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## Enhancing 8-Bit Legacy's Social Media Presence Through Professional Editing

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**Professional Project**

**Enhancing 8-Bit Legacy's Social Media Presence Through Professional Editing**

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July 24, 2024

COLUMBUS STATE UNIVERSITY

ENHANCING 8-BIT LEGACY'S SOCIAL MEDIA PRESENCE THROUGH  
PROFESSIONAL EDITING

A PROFESSIONAL PROJECT SUBMITTED TO

THE COLLEGE OF THE ARTS  
IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF ARTS

BY MADISON CROFT

COLUMBUS, GEORGIA

2024

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ENHANCING 8-BIT LEGACY'S SOCIAL MEDIA PRESENCE THROUGH PROFESSIONAL  
EDITING

A Thesis submitted to the College of the Arts in partial fulfillment of the requirements for the  
degree of

MASTER OF ARTS IN COMMUNICATIONS

DEPARTMENT OF COMMUNICATION

By

Madison Croft

2024

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### **Uncle Heath**

I would not be where I am right now without you. You have guided me through times both easy and hard, and have kept me in a straight line. I will always love you.

### **Mom and Dad**

We disagree more often than not, but I know everything you both do is because of your love for me. No matter what happens, know that I understand that. I will always love you both.

### **My Friends**

Maxwell Casteel, Brian Velasco, Ryan and Ashley Trevino, Nolan and Kaitlyn Howren, Alec Crews, Mattheau Spencer, Matthew Updike, Ryan Smith, Kevin and Lisette Nunez, Justin Fourhman, Blake and Mimi Thompson, Sydney Frazier, Taylor Fulgham, Oscar Avalos, and anyone else I have not listed. In the darkest of times, you all are my solitude.

### **Phoenix**

The idea that we will see each other again is the drive for everything in my life. You were the catalyst of many highs and lows in my life, and I would sacrifice everything just to have one more day with you.

### **My Instructors**

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## Introduction

The community of gamers is vibrant and diverse (ESA, 2024). Working with 8-Bit Legacy, a family-owned retro video game store that specializes in vintage video game memorabilia and accessories, I discovered that although many gamers are enthusiastic about their collections, they lack the tools and know-how to locate unique and sentimental artifacts. Although the retail gaming industry has been altered by digital markets, players still value community involvement and a human touch. Where can people get the greatest offers and real-deal experiences?

Gamers and collectors may find it challenging to choose between making their purchases online or in person. Because they are unsure about the legitimacy and quality of the products, many customers are reluctant to shop online (Harper, 2023). As a gamer's collection should be expanded by taking into account several elements like affordability, convenience, reputation, and authenticity, shopping for such games becomes a challenge. Also, the cost of retro gaming goods can vary substantially, so collectors must shop around for the greatest deals (Roberts, 2023). In addition to offering the greatest prices, 8-Bit Legacy strives to offer a dependable and trustworthy buying experience. Having studied the use of their marketing and advertising strategies on social media, I found that they could use a variety of marketing techniques that could increase 8-Bit Legacy's exposure and interaction on several sites, such as Facebook, YouTube, Instagram, and TikTok.

8-Bit Legacy offers a plethora of things, ranging from systems and old video games to memorabilia. Every item is genuine and of excellent quality. In addition, 8-Bit Legacy prioritizes producing interesting content for the gaming community that both informs and amuses them. This includes films that show off how to put together custom orders, investigate easter eggs in video games, and offer backstage looks at certain video game titles or studios.

Although retro game collections can be pricey, 8-Bit Legacy works to ensure that everyone can afford these products. In this project, therefore, I wanted to find out how the business could reach a wider audience by utilizing social media and content marketing and establishing connections with more players who are passionate about vintage gaming.

For this project, several interesting video scripts and a thorough marketing proposal were written to promote the 8-Bit Legacy business. The objective was to offer insightful content that could appeal to the gaming community and increase traffic to the 8-Bit Legacy online store.

### **Problem**

Similar to several specialized companies, 8-Bit Legacy encounters various obstacles that affect its business operations, customer interaction, and overall expansion. Despite the brand's enthusiasm and commitment, marketing campaigns have had difficulty connecting with and engaging the vintage gaming community (FirstNYC, 2022).

The retail retro gaming sector frequently faces fragmentation in its marketing efforts and lacks a unified strategy that caters to the specific demands and interests of its target audience (FirstNYC, 2022). This campaign's main goal, therefore, was to increase 8-Bit Legacy's visibility in the gaming world by making use of social media sites including Facebook, YouTube, Instagram, and TikTok.

The issues this campaign aims to address include:

#### **Infrequent Social Media Posting:**

Currently, 8-Bit Legacy has a social media presence but posts only sporadically. This campaign will establish a consistent posting schedule to engage the audience more effectively.

**Lack of Pre-Scripted Content:**

When there is no script in place before shooting content, the quality of the videos will be lower, and the messaging will be inconsistent. To ensure clarity and engagement, this campaign will script content in advance.

**Lack of Audience Interaction:**

Brand communities are less likely to develop if followers do not interact with the brand. Engaging the community through interactive content strategies, such as videos showcasing specific orders, and quizzes, and replying to comments. Videos showcasing the process of assembling orders gave followers an insider's view of the brand, encouraging them to comment and share their thoughts on the content.

**Strengthening Brand Presence Across Platforms:**

The lack of a coherent strategy and weak presence on multiple platforms dilute the brand's impact. An integrated cross-platform strategy that reinforces the brand's identity and message across Facebook, YouTube, Instagram, and TikTok should prove effective.

**Not Using a Scheduler:**

Posts are irregular and miss peak engagement times without a scheduling tool. Social media scheduling tools will be used for this campaign to maintain consistency and optimize posting times.

**Underutilization of Hashtags:**

Not using relevant hashtags limits the reach and visibility of posts. This campaign will include strategic hashtag usage to expand the audience and improve discoverability.

**Platform Prioritization:**

If you focus on the wrong social media platform, your marketing efforts will be ineffective. To maximize impact, this campaign will use platforms most frequented by the target audience, like TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels.

## **Goals**

Three goals were identified specifically for this campaign with 8-Bit Legacy.

### **Goal 1: Increase Views on 8-Bit Legacy Social Media Accounts**

Social media channels are becoming necessary for business-to-consumer communication. Platforms such as Facebook, YouTube, Instagram, TikTok, and others provide special chances to interact with a wide range of users. Gaining more views on 8-Bit Legacy's social media posts is essential for promoting the company and interacting with the gaming community. Pursuit (2015) emphasizes that "effective communication on social media can enhance engagement and foster deeper connections with the audience" (p. 45). Although 8-Bit Legacy is currently active on various platforms, its readership is limited, and its posting consistency is problematic. In addition to providing information, an active and interesting social media presence strengthens the community, promotes dialogue, and attracts devoted followers.

### **Goal 2: Establish a Consistent Posting Schedule**

Pursuit (2015) notes that "a consistent posting schedule helps maintain visibility and keeps the brand top of mind for consumers" (p. 67). Understanding 8-Bit Legacy's social media pages' target demographic is crucial to achieving this goal. The gaming community is broad, with members of many ages and interests.

The objective is to therefore establish a dynamic and engaged online presence that enhances viewership and amplifies the voice of our brand by crafting content that appeals to this audience and leveraging platform-specific features, hashtags, and publishing times that are well-timed.

### **Goal 3: Enhance Content Quality and Engagement**

Social media posting irregularities and infrequency are two of 8-Bit Legacy's biggest problems. Maintaining a regular posting schedule could likely keep the audience interested, ensure regular engagement with the information, and keep it new. Pursuit (2015) asserts that "high-quality

content that resonates with the audience can significantly enhance engagement and drive interaction" (p. 82). This entails using social media management tools to plan and schedule posts ahead of time and make sure that material is delivered at the best times for the most interaction.

Building a successful online presence requires both raising interaction levels and improving content quality. This entails producing captivating, well-written, and visually appealing videos that cater to the interests of the gaming community. The content will be more appealing if it makes use of elements like behind-the-scenes photos, historical insights, and hidden video game easter eggs. Furthermore, encouraging comments likes, and shares from the audience will help to build a sense of community and devotion among followers.

#### **Goal 4: Enhance Video Visibility Through Strategic Hashtags**

The campaign aims to increase the visibility of 8-Bit Legacy's video material by strategically using hashtags. To increase discoverability and attract a larger audience, trending and pertinent hashtags were researched and included in each video upload. The importance of "strategic hashtag use can significantly enhance the visibility and engagement of social media content" is emphasized by Pursuit (2015, p. 58). By improving video searchability and raising the likelihood that viewers who are interested in retro gaming will notice them, this strategy helps achieve the main goal.

#### **Goal 5: Drive Engagement Through Interactive Video Content**

To improve audience engagement and build stronger relationships with viewers, the campaign will primarily focus on creating interactive video content. Pursuit (2015, p. 76) states that "interactive content can drive higher levels of engagement and foster a stronger connection with the audience." With the help of engaging videos, the campaign hoped to boost user participation and build a more lively community around the 8-Bit Legacy brand.

## **Project Overview**

8-Bit Legacy sought to revitalize its social media presence and boost sales through compelling video content. The primary objectives of the project were to create high-quality and engaging social media reels, increase brand visibility, and establish a consistent posting schedule using Adobe Express. These objectives aimed to tap into a broader audience and enhance overall engagement across various social media platforms.

## **Social Media Platforms**

Four key social media platforms were included in the campaign: YouTube, Facebook, Instagram, and TikTok reels. Each platform was chosen based on its distinct advantages and capacity to interact with the retro gaming community successfully. With their emphasis on dynamic short-form video content and strong engagement rates, TikTok and Instagram Reels were perfect for drawing in younger audiences and gamers. With its ability to integrate with both short- and long-form video, YouTube Shorts provided a means of reaching out to consumers who were looking for more in-depth gaming content. With its large user base and community-building tools, Facebook Reels offered a way to connect with a wide range of people and create deep connections. In keeping with “integrated marketing communications” (IMC) principles, developed at Northwestern University’s Medill School of Journalism, which stress the use of many channels to reinforce brand messaging, the campaign attempted to increase exposure and interaction across a variety of target segments by utilizing these platforms.

## **Campaign Duration**

From the last week of May 2024 to the first week of July 2024, the campaign ran for around six weeks. This time frame was purposefully set to enable a comprehensive engagement approach, giving plenty of opportunity to assess audience reactions and modify the material in response to immediate input. To guarantee that posts reached the audience when they were most likely to

interact, the campaign's scheduling was planned to coincide with moments of peak engagement. Following the campaign's end, the focus turned to creating the final report and presentation, making sure that the knowledge acquired was properly shared and applied to new tactics. This timeline supported the IMC approach by allowing for consistent messaging and ongoing adjustments to enhance campaign effectiveness.

### **Frequency of Posts**

A structured posting schedule was maintained throughout the campaign, with an average of three posts per week across each social media platform. Posts were scheduled for Mondays, Wednesdays, and Fridays at noon, based on analytics indicating that these days and times yielded the highest engagement rates. This consistent posting schedule aimed to keep the brand consistently present in users' feeds, fostering ongoing interaction and maintaining audience interest. The decision to post videos simultaneously on all platforms on the same day and time was driven by the IMC principle of “consistency”. This approach ensured a unified and synchronized brand experience, enhancing overall engagement and reinforcing brand presence across multiple channels.

In summary, the campaign's detailed planning regarding platform selection, duration, and posting frequency provided a comprehensive strategy that aligns with Integrated Marketing Communication (IMC) principles. This approach was designed to maximize visibility, engage the audience effectively, and achieve the primary goals of increasing brand awareness and fostering community interaction. By adhering to these IMC principles, the campaign effectively reinforced brand messaging and optimized audience engagement.

### **Rationale**

This project for 8-Bit Legacy is a reaction to the rapidly changing landscape of social media marketing. It is driven by the pressing requirement to match modern consumer preferences for visually appealing and easily readable content forms. Acknowledging these tendencies, there is a

purposeful concentration on platforms like Facebook Reels, Instagram Reels, YouTube Shorts, and TikTok. These mediums have tremendous potential to broaden audience reach across other demographics in addition to striking a strong chord with 8-Bit Legacy's core demographic of gamers. By utilizing these channels to their full potential, the goal was to increase brand awareness and engagement over all platforms. Using a variety of channels is a decision that is based on the knowledge that modern consumers want smooth, multifaceted brand encounters.

This approach not only amplifies our ability to connect with existing fans/buyers through compelling storytelling and nostalgic gaming insights but also positions 8-Bit Legacy to attract and retain new followers and attract new buyers through innovative content strategies tailored to each platform's unique strengths. As 8-Bit Legacy navigates this digital landscape, the strategic integration of these platforms underpins the commitment to staying relevant, fostering community engagement, and sustaining 8-Bit Legacy's position as a leader in the gaming industry.

### **Theoretical Framework**

Integrated Marketing Communication (IMC), as presented by Persuit (2015), was used to develop a strong campaign strategy for 8-Bit Legacy. IMC plays a crucial role in creating consistent messaging for many platforms, including Facebook, YouTube, Instagram, and TikTok, to maximize engagement rates. As stated by Persuit (2015, p. 34), "IMC strategies integrate brand messages across diverse media to enhance audience engagement and foster brand loyalty".

In the competitive gaming industry, where nostalgia and community are pivotal, the campaign sought to spotlight 8-Bit Legacy's distinctive offerings and gaming history insights. This strategic approach aligned with Persuit's assertion that "IMC strategies should resonate with audience interests, forging meaningful connections" (2015, p. 56).

## **History of IMC**

IMC, or integrated marketing communication, was created in the late 1980s by Don Schultz and his colleagues at Northwestern University's Medill School of Journalism. Schultz says that a cohesive, well-coordinated marketing communication plan ensures a consistent message across all media while keeping the base ideas and the client's needs in mind. Media landscapes are fragmenting, so businesses have to interact with their audience consistently. Schultz's ideas have profoundly influenced modern marketing, emphasizing coherent and consistent messaging across all platforms.

Schultz's ideas have also been applied to contemporary social media. This is where the significance of maintaining brand voice and message across multiple platforms has been recognized. Businesses today use social media to communicate with customers consistently, which makes the process seamless. Every time a consumer comes across the brand, whether it is on Facebook, YouTube, Instagram, or TikTok, using this strategy makes sure the message is consistent and upholds its identity and values.

## **Application of IMC in the 8-Bit Legacy Marketing Proposal**

### **1. Consistent Messaging:**

Videos: All video content for 8-Bit Legacy ends with a unified call-to-action, such as "And always, for the lowest prices, shop at 8-Bit Legacy" or "Start your Mortal Kombat collection at 8-Bit Legacy today." This consistent messaging reinforces the brand's value proposition across different content types.

Visuals and Tone: Throughout the videos, the visual style and tone reflect the brand's identity, creating a cohesive brand experience.

## **2. Coordinated Efforts:**

Cross-Platform Strategy: The marketing efforts were coordinated across multiple platforms by creating content for TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels. "When marketing communications are well-coordinated, they work together synergistically, creating a cumulative effect greater than the sum of their individual parts" (Persuit, 2013, p. 37).

Integrated Campaigns: The videos showcasing order processes, hidden video game easter eggs, and history lessons are part of an integrated campaign that collectively highlights different aspects of the brand, driving a comprehensive narrative.

## **3. Customer-Centric Approach:**

Content Relevance: Videos were tailored to meet the interests and preferences of 8-Bit Legacy's target audience, such as video game enthusiasts. By focusing on topics like easter eggs and the history of video games, we sought to make the content both engaging and informative, resonating well with the audience. "A customer-centric approach involves understanding and meeting the needs of the target audience, which is central to the effectiveness of IMC strategies" (Persuit, 2013, p. 82).

Engagement: The use of specific tags related to the content helped in targeting the right audience and enhancing visibility, making the marketing efforts more effective.

## **4. Multichannel Integration:**

Social Media Integration: 8-Bit Legacy can reach its audience through multiple channels by using popular social media platforms like TikTok, Instagram, YouTube, and Facebook. "Utilizing various channels in a coordinated manner ensures that the brand message is reinforced through multiple avenues, making it more likely to be noticed and remembered" (Persuit, 2013, p. 125).

## **5. Measurement and Evaluation:**

Analytics: Analyzing the performance of videos on different platforms helps measure campaign effectiveness. These metrics help refine and optimize future content, ensuring continuous

improvement in marketing. "Continuous measurement and evaluation of marketing communications are crucial for understanding their effectiveness and for making necessary adjustments to improve future performance" (Persuit, 2013, p. 154).

By leveraging IMC principles, the project aimed to elevate 8-Bit Legacy's social media presence, cultivate a vibrant gaming community, and reinforce our brand narrative consistently across all channels. This strategic alignment with Persuit's insights not only enhanced engagement but also nurtured enduring brand advocacy among gaming enthusiasts. Our goal was to establish 8-Bit Legacy as a prominent player in the gaming community, fostering deeper connections and sustained engagement through strategic IMC implementation.

### **Scriptwriting**

The foundation of each reel was a well-crafted script. The process of developing these scripts involved identifying key messages that highlighted unique aspects of 8-Bit Legacy's offerings, such as exclusive game features and behind-the-scenes insights. I focused on creating engagement hooks within the first few seconds to capture viewers' attention quickly. This required ensuring the scripts were both concise and clear, delivering the message effectively within the limited time frame of the reels. Incorporating calls to action was also essential to encourage viewer interaction and further engagement.

Crafting these scripts underscored the importance of clarity and brevity in maintaining viewer retention. Effective storytelling within a short format proved crucial in making the content appealing and impactful.

### **Video Content and Call to Action Strategy**

I decided that 8-Bit Legacy needed a sort of "rallying cry" for my plan to come to fruition. We sought to create engaging videos that resonated with our audience as part of our video content strategy at 8-Bit Legacy. The videos demonstrated our dedication to quality and customer service by

showing viewers how 8-Bit Legacy assembles individual orders. The videos also explore hidden video game easter eggs, giving gamers an insight into lesser-known facts about their favorite games. Another popular content type was the brief history lessons on various video game titles or studios, providing valuable context and enriching the gaming community's knowledge.

Each video was crafted to be informative and engaging, concluding with a specific call to action to drive viewer engagement. For general content, videos ended with, "And always, for the lowest prices, shop at 8-Bit Legacy," reinforcing the brand's value proposition. When focusing on particular titles, such as Mortal Kombat, I tailored the call to action to, "Start your Mortal Kombat collection at 8-Bit Legacy today," prompting viewers to explore and purchase related products. This strategic approach ensured that our videos not only entertained and educated but also effectively encouraged viewers to take action, enhancing brand loyalty and driving sales.

### **Filming**

The process of filming was critical to achieving our goals. This required meticulous planning and execution. By utilizing a green screen rather than heavily relying on lighting setups, I was able to edit more dynamically and easily do the post-production work. I also filmed the footage vertically as the crew filmed it so that there would not be any more stress manipulating it during the editing process. This allowed us to create visually appealing backgrounds that complemented each reel's theme. B-roll footage and different camera angles provided additional context and depth to the content, as well as dynamism and visual interest.

### **Editing Raw Files**

Editing was the transformative phase where raw footage was turned into polished, engaging reels. To keep the reels concise and coherent, unnecessary footage had to be trimmed and transitions and visual effects were added to enhance the overall viewing experience. Additionally, incorporating

background music and sound effects enhanced the viewer's experience and complemented the visuals.

To further enhance engagement and accessibility, I used CapCut to add subtitles to our videos. This not only improved viewer comprehension but also made content more accessible to a wider audience, including those watching without sound.

The editing process underscored the importance of attention to detail. Effective editing can significantly elevate the quality of video content, making it more engaging and professional (Sirotin, 2024). A seamless final product not only enhances viewer experience but also reinforces the brand's commitment to quality.

## Edit Example



## Utilizing Hashtags

Hashtags are an essential part of any successful social media strategy, according to Sprout Social (2024), since they "help improve content discoverability and engagement rates across social media platforms". I maintained the discoverability and engagement of our content by regularly upgrading the hashtag list according to performance indicators and current trends.

Wide-ranging hashtags like #reels and #fyp (For You Page) support platform algorithms and raise the possibility that users will see our material in their feeds. In a similar vein, #shorts make the most of YouTube's short-form video function to increase visibility to users looking for brief yet interesting material. To anchor our brand identity, I incorporated thematic hashtags like #retro and #videogames, appealing directly to our audience's nostalgia for classic gaming experiences.

Moreover, our approach included tailoring hashtags to specific video topics to enhance relevance and attract targeted viewers. For instance, videos exploring SNES classics might feature

hashtags like #snes and #retrogaming, while content focused on GameCube gems could include #gamecube and #gamingcommunity. For specialized campaigns or featured titles like Mortal Kombat, I deployed hashtags like #mortalkombat and #getoverhere, fostering deeper engagement within gaming communities and amplifying our message across diverse audience segments. This strategic use of hashtags not only boosts content visibility but also reinforces 8-Bit Legacy's authority in retro gaming, driving sustained audience interaction and brand affinity.

### **Maintaining a Release Schedule with Adobe Express**

Our social media outlets all had a smooth and effective posting schedule as we used Adobe Express. I was able to exactly schedule each video, whether it was for Facebook Reels, Instagram Reels, YouTube Shorts, or TikTok, thanks to this flexible technology. This feature guaranteed that material would always flow smoothly, which is essential for keeping our audience interested and increasing visibility on all platforms.

Adobe Express offered thorough performance metrics in addition to scheduling, which helped us fine-tune our content initiatives. I was able to monitor engagement numbers from various videos and platforms, including views, likes, shares, and comments, thanks to the analytics. I was able to determine which content kinds and platforms generated the most engagement with our audience thanks to our data-driven approach.

Persuit (2015) emphasizes the importance of using IMC tools effectively to streamline processes and enhance campaign effectiveness, stating, "IMC tools not only facilitate coordination and integration but also enable marketers to monitor and measure campaign performance in real-time, allowing for agile adjustments and optimizations" (p. 128). This underscores how tools like Adobe Express not only aid in scheduling but also in monitoring campaign performance, thereby supporting our goal of maximizing reach and impact across diverse social media platforms.

Consistency in posting schedules proved to be pivotal in maintaining audience interest and building momentum. By using Adobe Express, I streamlined our content management process, reducing the time and effort required for manual posting and scheduling. This efficiency allowed our team to focus more on creative aspects such as content ideation, video production, and audience engagement strategies. Moreover, Adobe Express facilitated collaborative efforts within our team by providing a centralized platform for content planning and scheduling, enhancing communication and workflow efficiency throughout our multi-platform marketing campaigns.

In summary, Adobe Express not only enabled us to maintain a consistent posting schedule but also provided essential insights through performance analytics, helping us refine our strategies and improve content effectiveness. By leveraging the capabilities of tools like Adobe Express, I optimized our social media efforts to achieve maximum engagement and visibility, driving positive outcomes for 8-Bit Legacy in the competitive digital landscape.

### **Data Analysis**

Data analysis revealed significant shifts in our social media performance landscape, with notable impacts seen particularly on TikTok. Since late May, our video views experienced a remarkable surge, skyrocketing from consistently below 10 views per video to more than 10,000 views per video. This substantial increase in visibility prompted a strategic realignment towards platforms that resonate more effectively with our target demographic, namely YouTube Shorts and TikTok. In contrast, while Instagram Reels and Facebook Reels were part of our strategy, their performance metrics showed more modest growth, reinforcing our decision to focus efforts on platforms that yield higher engagement rates and better align with our content strategy.

## **Audience Analysis**

### **Facebook Reels**

Facebook tends to attract older users. The majority of Facebook users are between 25 and 34 years old, followed by those between 35 and 44, and a significant portion are between 45 and 54 years old (Sehl, 2021). Facebook launched Facebook Reels to cash in on the popularity of short-form videos. However, the majority of people who watch Facebook Reels are older adults and are used to the network. Facebook Reels usually include family-friendly video material that caters to older audiences, such as cooking instruction, DIY projects, and other interests (Sehl, 2021). On the other hand, content on sites like TikTok is geared more toward young people.

### **YouTube Shorts**

Teenagers and adults between 18 and 34 are the most active YouTube users (Beveridge, 2023). YouTube offers several types of videos that appeal to this younger audience, including both educational and entertaining videos. YouTube has a lot of interaction between long-form and short-form video content. It has been successful in attracting younger viewers who want short, interesting videos on YouTube. Shorts allows users to easily transition between short and long films within the YouTube ecosystem. YouTube Shorts provides educational films alongside entertainment, vlogs, and music videos. This type of content appeals to younger audiences because they like fast-paced entertainment (Beveridge, 2023).

### **TikTok**

The majority of TikTok's user base is young, most being in the 18–24 age range (McLachlan, 2023). The website is one of the most youth-focused social media sites because teens use it frequently. The majority of TikTok users interact with short-form video content, which is often distinguished by challenges, trends, and viral videos. The platform's algorithm is made to present highly tailored and interesting material to users, keeping them interested for long periods. Although

TikTok's material is varied, trends, challenges, music videos, and humorous content are frequently featured (McLachlan, 2023). Videos that are short to watch, visually appealing, fast-paced, and imaginative appeal to the platform's youthful viewership.

### **Instagram Reels**

The bulk of Instagram users are between the ages of 18 and 29, than between the ages of 30 and 49 (Sehl, 2021). Instagram users can interact with a range of photos, stories, and short videos by using Reels. Instagram is now a competitive venue for short-form video content thanks to Reels, which appeals to people who want short, interesting films. Instagram Reels feature influencer material, fashion, beauty techniques, and lifestyle videos (Sehl, 2021). Users of the platform value carefully chosen and aesthetically appealing material that fits with their interests in fashion, lifestyle, and personal branding.

### **Conclusion**

Given their strong interaction rates and younger demographics, we decided to concentrate on TikTok and YouTube Shorts. Reaching a younger audience using TikTok and YouTube Shorts is a great concept since it fits in with the current trends and content tastes of digital consumers. These platforms have a significant youth presence, which guarantees that our video material will effectively interact and maximize visibility with the intended demographic. This strategy makes use of YouTube's wide audience and variety of content options in addition to TikTok's trend-driven and extremely engaging short-form videos to make our marketing efforts effective and efficient.

### **Success Metrics**

To assess the effectiveness of the 8-Bit Legacy social media campaign, several key success metrics were meticulously tracked, focusing on viewership growth, engagement, and profile activity across different platforms. These metrics provide a clear causal relationship between the campaign's strategies and the observed outcomes.

## **1. YouTube Views:**

The campaign's impact on YouTube was substantial. The implementation of the new video content strategy and hashtag optimization resulted in a dramatic 999% increase in views from the initial video to the final one. This increase can be attributed directly to several key changes:

**Enhanced Content Strategy:** Videos were crafted to be more engaging, incorporating elements such as behind-the-scenes content, historical insights, and video game easter eggs.

**Strategic Hashtag Usage:** Each video was optimized with relevant hashtags designed to increase discoverability and attract viewers interested in retro gaming content.

**Consistent Posting Schedule:** Videos were posted consistently at peak times to maximize visibility. The significant rise in viewership underscores the effectiveness of these combined strategies in capturing and retaining audience interest.

## **2. TikTok Hashtag Testing:**

A focused test was conducted to evaluate the effectiveness of hashtags on TikTok. Two videos were posted under similar conditions—one with strategically selected hashtags and one without. The results were striking:

**Hashtag-Optimized Video:** This video received more than 10,000 views, demonstrating how hashtags enhance content visibility and attract a larger audience.

**Non-Hashtag Video:** Without hashtags, the video only got 90 views, showing the importance of hashtags for reaching and engaging your target audience.

This clear disparity in viewership confirms that implementing a robust hashtag strategy directly contributes to increased engagement and visibility.

## **3. Facebook and Instagram Reels:**

While the growth metrics on Facebook and Instagram Reels were not as dramatic as on YouTube and TikTok, the campaign still achieved a 50% increase in profile activity and viewership on both platforms. The improvements can be attributed to:

**Coordinated Posting Schedule:** Consistent posting of videos at the same times across all platforms helped maintain regular visibility and engagement, even on Facebook and Instagram Reels.

**Content Relevance:** Videos were tailored to align with the interests of the retro gaming community, improving relevance and engagement.

Although the rate of growth was moderate, the increase in profile activity and viewership signifies that the campaign effectively enhanced the presence of 8-Bit Legacy on these platforms.

The success metrics demonstrate a clear causal relationship between the implementation of strategic content and hashtag approaches and the observed outcomes. The significant rise in YouTube views, the effective use of hashtags on TikTok, and the improved profile activity on Facebook and Instagram Reels highlight the successful application of the campaign strategies. The results indicate that the coordinated content strategy, optimized hashtag usage, and consistent posting schedule collectively contributed to enhanced visibility, engagement, and audience interaction across all targeted social media platforms.

### **YouTube Shorts Performance**

The performance metrics on YouTube Shorts have been particularly encouraging, showing a phenomenal 900% increase in video views and a significant rise in watch time throughout June. What contributed to this surge was meticulous planning and execution, including a consistent upload schedule that ensured regular content updates, refined editing techniques that enhanced viewer engagement, and strategic hashtag implementation that boosted content discoverability. These

elements collectively fortified our content strategy on YouTube Shorts, resonating strongly with our audience and driving substantial improvements in engagement metrics.

### **TikTok Performance**

TikTok has emerged as a pivotal platform for 8-Bit Legacy, driving significant increases in video views and audience engagement. Our strategic approach on TikTok centered around leveraging trending hashtags, creating visually compelling content, and engaging directly with our community through comments and duets. This platform's algorithm, which prioritizes content discovery based on user interactions and video completion rates, has proven instrumental in amplifying our reach and fostering community engagement. Our recent success on TikTok underscores the effectiveness of tailoring content to platform-specific dynamics and audience behaviors, reinforcing TikTok's role as a cornerstone of our multi-platform marketing strategy.

### **Challenges with Instagram and Facebook**

Conversely, Instagram Reels and Facebook Reels present unique challenges due to their algorithmic complexities and the sheer volume of content competing for attention. Instagram, with its vast repository of “Reels” content exceeding billions, poses a challenge in achieving standout visibility without precise strategic planning (DemandSage, Social Media Manager). Despite our rigorous approach to hashtag use and content quality, growth rates on these platforms have been slower compared to our preferred channels. This underscores the strategic decision to prioritize platforms like YouTube Shorts and TikTok, where our content strategy can achieve more impactful engagement and visibility.

### **Strategic Insights and Results**

The recent performance data from 8-Bit Legacy's multi-platform marketing strategy serves as a testament to the benefits of diversification. The substantial improvements observed on our preferred platforms validate our approach, showcasing how a diversified strategy can effectively

enhance brand visibility, broaden audience reach, and drive tangible business outcomes. By tailoring our content to platform strengths and audience preferences, we successfully engaged a wider audience base and achieved significant enhancements in key performance indicators.

## Examples of Content and Analytics

[@Edit Example.mp4](#)

This is an example of how the editing process went.

[@Mortal Kombat Call to Action.mp4](#)

This is an example of the “call to action” used.

The next five videos are typical posts on all platforms that I utilized.

[@Soul Calibur 2.mp4](#)

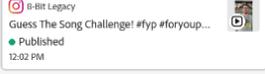
[@Sega Dreamcast.mp4](#)

[@3DS Video.mp4](#)

[@Mortal Kombat C.mp4](#)

[@Lil Yachty.mp4](#)

The next images are examples of some of the data/analytics from the project, as well as a few resources I used.

Mon	Tue	Wed	Thu	Fri
27	28	29	30	31
3	4	5	6	7
 		  		  
10	11	12	13	14
  				

**Week One Schedule**



**Logo**



**Background Used for Videos**



**TikTok Analytics (Hashtags vs No Hashtags)**

Studio Search across your channel

**8-BIT LEGACY**

Your channel  
8-Bit Legacy

- Dashboard
- Content
- Analytics
- Comments
- Subtitles
- Copyright
- Earn
- Customization
- Audio library

Settings

Send feedback

### Channel dashboard

#### Latest YouTube Short performance



#fyp #foryoupage #retrogames #reels #shorts #guessthesong #8bitlegacy

First 14 days 6 hours compared to your typical performance:

Ranking by views: 7 of 10 >

Views: 407 ✓

Average percentage viewed: 40.7% 📊

Likes: 4 ✓

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(1\)](#)

#### Channel analytics

Current subscribers: **96**

+28 in last 28 days

Summary (Last 28 days)

Views: 12.1K —

Watch time (hours): 76.0 —

Top videos (Last 48 hours - Views)

Game of the Day #retrogaming #nostalgia #fyp #foryou... 1

#soulcalibur #soulcalibur2 #nes #retrogames #retro #s... 1

#fyp #foryoupage #retro #intendo #zelda #mario #dk... 1

[GO TO CHANNEL ANALYTICS](#)

#### News

1 / 2 >



**What's the best thumbnail for your video?**

Take the guesswork out of thumbnails with the new Thumbnail Test & Compare feature. Now you can test up to three different versions of your thumbnail and compare their results to determine which is best for your content.

[SHOW ME HOW](#)

#### Published videos

- #3ds #3dsxl #intendo3ds #fyp #foryoupage #... 1.8K 5 42
- #gamecube #retro #nes #fyp #foryoupage #re... 20 1 1
- #soulcalibur #soulcalibur2 #nes #retrogames ... 9.6K 2 371
- Start your Dreamcast journey at 8bitlegacy.com 30 0 2

[GO TO VIDEOS](#)

#### Latest comments

Channel comments I haven't responded to

- RIFOI PRAYATHA - 1 week ago: Great job dude!
- Chat\_RL - 2 weeks ago: The hahop 🤪
- FutureWarrio - 2 weeks ago: Tomodachi Life is the BEST 3DS game

[VIEW MORE](#)

#### Recent subscribers

Last 90 days

- Maslertern: 9 subscribers
- tikboy tank: 8 subscribers
- Greo Jones

Studio Search across your channel

**8-BIT LEGACY**

Your channel  
8-Bit Legacy

- Dashboard
- Content
- Analytics**
- Comments
- Subtitles
- Copyright
- Earn
- Customization
- Audio library

Settings

Send feedback

### Channel analytics

ADVANCED MODE

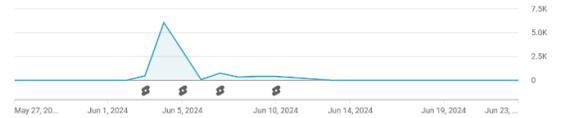
May 27 - Jun 23, 2024  
Last 28 days

**Your channel got 12,092 views in the last 28 days**

Views: **12.1K** +99% more than previous 28 days

Watch time (hours): **76.0** +99% more than previous 28 days

Subscribers: **+28**



[SEE MORE](#)

#### Your top content in this period

Content	Average view duration	Views
#soulcalibur #soulcalibur2 #nes #retrogames #retro #shorts #reels #fyp #foryou... Jun 3, 2024	0:23 (92.7%)	9,688
#3ds #3dsxl #intendo3ds #fyp #foryoupage #reels #shorts #retrogames #retro... Jun 7, 2024	0:19 (55.1%)	1,812
#fyp #foryoupage #retrogames #reels #shorts #guessthesong #8bitlegacy Jun 10, 2024	0:24 (40.7%)	407
Start your Dreamcast journey at 8bitlegacy.com May 22, 2024	0:23 (73.6%)	23
#fyp #foryoupage #retro #intendo #3ds #mario #kiddies #retrogames #int... Feb 2, 2024	0:27 (99.9%)	22

#### Realtime

Updating live

96 Subscribers [SEE LIVE COUNT](#)

3 Views - Last 48 hours



Top content

- Game of the Day #retrogamin... 1
- #soulcalibur #soulcalibur2 #n... 1
- #fyp #foryoupage #retro #in... 1

[SEE MORE](#)

#### Latest content



#fyp #foryoupage #retrogames #reels #shorts #guessthesong #8bitlegacy

First 14 days 6 hours compared to your typical performance:

Views: 407 ✓

Average percentage viewed: 40.7% 📊

Likes: 4 ✓

[SEE VIDEO ANALYTICS](#)

1 of 10 >

## YouTube Analytics for Week One

## **Changes**

### **Adjusting Video Styles to Match Each Platform and Audience**

While maintaining consistency is essential to IMC, it is also critical to customize each piece of content to the specific target and style of the platform it's intended for. With prior knowledge, we would have implemented multiple modifications to guarantee that every video strikes a deeper chord with its target audience while upholding the core concept of 8-Bit Legacy.

#### **TikTok**

TikTok's user base favors quick, engaging, and often humorous content. To better align with this, we would create videos that are dynamic and fast-paced, utilizing popular music, trending challenges, and viral effects. For instance, rather than just showcasing the process of putting individual orders together, we could add a playful twist, perhaps integrating popular TikTok dances or using humor to highlight the excitement of unboxing rare video games. These elements would make the content more relatable and shareable, driving higher engagement.

#### **Instagram Reels**

Instagram Reels is a platform where aesthetics and visual appeal reign supreme. Here, we could focus on creating visually stunning content that aligns with the polished and curated nature of Instagram. Videos about hidden video game easter eggs could feature sleek transitions and high-quality graphics to captivate the viewer's attention. Additionally, leveraging Instagram's strong community focus, we would encourage user-generated content by initiating hashtag challenges, where followers share their discoveries of easter eggs, further amplifying engagement and reach.

## **YouTube Shorts**

YouTube Shorts is geared towards delivering concise, informative, and entertaining content. For this platform, I would prioritize creating videos that provide quick bursts of valuable information, such as history lessons on video game titles or studios. These videos would be slightly longer (30-60 seconds) compared to those on TikTok, allowing for a bit more depth while still being brief enough to retain viewer interest. Including visually appealing infographics and engaging voiceovers would help maintain a balance between education and entertainment.

## **Facebook Reels**

Facebook's audience tends to be broader and slightly older than those on TikTok and Instagram. Here, we could create content that is more narrative-driven and nostalgic, tapping into the platform's strong sense of community and connection. Videos showcasing the process of putting orders together would be more detailed, perhaps incorporating stories from customers about their favorite games and the joy of finding a cherished title at 8-Bit Legacy. Additionally, using Facebook's extensive targeting options, we could ensure these videos reach specific gaming communities and interest groups, maximizing their impact.

## **More Adjustments for Facebook and Instagram**

Given their distinct user bases and content preferences, we could refine the approach further for Facebook and Instagram:

Facebook: Utilize longer-form content and integrate community engagement features like polls, Q&A sessions, and user stories.

Instagram: Emphasize high-quality visuals and influencer collaborations, leveraging Instagram Stories and IGTV for more in-depth content.

By strategically adjusting the style and presentation of each video to match its platform and audience, the campaign would not only achieve greater consistency but also enhance its overall

effectiveness, ensuring that each piece of content resonates more powerfully with its intended viewers.

## **Conclusion**

### **Challenges**

In this project, we ran across a few obstacles that needed creative fixes. Continually producing interesting, high-quality content was a major issue. Due to time and budget limitations, I initially needed help creating material that connected with our audience for the campaign. The difficulty was exacerbated by the desire to customize material for a variety of platforms, each with distinct demands and audience preferences.

I concentrated on streamlining the content development procedure to solve this problem. I produced visually attractive content more quickly by streamlining graphic design and video editing with the help of programs like Adobe Express. To plan and allow enough time for the development of each video, I also created a content calendar.

Another challenge was engaging with the audience effectively. When the campaign began, 8-Bit Legacy's social media presence was sporadic, with the last post dating back several months prior. This lack of consistent engagement posed difficulties in connecting with the audience initially, resulting in low follower interaction. To overcome this, I prioritized consistent posting and actively worked on building a stronger follower base throughout the campaign period. This concerted effort gradually improved engagement metrics and bolstered the community's interaction with 8-Bit Legacy's content.

### **Instagram and Facebook Challenges**

Navigating the complexities of Instagram and Facebook presented specific challenges during the campaign. Instagram's competitive Reels environment, saturated with content from various creators, made it challenging to achieve standout visibility. Despite our strategic use of hashtags and

high-quality content, gaining traction and engagement on Instagram Reels required ongoing adjustments to optimize performance.

Similarly, Facebook Reels posed challenges due to its algorithmic preference for highly engaging and original content. The platform's emphasis on user interaction and authenticity necessitated tailored content strategies to effectively reach and resonate with our target audience (Sehl, 2021). Overcoming these challenges involved continuous monitoring and refinement of content strategies to align with platform dynamics and audience behaviors.

### **Strategic Application of IMC**

The strategic application of Integrated Marketing Communication (IMC) in our social media campaign significantly elevated 8-Bit Legacy's online presence and engagement. By integrating cohesive messaging across platforms and aligning content with audience interests, the campaign effectively attracted attention and deepened engagement among gaming enthusiasts. Balancing compelling visual content with informative posts, the campaign successfully increased audience interaction, boosted brand sentiment and ultimately drove higher engagement and conversion rates.

Moving forward, future campaigns might build upon this foundation, continuing to refine our IMC strategies. By further enhancing audience engagement, building trust, and fostering a vibrant community, I aim to sustain and expand 8-Bit Legacy's influence within the gaming community and beyond.

In summary, the campaign's difficulties offered priceless lessons and chances for development. By conquering challenges related to content production and audience interaction, I managed to create a more dependable and significant online presence for 8-Bit Legacy. Engagement metrics increased as a result of the strategic implementation of IMC principles, which also created the foundation for future success. The knowledge gathered from this campaign will be crucial in helping 8-Bit Legacy refine its strategy going ahead, ensuring that the company keeps growing and

appealing to the gaming community. 8-Bit Legacy is still fully committed to producing interesting, high-caliber content and building a vibrant, engaged community, which bodes well for even bigger successes down the road.

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