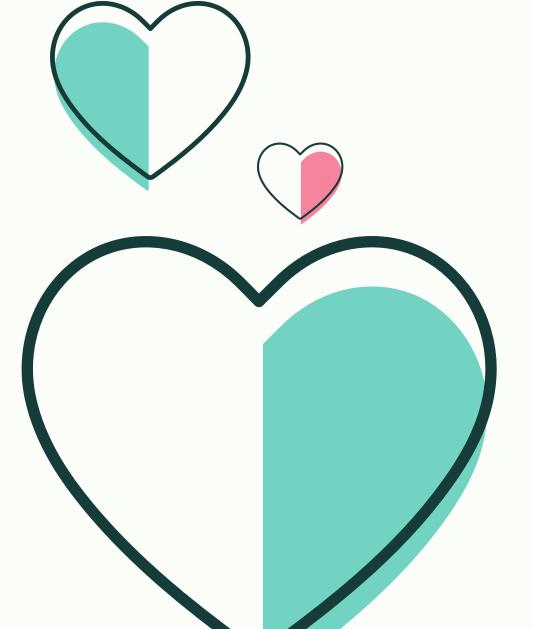
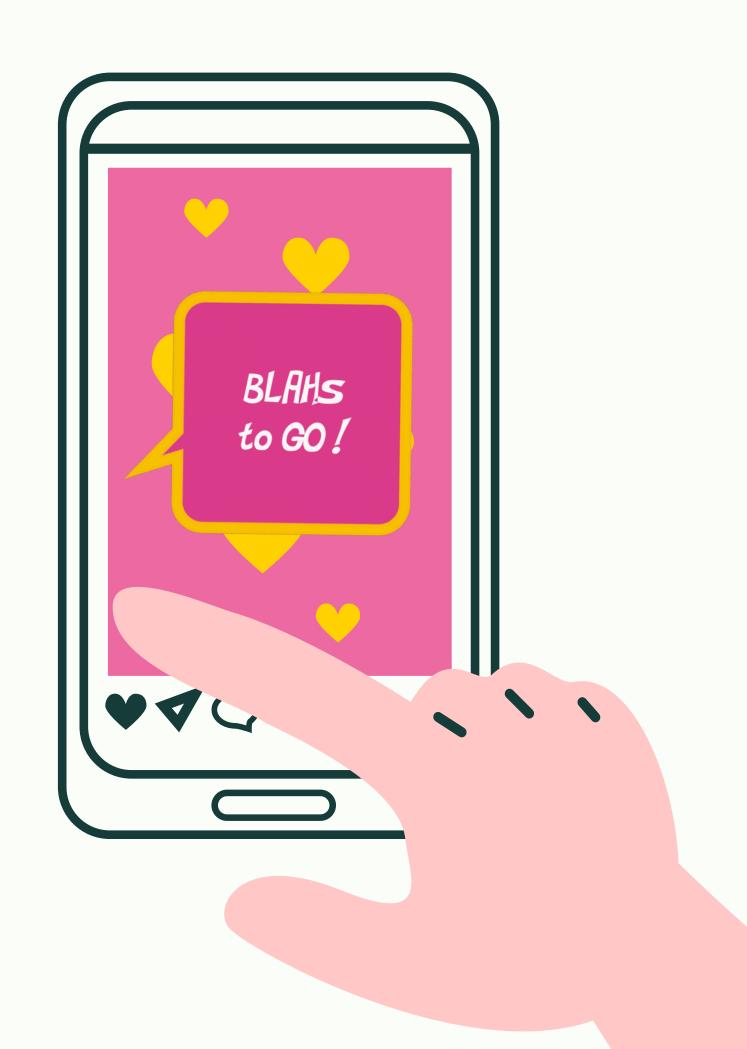
## BLAHS TO GO Modect

By Elias, Lili & Mahita







. Introduction

3. Analysis & insights

2. Tools and platforms used

4. Key takeaways from this class





## GOAL Of tHE Protect

1. Creation
2. Promotion



# MEEt

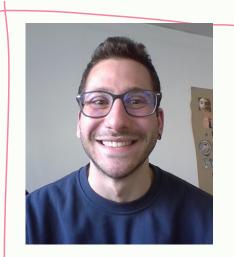


The cofounder who holds it all together. Content producer, camera pro, and voice actress, she brings everything to life with precision, while keeping the team on track with alpha energy.

Lili

The cofounder with a flair for the dramatic, turning wild ideas into content magic. Actor by day, voice talent by night, always adding humor and creativity to the mix.





The cofounder who keeps everything organized and buzzing. The master of Trello and social media, she attracts followers and keeps the conversation flowing effortlessly.



Mahita

Elias

# TOOLS AMD PLAtforms we used to develop the product



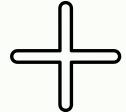






#### **Chat GPT**

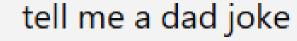
To find the jokes



#### Mid journey

To create pictures according to the jokes

drawing of a funny dad and a barbecue



What's the best way to save your dad jokes? In a dadda-base.





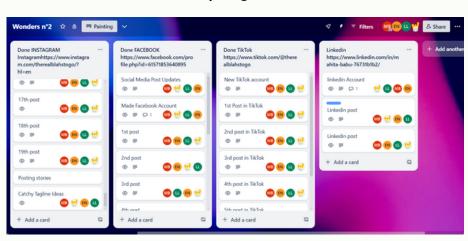
#### Canva

To create the cards



#### <u>Trello</u>

To collaborate and follow our progress



# TOOLS AND PLAtforms we used to promote the product

Meta Meta



- Debut and Main account
- Creation of a community
- #
- Follow spree

#### <u>Tiktok (+ Capcut)</u>

- Trendy videos
- Young audience

#### **Facebook**

- Meta connected app
- "older" audience

#### Whatsapp

- Communication
- Promotion

#### **Linkedin**

Working community



#### **Social media selection**

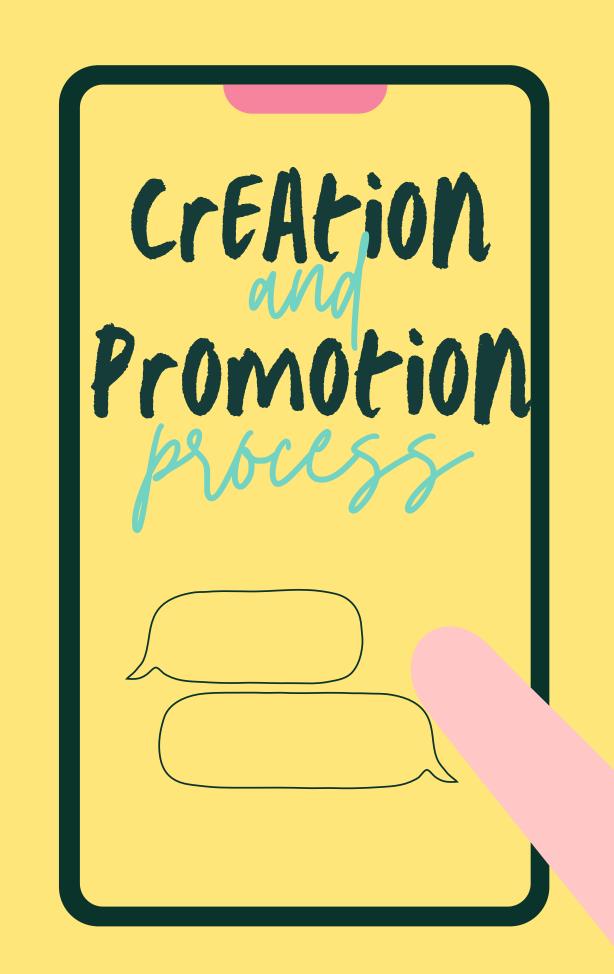
- Instagram & Tiktok = viral
- Facebook & Linkedin = older / professional

#### First step: informational posts



#### **Second step: creative**







## Growth strategies implemented



**Engagement** 

Friends & Family



<u>Trends</u>

Mainly tiktok

https://www.tiktok.com/@therealblahstogo/video/7462671347731172630



Follow relevant accounts

Board game pages Funny pages Joke pages



Trello

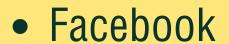
To track our progress

- <u>Instagram</u>
- most attractive
- more viewers
- easy to use





- <u>Tiktok</u>
- major views
- trending
- huge potential



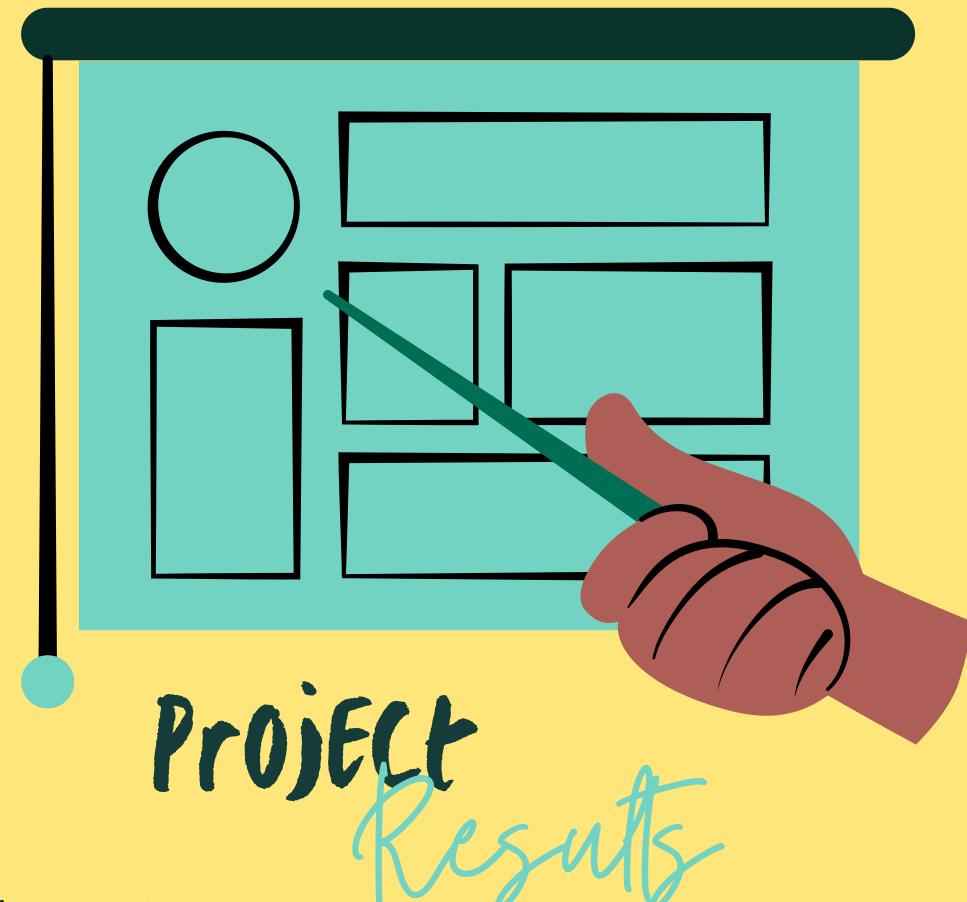
- fewer results
- not really reachable
- complex







- Linkedin
- fewer results
- not a suitable environment
- maybe too professional



### CHALLENGES AND SOLVtions



#### **Engagement & audience growth**

- Challenge: gaining traction
- <u>Solution:</u> follower engagement campaign



#### Platform-specific challenges

- <u>Instagram</u>: saturation of content
- Tiktok: Viral trends change rapidly
- Facebook & Linkedin: lower reach



#### Managing collaboration & workflow

- Challenge: staying on track
- Solution: Trello



## KEY Takeaways

### Guccesses

- Created a unique and fun product from scratch
- Launched and managed several accounts
- Built a community

## Failures

- Underestimated the time
- Not a great performance on some posts
- Instagram
   Growth Strategy
   Backfired

### essons learned

- Patience, good things take time
- The importance of audience engagement
- Effective teamwork >>>



THANK YOU for your time!