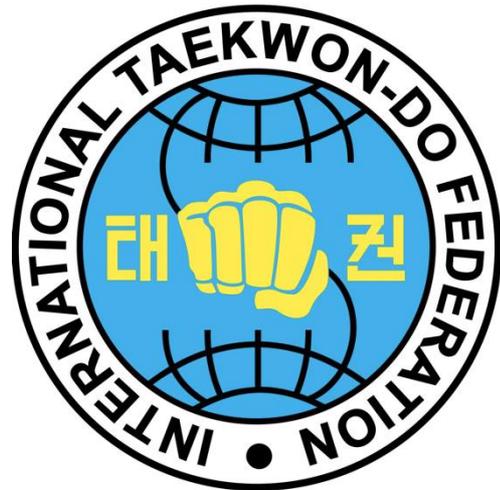


# Hong Kong



## Social media marketing strategies for ITF

Thesis for 4<sup>th</sup> Degree Black Belt

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Date: 25 April 2021

TITLE PAGE

Social media marketing strategies for ITF

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Thesis submitted to fulfil the partial requirement for the  
upgrading to 4<sup>th</sup> Dan

International Taekwon-Do Federation (ITF)

APRIL 2021

# DECLARATION PAGE

I declare that this thesis is my original work and all reference have been cited adequately as required by the Federation.

Date: 25 April 2021

Signature:

A handwritten signature in black ink, appearing to read 'S.P. Chi' with a stylized flourish below it.

Full name: So Pui Chi

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## Introduction

ITF is an authentic martial art founded by General Choi Hung Hi. It is extremely fascinating that millions of people in the world practice this martial art. In current years, we can see that the Headquarter (HQ) has taken a big step in promoting the martial art in social media by establishing an account and constantly updating those pages. It is amazing to see the numbers of subscribers/ followers are on the increase, and as a business graduate with Bachelor degree in Marketing major (Business Administration), I would like to share my views and suggestions on the what HQ could do on these channels to increase the popularity, reputation, attract more potential joiners for the federation with my experiences.

## Content

Before the implementation of any marketing strategies, marketers need to position the organization, define target audience, as well as define channels for the strategies. I am certain that HQ has already conducted the above steps. However, for a complete analysis and suggestion, please allow me to elaborate a bit below:

### Step 1 : Positioning

Positioning is the process of establishing an image or identity of an organization. That is, where do we want to see ourselves and how we want public to perceive us. First of everything, we would need to set up a goal and a vision statement. For example, we aim to make ITF the most famous, strongest Martial Arts with highest technical standards and moral values.

### Step 2: Targeting

Then, we need to identify what are our target audiences so to develop effective strategies accordingly.

Here are a few things to consider:

- Demographics such as age, gender, and location
- The social sites they spend the most time on and what types of content they consume
- The information they would like to see from us

From my observation, HQ is likely to focus on a broad market. The targeting audience I projected are worldwide audience from teenage to senior adults, both male and female, including existing practitioners from color belts to Grand Master, as well as potential students and sports lovers.

It is not easy to develop a clear-cut segmentation for marketing strategy without geographic segmentation. To simplify, I would use the simplest way in segmentation - break our target audience into four age segments:

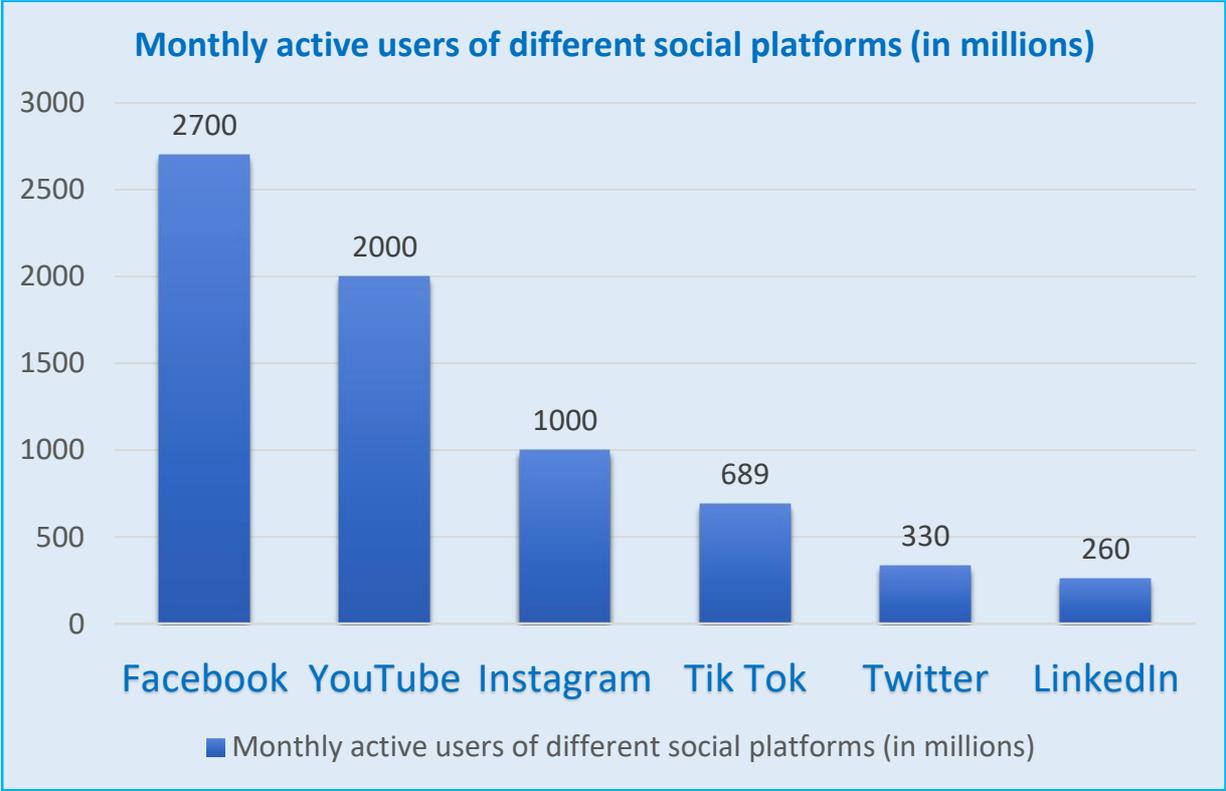
- Teenage: from 13 to 17
- Young adults: from 18 to 29
- Adults: from 30 to 49
- Senior adults: from 50-65
- Veteran: above 65

**Step 3: Define channels**

At the moment, HQ already has an official account on Facebook, Instagram, YouTube, Twitter, YouTube and LinkedIn.

Different social media platforms have difference audience streams. We need to understand the difference in order to put different content accordingly that our audience would be active in to achieve effectiveness. I have gathered some key statistics and demographic insights so to strategize for different platforms.

Monthly active users of different social platforms (in millions)



Percentage of the Age of users that use the media:

Age	Facebook	Instagram	Twitter	Tikkok	LinkedIn	YouTube
18-29	86%	67%	38%	N/A	21%	71%
30-49	77%	47%	26%	N/A	60%	67%
50-65	51%	23%	17%	N/A	17%	66%
65+	34%	8%	7%	N/A	3%	58%

**Facebook**

Facebook is the most popular social network among all platforms. 86% of young adult on internet use Facebook. If HQ would like to put more focus on young adults, Facebook would be the best channel.

Besides, other than official website, a lot of internet users take Facebook as another main source of receiving and tracking official updates. Thus, official announcement, championships information and upcoming events are good content to be put on Facebook.

**YouTube**

YouTube ranked as the second-most popular social network and it has exploded in popularity over the years. 79% of Internet users say they have a YouTube account (Datareportal, 2019).

In addition, YouTube is the second-most popular search engine right after Google. In fact, it receives more searches per month than the likes of Microsoft Bing, Yahoo, AOL, and Ask.com combined. A lot of searches are related to the term 'how to'. According to searchengineland.com, the search of this term are growing 70 percent every year, this means that when users are searching for ways to learn something, they reply on video content. We information is very useful in forming strategies, and I would provide my suggestions later on.

**Instagram**

Instagram allows users to share and edit both photos and videos, it has grown immensely over the years. It is mainly used by teens and young adults. According to an online article on oberlo.com, 71% of the billion monthly active users on Instagram are under the age of 35 (Statista, 2019). The audience streams are similar to Facebook.

**TikTok**

TikTok was launched in 2016, it allows users to create short videos with music, filters, and some

other features. Over the past 5 years, it has exploded in popularity. To a lot of teenagers, TikTok is no doubt a subculture.

What makes TikTok stand out among the competition is that it's more of an entertainment platform, instead of a lifestyle platform. Furthermore, anyone can become a content provider because of the simplicity of using the app.

Hence, other than creating our own content, HQ could also encourage our Taekwon-Doists to take and make videos.

### **Twitter**

Although twitter doesn't have the highest usage rate, it is still a vital tool for marketing. It has especially great influence on purchasing decision. Four out of ten Twitter users carried out a purchase after having come across it on the social media platform (Digital Marketing Institute, 2019).

Around 63% of Twitter users are between 35 – 65 years old (theVAB, 2018). This paints a pretty clear picture of Twitter's appeal for an audience that's more mature than those of Instagram. Hence, we could put more content that 35-65 would interest on this platform.

### **LinkedIn**

LinkedIn is the world's largest professional networking site, it is all about connections and business influencers. According to Pew research, 46% of online adults who have graduated from college are LinkedIn users, and it is most popular among adult aged 30-49.

Also, four out of five LinkedIn members drive business decisions. HQ could create content with from business perspective, such as how Taekwon-Do bring positive impact to the economic from hosting an International event. HQ could also connect with relevant organizations and seek partnership on this platform.

## **Step 4: Develop strategies**

### **A) Content Marketing**

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive desirable and/or profitable action.

From the data driven above and my experience, I would like to suggest the following content to be included in social media marketing:

## A1) Audience engagement

Social media stood out of all conventional media because of engagement, and audience seek connections with the people and brands they follow. Hence, social media engagement has become a vital part of any marketing strategy, affecting everything from brand awareness to people's loyalty. In addition, social platforms use 'meaningful engagement' as an important signal to decide which account or post should be prioritized. In other words, social media posts with more active and thoughtful interactions will get more reach.

In the view of this, I would suggest HQ to increase the interaction with audience to gain organic reach and build relationships with the audience.

### A1.1) Creative post and open question

HQ could create regular engaging post with theme such as 'Motivation Monday', that they could invite grand master, master, world or national champions and even a 10-year-old Taekwon-Doist to share how do they keep up motivation. The post should be kept as brief as 20-30 words with a picture of the sharer. Other idea could be, 'Throwback Thursday' (#tbt) to share some past photos or clips ; 'Fact Friday' (#factfriday) to share some fun fact to keep followers interested ; 'Sparring tips for the month' to share useful skills with our athletes.

Questions could also be raised and open for comment to increase interaction. Most importantly, HQ should also reply on some comments to shows that they care about audience's response.

### A1.2) Interactive question or Poll

Interactive question is recommended to ask occasionally. For example, upload a picture with an outline of a dojang and throw a creative question such as 'describe your dream dojang' or 'punching bags or breaking stand'.

Some social media platforms such as Instagram has polls function to increase interaction and allow marketers to collect views from followers. HQ could create tolls on Instagram story such as: team pattern or special techniques?

### A1.3) TikTok Challenge Campaign

TikTok challenges are a combination of text, sound, and movement that is very popular and could effectively engage with and attract Generation Z audience which is the largest demographic on TikTok.

I believe if HQ could launch some challenges, for example, the challenger could be blindfolded and throw a roll of toilet paper to the air and hit it with a jump spinning kick, or light off candles with the wind from a punch.

## A2) YouTube Shorts videos

As mentioned previously, social media audience love to search and watch videos that teach them how to do certain things. HQ could then record some short videos with explanations of ITF related theories and practical techniques.

YouTube launches short beta in March 2021. It is a new short-form video experience that allows creators to use its Shorts creation tools to create videos that are up to 1 minute in length to offer a different kind of viewing experience for the platform's users.

In addition, there is not a lot of competition with YouTube Shorts at the moment. If we take the leap and start strategizing at YouTube Shorts, we will get more visibility.

To start with, some creators will integrate it completely into their channels, while other creators have created separate channels for shorts. In my point of view, HQ could create a new channel called 'ITF academy' and create short, eye-catching videos like some cool kicks, special technical demonstration to cater better to the latest trend and attract more followers.

## B) Collaborative marketing

Collaborative marketing is to team up with other like-minded organization to share our resources to generate more leads. It could also allow us to promote our brand, access to a highly relevant audience and develop our connections.

We can collaborate with organizations that provides complementary goods or services, and organizations with same target market.

Below are some examples:

- Collaborate with Dae do, Sasung, Kwon or other complementary goods or service provider. They can post our promotional video on their social media; and we can create a post with positive comments on the quality of their sparring gears and the purchase link.
- Collaborate with the Sports stadium, district government that we are about to have championships at their place. We can introduce their city and facility, and they can introduce our ITF and invite people as well as local medias to our competitions.
- Co-host an event. We can team up with organization such as health supplements company, sports equipment company or physiotherapy center to co-host an event to promote physical health to increase public exposure.

## Conclusion

Over one-third of the world population is active on social media. It is a vital channel that no organization could afford to ignore. Moreover, the pandemic pushed more people to spend time online and find more ways to engage with each other. To build up our reputation and gain popularity, we need to define our target audience and create content that they are interested to increase coverage and awareness.

With dedication and appropriate strategies, I believe our ITF could stand out in the crowd.

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