

Virtual Film School's Online Presence and Marketing Strategy: A Critical Brand Analysis

Yusra Akhundzadah

July 2023

Virtual Film School's Online Presence and Marketing Strategy: A Critical Brand Analysis

In today's dynamic and interconnected world, the field of marketing is constantly evolving to meet the demands of an ever-changing consumer landscape (Hofman-Kohlmeyer, 2017; Jamil et al., 2021). A brand's marketing strategy, narrative, online elements, and presence play a crucial role in fulfilling business objectives and achieving success in today's highly competitive marketplace (Hofman-Kohlmeyer, 2017; Jamil et al., 2021; Framroze, 2023). Brands must be able to capture their audience's attention but also engage their hearts and minds (Jamil et al., 2021). To gain a comprehensive understanding of the complexities involved in crafting effective marketing strategies, it is essential to analyze the interplay between various factors such as purpose-driven marketing, social media presence, algorithmic branding, generational influences, narrative discourse, brand equity, and campaign elements (Jamil et al., 2021; Framroze, 2023).

A well-crafted marketing strategy provides a roadmap for reaching target audiences, identifying unique selling propositions, and establishing a competitive edge (Jamil et al., 2021; Framroze, 2023). By aligning the brand's narrative with its values, mission, and target audience's aspirations, marketers can create a compelling story that resonates with consumers on an emotional level, fostering brand loyalty and differentiation (Jamil et al., 2021; Framroze, 2023). With the majority of consumers turning to the internet for product research and purchasing decisions, a brand's online presence serves as a critical touchpoint for capturing attention, building trust, and fostering meaningful engagement (Jamil et al., 2021; Framroze, 2023).

To this end, this research paper critically analyzes the success of Virtual Film School across various aspects of its marketing and business strategy. By examining the company's approach to purpose-driven marketing, social media presence, website branding, generational

influences, narrative discourse, and campaign elements, this researcher aims to gain insights into their strategies and assess their effectiveness in achieving business objectives. Through this analysis, I provide valuable insights into the complexities of modern marketing and the key factors that either contribute to or threaten VFS's success in this digital era.

Virtual Film School

Founded in 2018, Virtual Film School (VFS) is an educational technology startup that teaches students how to become content creators and provides them with an accredited bachelor's degree in new media (Virtual Film School, 2023). It is an educational platform or program that provides film education and training through Zoom and extended reality, such as augmented and virtual reality. VFS offers a comprehensive curriculum and resources to aspiring content creators, allowing them to learn and develop their skills in various aspects of filmmaking, such as screenwriting, directing, cinematography, editing, and production (Virtual Film School, 2023).

VFS leverages digital technologies and interactive learning tools to deliver course materials, instructional videos, and assignments to students (Virtual Film School, 2023). The fully virtual nature of the school enables students worldwide to enroll and engage with instructors and fellow students from different locations. Thus, VFS offers convenience as students can access course materials and participate in learning activities from anywhere with an internet connection. In addition, VFS offers a range of courses and certificate programs catering to both beginners seeking foundational knowledge and more advanced students looking to specialize in specific areas of content creation, including brainstorming, writing, producing, filming, branding, and monetizing (Virtual Film School, 2023).

By offering accessible and flexible learning opportunities, VFS has made film education more inclusive and accessible to a broader range of aspiring content creators. However, in order to grow and flourish as a business, it is important for the brand to understand what it is doing well in terms of its marketing strategy and which areas it can improve on. This way, VFS can continue to develop as a company and achieve optimal results, including increased brand recognition and customer conversation rates (Virtual Film School, 2023).

Customer Profile

A customer profile is a key part of a brand's marketing strategy; it is a detailed description or representation of an ideal customer or target audience for a product or service (Jamil et al., 2021; Framroze, 2023). A customer profile includes various characteristics, demographics, preferences, and behaviors that help businesses understand and tailor their marketing strategies to effectively engage and serve their customers. They typically include information such as age, gender, location, interests, buying habits, and motivations, among other relevant details. Creating customer profiles enables businesses to better understand their customers and deliver personalized experiences to meet their needs and preferences (Jamil et al., 2021).

VFS's customer profiles can be described as students who are in their final year of high school who are interested in becoming content creators on social media platforms, including TikTok, Instagram, and YouTube (Virtual Film School, 2023). However, individuals who would like to pursue content creation on the side rather than as a full time career or already have advanced degrees are fully eligible to learn through VFS. Ideally, the students are passionate about the content they wish to create and willing to take a risk and commit their time and energy to learning a new craft from scratch or expanding their skills. This is because success as a

content creator does not happen overnight and dedication is a requirement. In addition, the target customer may be located anywhere in the world as VFS is a fully digital educational platform. In terms of finances, students must be able to afford the \$30,000 tuition for its three-year bachelor's degree in New Media (Virtual Film School, 2023).

Campaign Scorecard

A campaign scorecard is a tool used to assess and measure the performance and effectiveness of a marketing or advertising campaign. Campaign scorecards serve as valuable tools for campaign managers, marketers, and stakeholders to track progress, evaluate performance, identify strengths and weaknesses, and make data-driven decisions for future campaigns. They provide a concise and visual representation of a campaign's effectiveness, allowing for a comprehensive analysis of VFS's marketing strategy (Framroze, 2023).

Website

One of the core elements of a brand is its website (Framroze, 2023). In the digital age, online elements such as a strong website, engaging social media presence, and effective digital marketing campaigns are essential for connecting with consumers, driving brand awareness, and generating leads (Jamil et al., 2021). VFS is all virtual; therefore, the digital elements are even more vital to its success than companies that have an in-store presence. In terms of content, the VFS website has an informative homepage describing what the company offers and how students will learn. This information is neatly organized and the appropriate visuals are used to illustrate ideas more clearly. For example, there is a section titled, "How You Will Learn" that indicates students can learn more about this by clicking "Learn More" (Virtual Film School, 2023). This is important because the homepage answers immediate questions a new visitor may have. The homepage also includes the brand's partners and sponsors at the bottom, which include reputable

companies such as Amazon (Virtual Film School, 2023) All these elements of the website are representative of the brand ethos, conveying VFS as a trustworthy organization that is committed to providing innovative learning experiences from credible teachers.

Next, is an “About Us” page and a “Curriculum” page, and both are executed well (Virtual Film School, 2023). The “About Us” page provides detailed profiles of the company’s leadership, which consists of industry professionals in film, television, digital media, and advanced technology (Virtual Film School, 2023). This strengthens the brand’s credibility. Furthermore, the “Curriculum” page thoroughly explains each course that students will take on their path to a three year bachelor’s degree, including the duration of each course (Virtual Film School, 2023). This information is useful for students who desire to know more about exactly what they will learn before committing to VFS.

Frequently Asked Questions Page

However, there are a few elements of the website that can be improved. For example, the concept of a virtual reality classroom may still be unclear for prospective students. Since they would be forgoing a traditional bachelor’s degree for a newly accredited degree offered through the metaverse, students may feel wary about jumping into unfamiliar territory. Additionally, there are numerous questions that come to mind as this researcher peruses VFS’s website. It is important for brands to be transparent in order to attract customers and foster loyalty (Jamil et al., 2021). For example, after learning that there is no physical classroom and that they will use a headset to virtually enter their classroom, a few questions interested students may concern tuition and if they need to purchase their own virtual reality headset. Another question may be, “Do I have to earn my bachelor’s or are there alternative certificate programs available, as well?” Therefore, it would be helpful for users and beneficial for the brand if there is a Frequently

Asked Questions (FAQ) page. With a FAQ page, users can learn more about the company through the transparent communication on the website itself rather than needing to go through more steps of connecting with an individual over the phone. In the worst case scenario, interested students may even turn away from the company altogether because of a fear of leaping into the unknown. Thus, by improving the brand's transparency and anticipating questions from potential students, VFS can enhance its website and streamline user experiences in a way that reels customers in.

Interface

The website has a visually appealing design with a bold black, pink, and white color scheme (Virtual Film School, 2023). These bold, bright colors evoke a sense of innovation and creativity, which resonates with the brand's feel because of its position at the forefront of a new way of teaching film or content creation. The appealing design and colors are consistent, following through each webpage including the checkout page. Also, the website contains images of users wearing virtual reality headsets and of teachers teaching students worldwide, accurately portraying the brand as a virtual reality educational platform (Virtual Film School, 2023). In addition, the VFS logo is placed in the top left of every webpage (Virtual Film School, 2023). It is creative enough to be memorable as both the letter Os form a virtual reality headset. Finally, in the website's footer, it says it is most recently updated in 2021 (Virtual Film School, 2023). Since it is currently the year 2023, this is an issue because consumers want to see that the brand, especially given its total online format, is consistently updated to reflect accurate information.

Taglines

There are two taglines that are repeated across multiple touchpoints of VFS's website; however, they lack consistency and accuracy (Virtual Film School, 2023). For example, one

tagline states, “Dream it. Shoot it. Monetize it.” in one section of the website and “Dream it. Shoot it. Market it.” in another (Virtual Film School, 2023, p.1). This inconsistency conveys a lack of integration amongst the staff members responsible for the website and the brand’s marketing department. Furthermore, there is a glaring typo as the first instance of this tagline spells monetize as “Monitize” (Virtual Film School, 2023, p.1). This is the first thing prospective students or investors see when they open the website, and it gives a bad first impression, especially to users who are knowledgeable about spelling and grammar. How can students trust this relatively new company with their education if their teachers cannot spell? How can investors trust their money with a company that lacks attention to detail in carrying out its marketing and business affairs?

VFS’s second tagline is also inconsistent as it alternates between “Higher Education for the Next Generation” and “Higher Education for the New Generation” (Virtual Film School, 2023, p.1). It is important for VFS to pick one of these taglines because each conveys a different audience. The next generation refers to generation alpha. This generation begins in 2010, which means it consists of newborns through thirteen year olds as of 2023 (McCrindle Research, 2023). Meanwhile, the new generation is a broader phrase, typically referring to the generation following Millennials: Generation Z. Gen Z is the generation that includes young individuals ranging from eleven years old through twenty six years old (Gabrielova & Buchko, 2021). In order to ensure VFS is marketing to its target audience, it must ensure it is using consistent, accurate language to achieve that.

Stickiness

Stickiness is one of the elements of a marketing campaign scorecard that refers to the ability of a campaign or marketing initiative to capture and retain the attention of its target

audience (Framroze, 2023). It measures the level of engagement, interest, and lasting impact generated by the campaign among the intended recipients. The stickiness factor is an important metric in evaluating the overall effectiveness and success of a campaign, as it indicates the level of connection and influence it has on the target audience (Framroze, 2023).

One way for a brand to increase its stickiness is to ensure that there is a way for interested customers to return to the website or keep it in their minds when they are not actively on the website. This is by having them sign up for an email newsletter or for reminders or additional information about a service they indicated interest in. In the VFS website, there is a form you fill out for the class you are interested in, indicating that you will stay informed (Virtual Film School, 2023). However, it takes time to find it, and there should be an option to sign up for a newsletter on the homepage to keep interested students in the loop. A high level of stickiness in a brand's website indicates that it is memorable enough for customers to stick around and that the customer journey across the website is able to be navigated easily (Framroze, 2023). By improving VFS's stickiness through up-to-date external communications with stakeholders, VFS can increase its likelihood of keeping their brand fresh on customers' minds for a longer period of time with the ultimate goal of encouraging enrollment.

Value Proposition

Value proposition is one of the most critical elements within the campaign scorecard for a brand to execute well; the value proposition represents the unique benefits and value that a brand offers to its target audience compared to competitors (Framroze, 2023). Given that VFS is a start-up, it is especially important for it to communicate its value proposition effectively. Through the brand's website and videos, VFS successfully articulates that users are able to enjoy a fun, interactive, and quality virtual reality education that competitors cannot offer (Virtual Film

School, 2023). VFS also conveys that its bachelor's degree will only cost \$30,000, which is significantly cheaper than the cost of traditional bachelor's degrees (Virtual Film School, 2023). To further demonstrate its value over competitors, VFS can use social media to craft a compelling story.

VFS's Social Media Presence

Social media is a core element of a brand that contributes to its overall success (Shay & Van der Horst, 2019; Framroze, 2023). Currently, VFS only has a partial Instagram account (@vfs_ibtcollege). This Instagram account is owned and run by a Canadian school called IBT College that posts its own content and includes an occasional VFS post in between (Virtual Film School, 2023). As Dawson (2018) argues, social media plays an important role in forming an organization's identity. Therefore, VFS should create a social media account solely dedicated to its brand. While VFS has a YouTube channel with minimal videos consisting primarily of recorded Zoom meetings or webinars, the brand requires a stronger social media presence (Virtual Film School, 2023). By establishing a stronger presence on social media, VFS can significantly expand its visibility and reach. This increased exposure can lead to greater brand awareness and potential customer acquisition as well as a new form of communication, storytelling, and advertising that will take its brand to new heights.

Communication and Engagement

In addition, social media enables a way for the brand to connect with its stakeholders directly. It provides a direct line of communication between a brand and its audience. Currently, the only way for VFS to communicate with prospective students is indirectly through an inquiry form on the website (Virtual Film School, 2023). The real-time interactions that social media enables will help VFS engage with its customers, respond to inquiries or feedback, and build

meaningful relationships. According to Weber (2019), marketing has transformed over time due to increased digital communications; it has shifted from one-way, company-centric, interruptive and manipulative tactics to a focus on building relationships with customers based on trust, transparency, and authentic engagement. This two-way communication could foster customer loyalty, trust, and a sense of community around the VFS brand.

Brand Storytelling

Social media offers a platform for brands to showcase their unique story, values, and personality (Hofman-Kohlmeyer, 2017; Carah & Angus, 2018; Carah & Brodmerkel, 2020). A brand's engagement with consumers on social media, including its fans' and advocates' interactions, help construct the brand's narrative (Carah & Angus, 2018; Carah & Brodmerkel, 2020). Through carefully crafted content, brands can humanize themselves, connect with their audience on an emotional level, and establish a distinct identity. One way to achieve a distinct identity on platforms such as Instagram and Facebook is by creating a unique brand hashtag (Jamil et al., 2021). Sharing behind-the-scenes glimpses, product updates, and customer success stories can further strengthen the brand's narrative and create a sense of authenticity (Hofman-Kohlmeyer, 2017).

To this end, VFS can share user generated content on their pages, content created by students who have learned and achieved success as a result of their content creation curriculum. According to Stach (2019), consumers create meaning through their sensory and physical experiences with brands, and these meaningful experiences shape brand perceptions and develop emotional connections with consumers. Therefore, by having brand-specific social media accounts, VFS will not only improve customers' sense of belonging with the brand but also create a strong, participatory digital atmosphere (Jamil et al., 2021).

Targeted Advertising and Audience Insights

Social media platforms provide powerful tools for targeted advertising (Hofman-Kohlmeyer, 2017). Brands like VFS can leverage the platforms' data-driven targeting options to reach specific demographics, interests, or behaviors (Hofman-Kohlmeyer, 2017). VFS can use its social media insights and analytics to track engagement. This will provide the brand with a better understanding of its most engaged audience and adjust its customer profile and demographics accordingly (Jamil et al., 2021). Also, VFS can measure campaign effectiveness and refine its marketing strategies (Hofman-Kohlmeyer, 2017). Through Instagram's sponsored advertisements, for example, VFS can tailor the ads to reach a specific age group or demographic as well as users who have indicated interest in film or content creation through their digital interactions (Jamil et al., 2021). Therefore, a social media account can be vital to VFS's continued growth and success.

Generation Z

Furthermore, this social media presence will help it better resonate with its target audience: Gen Z (Virtual Film School, 2023). According to Gabrielova and Buchko (2021), social media is especially helpful for reaching a Gen Z audience because Gen Z has a strong affinity for technology. Gen Z is proficient in utilizing it for communication, socialization, and entertainment, setting them apart from previous generations (Gabrielova & Buchko, 2021). There are also a few challenges the brand faces concerning Gen Z values and preferences. For example, Gen Z values health, transparency, diversity, inclusion, and cultural sensitivity (Gabrielova & Buchko, 2021). In order to appeal to a Gen Z audience, VFS needs to be transparent, culturally sensitive, and inclusive about its business practices and marketing tactics. Gabrielova and Buchko (2021) also explain that Gen Z respects brands that engage in meaningful social

responsibility initiatives and are more inclined to interact with them. Therefore, it is essential for VFS to articulate how its business goes beyond profits—that it also has a socially and environmentally conscious mission at the core of its operations.

Corporate Social Responsibility (CSR)

In terms of articulating the brand's corporate social responsibility, VFS articulates this mission well. According to Barry and Elmes (1997), the concept of strategy can be understood as a narrative process in which stories and narratives play a vital role in making sense of situations, creating meaning, and guiding actions within organizations. VFS highlights its commitment to corporate social responsibility (CSR) on its YouTube channel as a core business and marketing strategy. Genuine and responsible implementation of CSR marketing can have positive impacts on a brand in various ways, as noted by Ford and Stohl (2019). VFS incorporates appropriate messaging in its videos to effectively convey to investors that it is a socially and environmentally conscious entity, emphasizing the contribution of investments towards positive social and environmental change rather than solely focusing on profit generation through their courses (Virtual Film School, 2023). The company showcases the influence of social media on the world, citing examples such as the ALS challenge for awareness, Greta Thunberg's turtle-saving efforts, and Mr. Beast's beach cleanup project (Virtual Film School, 2023). By maximizing this aspect of its mission, VFS can effectively inspire its key audience: Gen Z.

Environmental, Social, and Governance (ESG)

VFS incorporates an important element in its marketing and business strategy by emphasizing its significant environmental impact. Similar to CSR, the integration of Environmental, Social, and Governance (ESG) principles offers brands the advantages of reputation building, attracting socially conscious consumers, and fostering customer loyalty

(Ford & Stohl, 2019; Lee et al., 2021). VFS's virtual courses eliminate the need for physical spaces and commuting, aligning with their commitment to social consciousness. This virtual model not only allows VFS to save costs but also enables students to pursue education without incurring exorbitant expenses associated with traditional degrees. Moreover, VFS strives for diversity both within its staff and beyond the organization. By empowering diverse students to become successful content creators, the company aims to amplify their voices, raise awareness for their causes, and support positive social and environmental change. While the company's logo may not explicitly convey this strategy, its website copywriting, imagery, and presentations to students and investors reflect its focus on diversity, social consciousness, and environmental awareness, aligning with its mission and narrative. As with CSR, maximizing the ESG aspect of its mission as well will enable VFS to effectively reach its Gen Z audience.

SWOT Analysis

A valuable tool for summarizing VFS's current marketing performance is a SWOT analysis. A SWOT analysis aids in the identification of an organization's internal strengths and weaknesses and external opportunities and threats (Benzaghta et al., 2021). By conducting a SWOT analysis, VFS can gain a comprehensive understanding of their current situation, which in turn facilitates strategic planning and informed decision-making processes. Through this analysis, VFS can assess its competitive advantages, areas for improvement, potential growth prospects, and potential risks. Ultimately, a SWOT analysis serves as a foundation for developing effective strategies that leverage strengths, address weaknesses, seize opportunities, and mitigate threats (Benzaghta et al., 2021).

Strengths

In terms of strengths, VFS is the first to offer an accredited bachelor's degree in New Media (Virtual Film School, 2023). Thus, it is a pioneer in the virtual reality education industry, which offers it a competitive advantage to brands who seek to follow in its footsteps by offering other kinds of degrees. In addition, VFS's website is visually appealing and covers its key bases.

Weaknesses

As for VFS's weaknesses, the lack of a social media presence can be detrimental for the brand's success. Also, the brand needs a more thorough, carefully detailed web presence with continuous updates and proofreading checks.

Opportunities

In terms of opportunity, VFS has partnered with schools worldwide and can continue doing so in order to invite and attract more investors and students, while increasing its brand recognition. By establishing affiliations with universities, VFS can reinforce its credibility in the education industry.

Threats

However, in addition to the inconsistency throughout its website, VFS's lack of a clear, unique social media presence poses a critical threat to its credibility and may rob it of its competitive edge in the virtual education industry. Having a social media presence is increasingly becoming an industry norm. By not having one, VFS risks being overshadowed by competitors who are actively engaging with their audience on these platforms. Moreover, social media can serve as a valuable source of industry insights, trends, and competitor analysis, helping VFS stay informed and adapt its strategies accordingly to combat its competition.

Overview of VFS's Marketing Strategy

Marketing is an ever-changing landscape that continuously adapts to meet the evolving demands of consumers. To succeed in a competitive marketplace, a brand must carefully consider its marketing strategy, narrative, online elements, and overall presence. Various factors come into play when crafting effective marketing strategies, such as purpose-driven marketing, social media presence, algorithmic branding, generational influences, narrative discourse, brand equity, and campaign elements.

Virtual Film School (VFS), an educational technology startup, has recognized the importance of leveraging digital platforms to provide accessible and flexible film education and training (2023). VFS specifically targets students interested in content creation on social media platforms, offering a wide range of courses and certificate programs (2023). The VFS website effectively conveys the brand's value proposition and provides informative content about the company and its curriculum (Virtual Film School, 2023). However, there are areas for improvement, such as the addition of a FAQ page and addressing inconsistencies in taglines.

Furthermore, ensuring stickiness, or the ability to capture and retain the attention of the target audience, is crucial for the success of VFS's marketing campaigns (Framroze, 2023). VFS can enhance stickiness by implementing strategies like email newsletters and improving external communications. The unique value proposition of VFS lies in its virtual reality education, which sets it apart from competitors (Virtual Film School, 2023). To expand its visibility and engage with stakeholders, VFS should establish a stronger social media presence, as social media platforms offer a direct line of communication and engagement with the brand's audience (Jamil et al., 2021).

VFS Instagram Page

To further enhance VFS's brand visibility and engagement, I have taken the initiative to create an Instagram account, @vfsinsta, for the company (See Appendix A). Using Canva, I designed two different ads incorporating the information presented on the brand's website concisely and in an aesthetically pleasing manner. Then, I posted them as sample posts on VFS's new Instagram page. Furthermore, I have carefully selected a profile picture that prominently features the VFS logo, ensuring consistent branding. To provide easily accessible information about VFS's services, I have created multiple story highlights with unique titles. Through these organized stories, Instagram users can tap and navigate to learn more about VFS and gauge their interest in enrolling with the school. This strategic use of Instagram as a marketing tool will significantly benefit VFS as a brand.

Having an Instagram page is key to VFS's success and expansion due to its numerous benefits in today's digital landscape. Firstly, Instagram is a highly popular social media platform with a vast user base, providing VFS with an extensive audience reach (Hofman-Kohlmeyer, 2017; Jamil et al., 2021). Secondly, Instagram allows VFS to showcase its visual content and engage with its target audience through photos, videos, and stories, effectively capturing their attention and interest. Moreover, an active Instagram presence enables VFS to establish its brand identity, share informative content about its services, and build a community of aspiring filmmakers and content creators (Dawson, 2020). Lastly, Instagram's interactive features, such as comments, likes, and direct messages, facilitate direct communication with followers, fostering a sense of connection and building relationships between VFS and its stakeholders (Hofman-Kohlmeyer, 2017; Carah & Angus, 2018; Carah & Brodmerkel, 2020). Overall, an Instagram page empowers VFS to effectively promote its offerings, connect with its audience, and drive brand awareness and engagement.

30-Second Promotional Video

Secondly, I created a 30 second promotional video for the brand (See Appendix B). I have also posted this on the Instagram page as another sample post to demonstrate the kinds of engaging, informative content VFS can post if the company were to create a real Instagram account. In order to create the video, I used footage from a longer video on VFS's website that runs over one minute long. I grabbed bits that were key, and strung them together using a video editing application. I adjusted the speed and audio of each clip in order to maximize time and space and ensure the resulting video was as concise and engaging as possible.

A 30-second promotional video can be incredibly useful for VFS in several ways. Firstly, it provides a concise and engaging way to capture the attention of VFS's target audience. In today's fast-paced world, where attention spans are shrinking, a short video can quickly convey the key messages and benefits of enrolling or investing with VFS (Safavinia, 2023).

Also, a short, captivating video will hold significant value for VFS, especially considering the latest statistics on user behavior. Research shows that 68% of users are willing to watch a business video that is under one minute in duration, indicating a high level of engagement and interest in concise video content (Safavinia, 2023). This makes a 30-second video an ideal format to capture the attention of potential customers and convey VFS's key brand messages effectively. In that time limit, VFS can showcase its unique selling points, differentiate itself from competitors, and leave a lasting impression on viewers through visual storytelling. That is what I achieved through my promotional video for VFS. Additionally, a 30-second video's shareability across multiple platforms amplifies the brand's reach, generating organic exposure and attracting new customers or clients (Safavinia, 2023).

Furthermore, the potential reach and impact of short-form videos are substantial; approximately 93% of businesses have successfully acquired customers through short-form social media videos, highlighting the effectiveness of this medium in driving conversions and business growth (Safavinia, 2023). Additionally, the sharing tendency of videos is noteworthy, with people being twice as likely to share videos compared to other forms of online content. This sharing behavior amplifies VFS's exposure and allows it to reach a wider audience organically, potentially increasing brand awareness and customer acquisition (Safavinia, 2023). In the promotional video, I included a call-to-action, motivating viewers to consider enrolling with VFS by visiting its website or thinking about how they can be the next famous content creator. By utilizing a 30-second promotional video in this way, VFS can concisely introduce its value proposition, capture individual's attention, and drive conversions (Safavinia, 2023).

References

- Barry, D., & Elmes, M. (1997). Strategy retold: Toward a narrative view of strategic discourse. *Academy of Management*, 22(2), 429–452.
- Benzaghta , M. A., Elwalda, A., & Mousa, M. M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Business Insights*, 6(1).
- Carah, N., & Angus, D. (2018). Algorithmic brand culture: Participatory labour, machine learning and branding on social media. *Media, Culture & Society*, 40(2), 178–194.
- Carah, N., & Brodmerkel, S. (2020). Critical perspectives on brand culture in the era of participatory and algorithmic media. *Sociology Compass*, 14.
- Dawson, V. R. (2018). Fans, friends, advocates, ambassadors, and haters: Social media communities and the communicative constitution of organizational identity. *Social Media + Society*, 1–11.
- Framroze, M. (2023). *Campaign Scorecard Lecture*. University of Southern California. CMGT 555.
- Gabrielova, K., & Buchko, A. A. (2021). Here comes Generation Z: Millennials as managers. *Business Horizons*, 64(4), 489–499. <https://doi.org/10.1016/j.bushor.2021.02.013>
- Hofman-Kohlmeyer, M. (2017). Customer engagement with a brand in the context of social media. *CBU International Conference Proceedings*. <https://doi.org/10.12955/cbup.v5.920>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2021, December 20). *Role of social media marketing activities in influencing customer intentions: A perspective of a new emerging era*. *Frontiers*. <https://doi.org/10.3389/fpsyg.2021.808525>
- McCrindle Research. (2023, March 6). *Understanding generation alpha*. McCrindle.

<https://mccrindle.com.au/article/topic/generation-alpha/generation-alpha-defined/>

Safavinia, A. (2023, June 1). *Why short-form video is the most powerful marketing tool in 2023*

(+ *some tips and tricks!*). LearnWoo. <https://learnwoo.com/short-form-video-powerful-marketing-tool/>

Shay, R., & Van der Horst, M. (2019). Using brand equity to model ROI for social media marketing. *International Journal on Media Management*, 21(1), 24–44.

Stach, J. (2019). *Meaningful experiences: An embodied cognition perspective on brand meaning co-creation*. *Journal of Brand Management*, 26, 317–331.

Virtual Film School. (2023, January 24). <https://virtualfilmschool.org/>

Weber, L. (2019). *Authentic Marketing: How to capture hearts and minds through the power of purpose*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Appendix A

Virtual Film School Instagram

Username: @vfsinsta

<https://www.instagram.com/vfsinsta/>

Appendix B

Virtual Film School 30-Second Promo Video

<https://share.icloud.com/photos/0bbQ2VIHoS79AqnK3ulFsoEv2A>