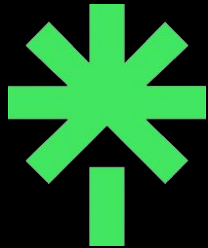# Linktree X BCEC

Spring 2024 | Midterm Deliverable

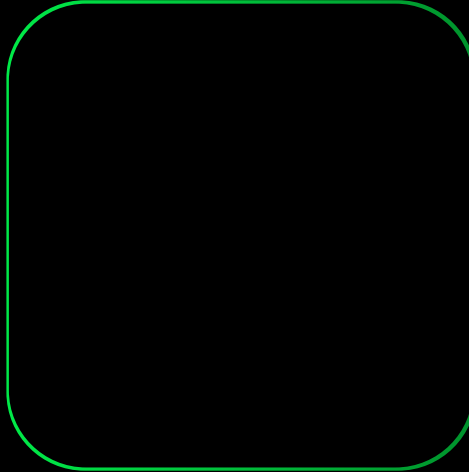INTRODUCTION

LINKTREE ANALYSIS

COMPETITOR ANALYSIS

CONTENT IDEAS

NEXT STEPS

INTRODUCTION

Introduction

Business Careers in Entertainment Club (BCEC) is UC Berkeley student consulting organization that focuses on developing a combination of creative and analytical skills in entertainment through industry–specific sector projects.

Lilah Navale
2nd year
Economics + Data Science

Elaine Hong
3rd year
Media Studies + Art Practice

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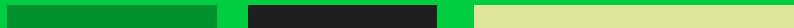
Research Focus & Context

Research Focus

Analyze Linktree's current social media and successful practices of competitor brands

Key Goals

- **Social Media Analysis:** Research Linktree's social media presence, including strengths, & opportunities for growth

- **Competitor Analysis:** Research competitor brands & relevant akeaways for Linktree

- **Content Ideation:** Ideate content for Linktree could create that aligns with Gen-Z preferences

LINKTREE ANALYSIS

Linktree Analysis

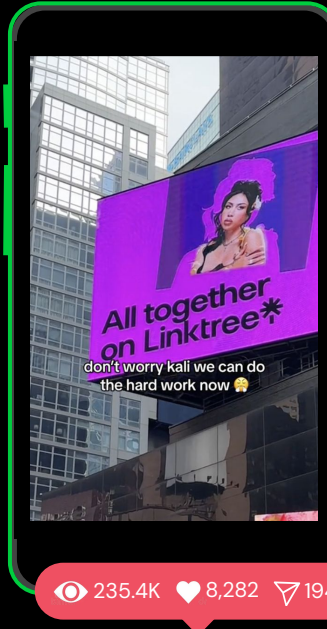**Kali Uchis** (Tiktok)　　　**Ice Spice** (Instagram)　　　**Olivia Rodrigo** (Twitter)

Strength #1:

Collaborations and partnerships with high-profile celebrities

Key Takeaway:

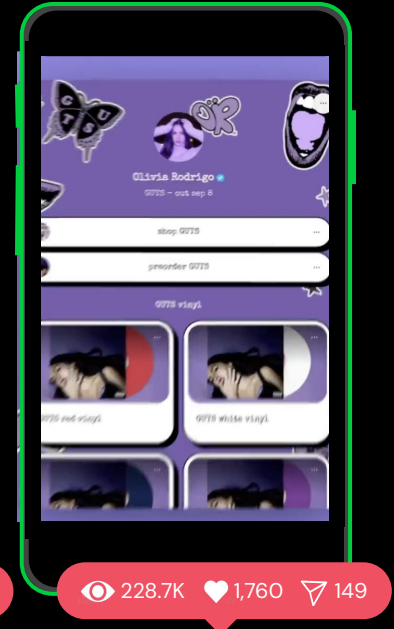Expand celebrity partnerships to include Gen Z-relevant audience

👁 235.4K　❤️ 8,282　◹ 194

👁 116.1K　❤️ 4,970　◹ 34

👁 228.7K　❤️ 1,760　◹ 149

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Linktree Analysis

Strength #2:

Connection with Gen Z audiences utilizing existing trends and slang/verbiage → Demonstrates familiarity with pop culture

Key Takeaway:

Stay up to date on Gen Z trends and reflect in released content

Your Linktree era starts now. (Instagram)
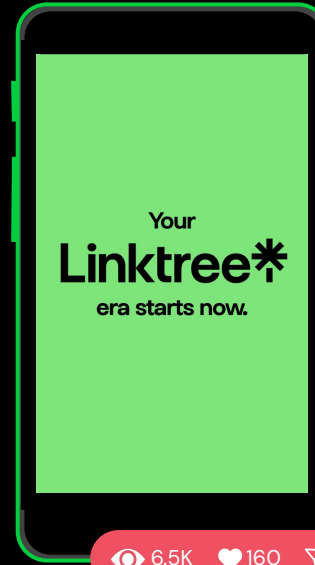
Kurtis Conner! (Instagram)

Your Linktree* era starts now.

6.5K   160   12

All together on Linktree*

presenting THE MAYOR (of linktree)

263K   17.2 K   1K

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Linktree Analysis

Strength #3:

Helpful Instagram highlights explaining how to maximize Linktree capabilities

Easy to see and navigate when visiting the page

Example:

Scheduling, Analytics, Switch Pages

Key Takeaway:

Continue consistently updating Reels when new features are added, tips, etc.

Linktree Analysis

tie into Linktree brand values

Weakness #1:

LinkTree doesn't emphasize distinct brand principles

Gen Z prioritizes value-driven brands

✳ **linktr.ee** ✔

support small creators

♡ ◯ ⇄ ▷

great message! but kind of vague

Opportunity for Growth

Establish clear values and advertise them on platforms

Collaborate with marginalized communities and grow their brands through LinkTree

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Linktree Analysis

Opportunity for Growth

Weakness #2:

Can improve in showcasing how Linktree can benefit the intended audience (e.g. small creators or businesses)

Post more content that motivates audience engagement, including clear calls to action.

Showcase the variety of Linktree functions that support personal brand and professional needs with small content creators

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Linktree Analysis

Weakness #3:

Could improve aesthetics and visual appeal of social media feed
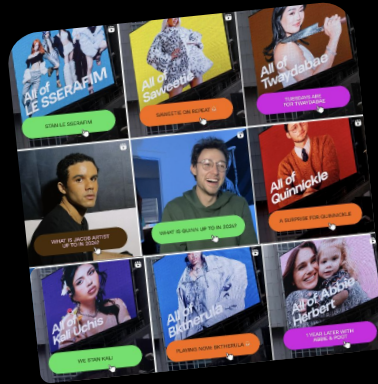
slightly repetitive thumbnails

tailor to platform
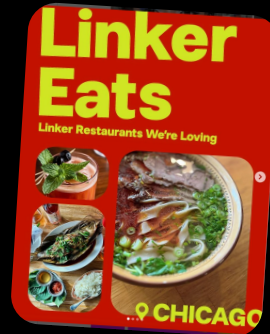
Opportunity for Growth

Add appealing and clear thumbnails on videos so followers are less overwhelmed and immediately know what the videos are about

More variety in content instead of the same format of videos repeatedly

Linktree Analysis

Opportunity for Growth

More posts that follow specific TikTok trends adapted for Linktree to increase engagement amongst Gen Z users
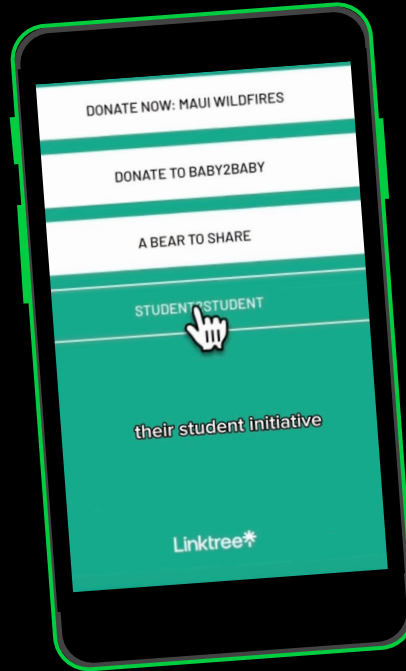
"Linktree Goes Back to School Shopping"
(Tiktok)

✓ Followed a current trend at the time

✓ Relatable to a younger audience

✓ Showcased brand name in the title and in the beginning of the TikTok

Linktree Analysis

Current staple of Linktree's content
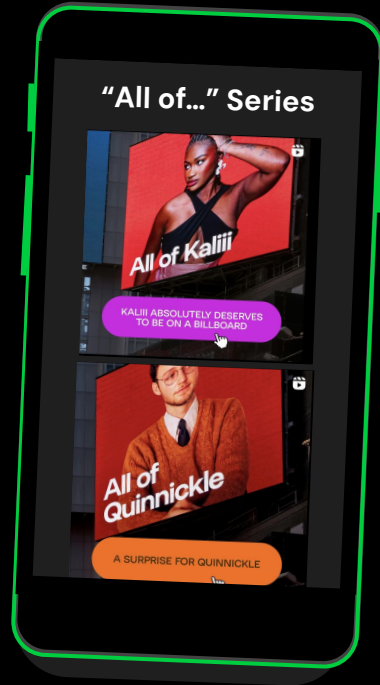
What does it tell you about Linktree?

"All of…" Series

All of Kaliii
KALIII ABSOLUTELY DESERVES TO BE ON A BILLBOARD

All of Quinnickle
A SURPRISE FOR QUINNICKLE

All of Teddy Swims
TEDDY SWIMS IN TIMES SQUARE

All of Chris Stapleton
WHO ARE WE LISTENING TO? CHRIS STAPLETON
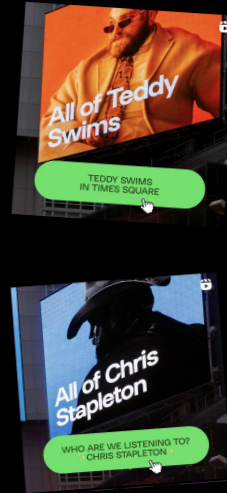
- Select posts have high engagement, but majority have low engagement
- Content does not connect with Linktree's purpose

- Content should strengthen the brand
- Focus on what Linktree is, what it does, what it looks like
- Collaborate with more relevant influencers

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Linktree Analysis

- Shows how influencers/businesses can provide links for recommendations all in one link
- Relevant and modern Gen-Z graphic design
- Seasonal recommendations

Gift Guides

galentines gift guide 🤍

a little gift guide

▶ 1,370

successful current content

Haru Cakes
📍 Los Angeles

gift guide for ✨her✨

▶ 4,016   @harucake_

Key Takeaway

Emphasize the versatility of Linktree: not just a link-in-bio platform, but could also be a one-stop-shop for (influencer) recommendations!

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COMPETITOR ANALYSIS

Competitor Analysis
Lnk.bio

Strengths

- Strong brand identity & values

- Black-woman-owned & led business → clear background and sense of community

- BIPOC, LGBTQIA+, Disability activists for Equality

Weaknesses

- Infrequent and inconsistent posts

- Repetitive and unoriginal content

- Content not aesthetically pleasing

What LinkTree could implement

1. Developing **values-centered** brand identity

2. Focusing on reaching small businesses from underrepresented communities and promoting them via LinkTree

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Competitor Analysis

Latermedia
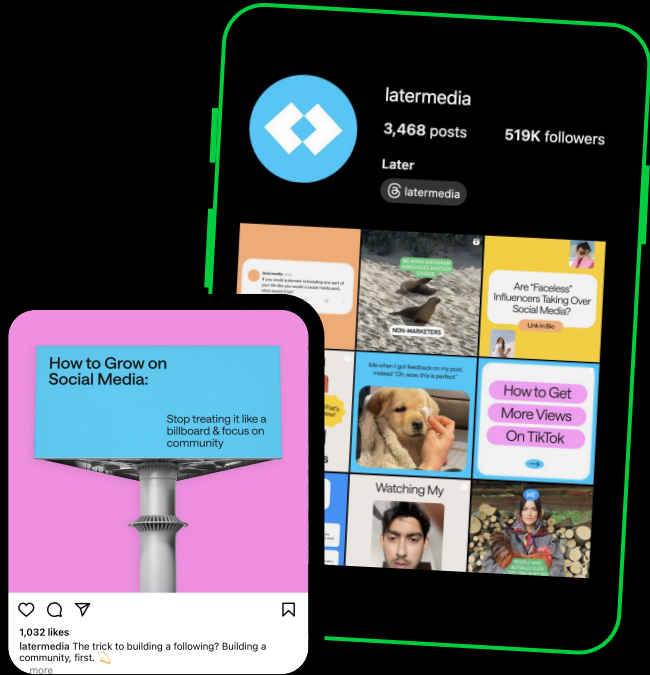
Strengths

- Informational content catered to their target audience of influencers

Weaknesses

- "Link in bio" content, with no information in the post itself, has low engagement

What LinkTree could implement

1. Tutorials **geared towards influencers**

2. Informational tips that **encourage saves**

3. Content that **showcases new features** for influencers

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Competitor Analysis

Beacons.ai

Strengths

- More capabilities, including sending mass emails, creator store, and income dashboard

- Link in bio capabilities are much more advanced

Weaknesses

- Incohesive feed

What LinkTree could implement

1. More **customization features**

2. Expanding capabilities to serve as a **creator dashboard**

Competitor Analysis

Pallyy Social

Strengths

- Very simple, basic title posts
- How-to videos

Weaknesses

- Posts lack diverse themes
- Inconsistent posting schedule
- Low social media engagement (1k followers)

What LinkTree could implement

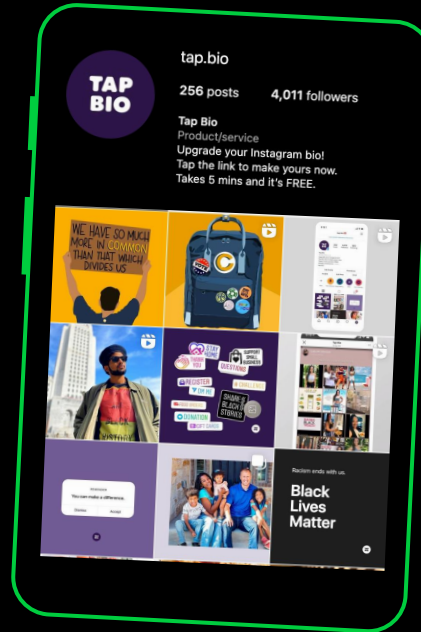1. Simple title posts
2. How-to videos

Competitor Analysis
Tap Bio

Strengths

- Visually pleasing graphics & design

- Well-organized Reels & highlights

- Posts relate to current news or trends

Weaknesses

- Uneven ratio of Reels to regular posts

- Posts are random, indistinct, & infrequent

- Posts lack connection to their brand and purpose

What LinkTree could implement

1. "How It Works" or "How To Use" story highlight

2. Update posts for new features & interface changes

3. More posts in addition to Reels

4. Mention speed & efficiency in bio
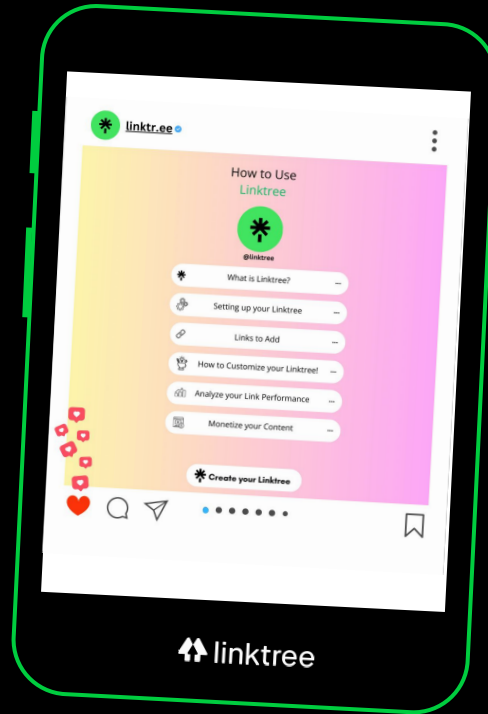
Content Idea

#1: "How to Use Linktree"

- ★ Create a new trend
- ★ Showcase Linktree's features
- ★ Encourage users to explore the platform further
- ★ #LinktreeTips

Strategies to Implement

- Pin the post
- Instagram Highlight
- Consistent uploads
- Tutorial videos
- AMA Live Sessions

Content Idea

Showcase Linktree "hacks" & unique avenues:

★ A detailed yet short tutorial of the "hack"

★ Start video with a catchy hook

"5 Linktree Hacks Most People Don't Know"

"This Linktree Hack Will Change Your Life!"

✓ Continue to post "new" hacks

✓ Will likely increase engagement on TikTok & Instagram

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Content Idea

#3: "Guess whose Linktree?"

★ Show different influencers' Linktree with their name blurred and have followers guess whose it is

★ Content showcases the versatility and personalization of Linktree

Olivia Rodrigo's Linktree reflecting her personal brand

✓ Attracts fans of the influencers and introduces them to Linktree

✓ Interactive

✓ Shows how your Linktree can reflect personal brand

Content Idea

#4: "What's in my Linktree?"

- ★ Celebrities and influencers go through their Linktree

- ★ Cater to their fanbase and loyal followers

- ★ Similar to popular "What's in my bag" videos on YouTube

example of successful video ft. Margot Robbie

- ✓ Demonstrates the different features of Linktree (e.g. Linktree store)

- ✓ Can endorse newly launched features

- ✓ Appeal to influencers looking for ideas to customize their Linktrees

Content Idea

#5: "How Linktree Benefits Small Businesses"

1

Create tutorial videos demonstrating how small businesses can set up their Linktree

★ Digital business card

★ Monitor traffic performance and email addresses

2

Highlight an example of a small business that has used Linktree

★ Incorporate a short interview of business owner

Content Idea

#6: "Linktree GRWM"

GRWM Video with its own Linktree

★ Create a special Linktree just for that video, linking all clothing items, makeup products, student supplies
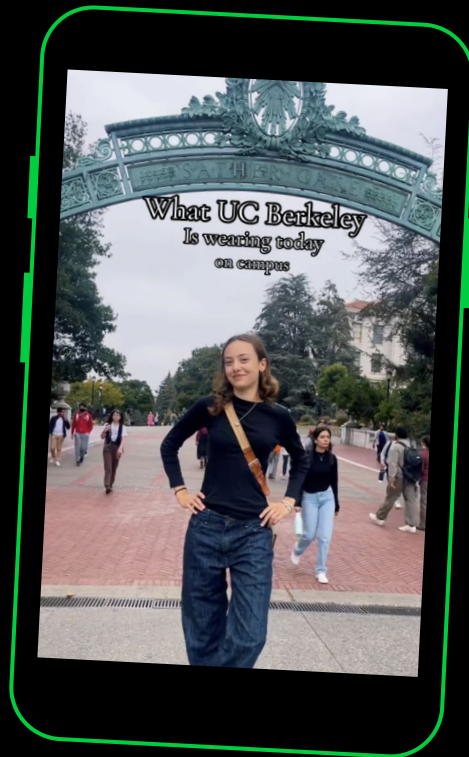
★ Potentially collaborate with college student influencers

GRMW (w/ Linktree)

Add a fun niche like "Get Ready With Me as a Berkeley student with 4 hours of sleep"

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Content Idea

#7: "OOTD with Linktree"

Street interview style videos on campus

ft. clothing items linked in bio

What UC Berkeley
Is wearing today
on campus

1. Approach students wearing outfits that align with Gen Z trends

2. Interviewer with LinkTree branded mic asking students "What are you wearing?"

3. Students explain their OOTD (e.g. what they're wearing, where they got the items)

4. Interviewer tells viewers to access the items through the LinkTree link in bio

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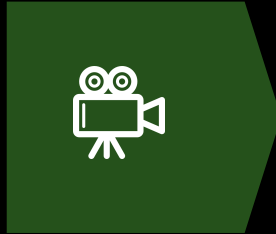ENTERTAINMENT CLUB

NEXT STEPS

Next Steps

1
Preparation

Finalize content ideas, details, & schedule

2
Production

Film & edit videos & posts

3
Post
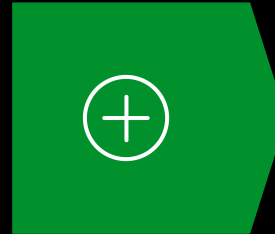
Post & promote content

4
Analyze

Receive & analyze impressions

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QUESTIONS

APPENDIX

Competitor Analysis
Snipfeed

Strengths

302 Posts
13.7K Followers
1,892 Following

Snipfeed
100M+
Community
Build a storefront on top of your socials in seconds.
Santa Monica, California
snipfeed.co/snipfeed

Follow | Message | Email

Free Coachi... | Events | Start Here | Office Life | Meet The T...

Story Highlights

3 Pinned Posts

@wateryaquarious
how i went from making $0 to $3k a month

$120,000 with Snipfeed
in less than a year because of Snipfeed

Make an extra $3-6K a month with Jam

Tip two; Your socials and store

Tip one; Digital product bundles

Creator Monetization 101

Tips & the 10k Challenge

Weaknesses

- Inconsistent posting on social media (last posted in Dec. 2023)

- Limited brand recognition

- Few design customizations

What LinkTree could implement

1. Offer tips and tricks

2. Create step-by-step video tutorials

3. Incorporate current trends into social content

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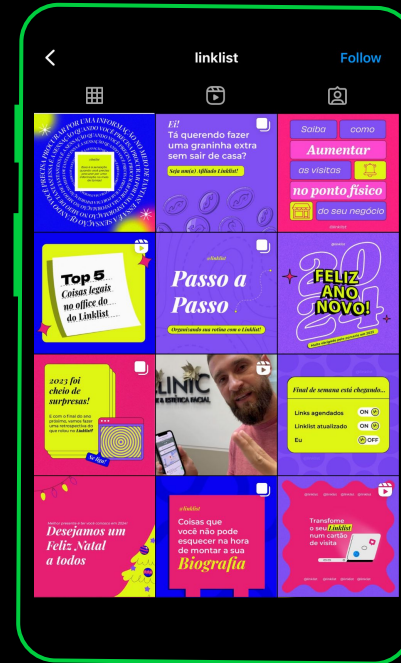BCEC
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Competitor Analysis
Linklist

Strengths

- Bright, eye-catching content

- Clear and consistent theme that aligns with brand

- Helpful how to use guides on stories

- Good post-to-reel ratio

Weaknesses

- Small following

- Content is limited to Portuguese speaking demographic

- Repetitive content

- No collaborations with influencers

What LinkTree could implement

1. Interactive stories
2. Polls
3. Q+A
4. Engage with audience
5. Post-to-reel ratio
6. Clear theme in content

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Competitor Analysis
Milkshake

Strengths

- Clean lines and strong brand kit with engaging fonts that are aesthetic

- Highlights small businesses

Weaknesses

- Is an app so loses engagement quickly on social media

- Inactive

What LinkTree could implement

1. Small business series

2. Diversifying the types of posts that hit the feed (i.e. some photos others colors)

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