post was the final photo carousel that spoke about making sure you give viewers a reason to care - It didn’t use any photographs of myself, making it less personable and human - The hook could have been improved upon by making it into a question rather than a statement

Account Performance

Key metrics 11 days leading up to experiment



Key metrics for duration of the experiment



Key learnings from experiment

The importance of humanisation

- It is easier for consumers to connect with social media marketing content when it is relatable, personable, and human.
- Personality is important for authenticity
- It is easier to scroll past a post that does not have any people in it as it feels generic

New accounts struggle to get off the ground organically

- On Instagram and TikTok, I found that brand new accounts do not get much organic reach. For the purposes of this experiment, it was highly important to get some initial reach.
- This shows how the algorithm learns from your published content and pushes it to the correct audience based on previous data. New accounts do not have this data.

The Importance of keywords in captions

- Keywords boost the post's ability to be read and understood by TikTok's algorithm. Including wide, and niche, keywords helps push the content to the target audience
- Keywords also help with SEO within the social media search tool. When searching for "Marketing Tips" a video that uses that wording in the caption is much more likely to be higher in the search rankings than one that does not.

If I were to continue with this experiment:

I would:

- Experiment with different posting times, as I move to find a new audience
- Ensure not to post content that does not include myself
- Move into posting more content that focuses on brand awareness and markets my own services