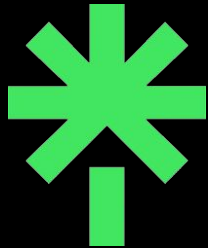




Linktree X BCEC

Spring 2024 | Midterm Deliverable



INTRODUCTION

LINKTREE ANALYSIS

COMPETITOR ANALYSIS

CONTENT IDEAS

NEXT STEPS

INTRODUCTION



Introduction

Project Managers

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

Introduction

Members & Advisers



Aditi Chaurasia

Team Lead

Data Science



Tiarra Wu

Team Lead

Economics + Psychology



Ab Tudayan

Project Adviser



Kelly Park

Project Adviser

Introduction

Project Members



Ava Freeman

Media Studies



Devyn Healy

Society & Environment +
Psychology



Ilene Park

Media Studies



Isabella Flores

Political Science



Jasmine Yuan

Business Administration



Nicole Hong

your mom



Sara Kusumoto

Business Administration
+ Media Studies



Tsola Bemigho

Film and Media +
Business Administration



Wesley Duong

Business Administration



x

Research Focus & Context

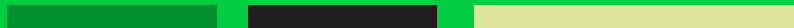
Research Focus

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

LINKTREE ANALYSIS



Linktree Analysis

Strengths

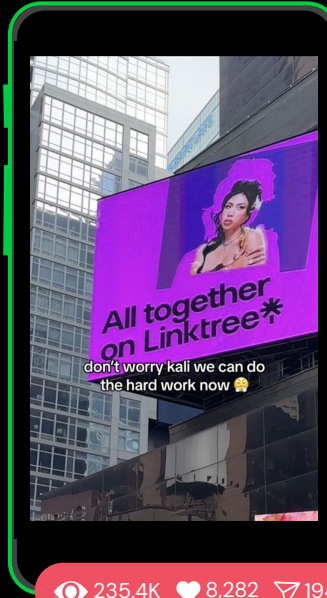
Opportunities for Growth

Content Analysis

Strength #1:

Key Takeaway:

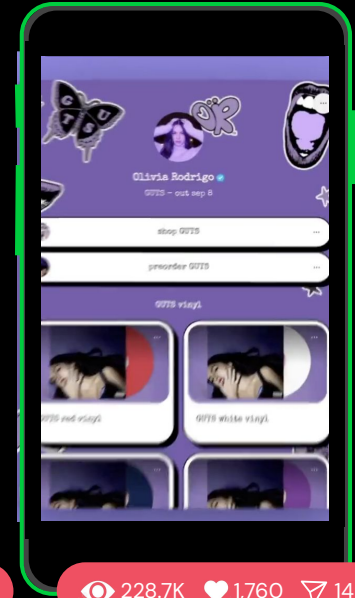
Kali Uchis (Tiktok)



Ice Spice (Instagram)



Olivia Rodrigo (Twitter)



Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis

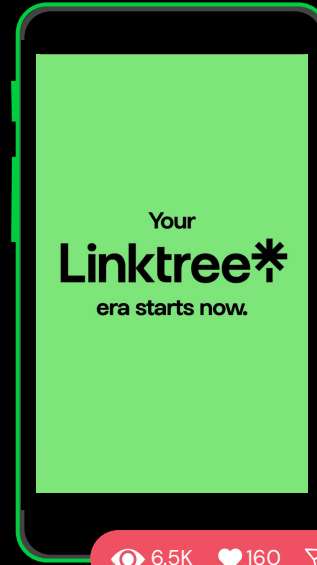
Strength #2:

Linktree is a powerful tool for content creators and businesses alike, offering a central hub for all your links. This strength is highlighted by the high engagement and visibility of the Linktree content shown in the analysis.

Key Takeaway:

Linktree's ability to aggregate and promote content effectively is a key takeaway from this analysis, demonstrating its value in increasing reach and engagement.

Your Linktree era starts now.
(Instagram)



👁️ 6.5K 🍷 160 📄 12

Kurtis Conner!
(Instagram)



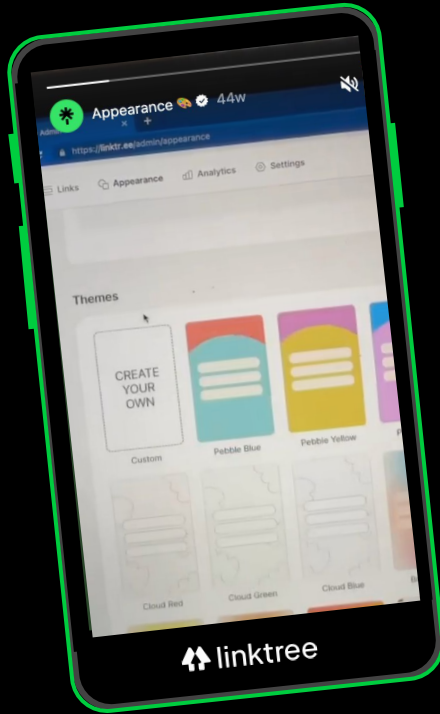
👁️ 263K 🍷 17.2 K 📄 1K

Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis



Strength #3:

[Redacted content]

Example:

[Redacted content]

Key Takeaway:

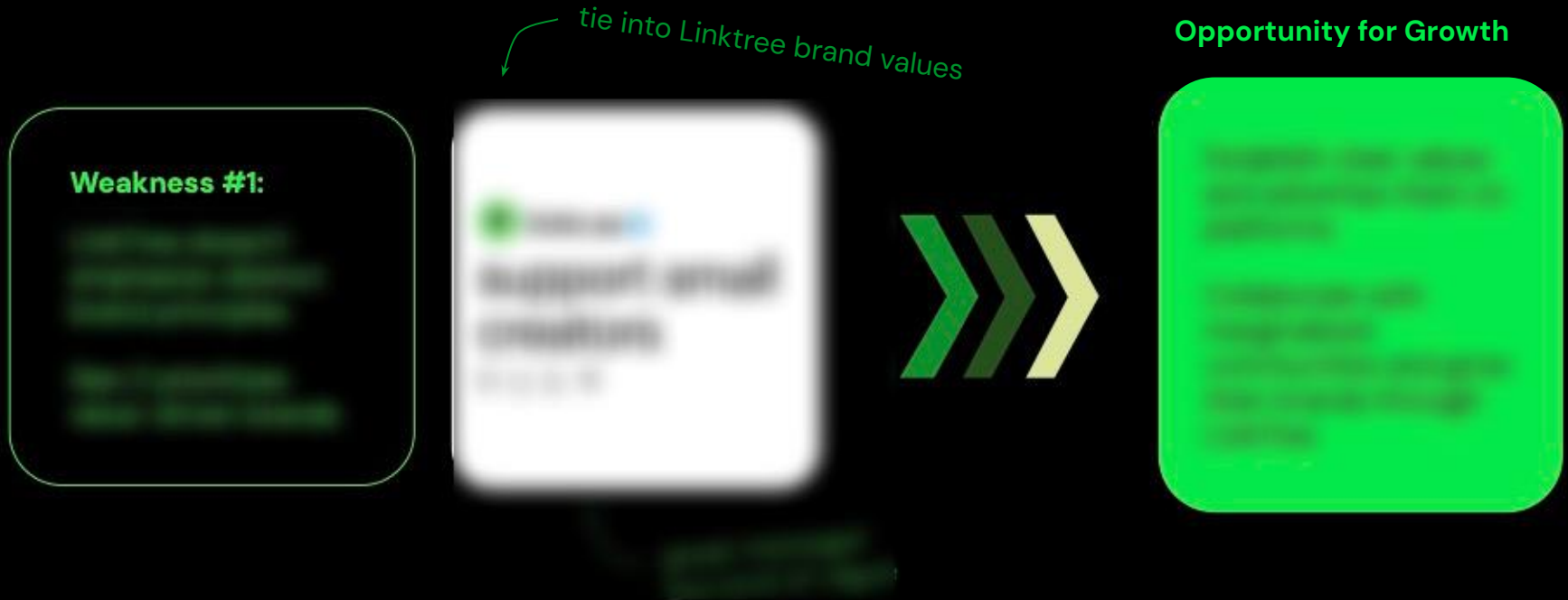
[Redacted content]

Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis



Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis

Weakness #2:

The opportunity is
maximizing the
content on the
page, including
the content analysis
and content analysis



Opportunity for Growth

The content analysis
and content analysis
including the content
analysis and content
analysis

Maximize the content
on the page, including
the content analysis
and content analysis
including the content
analysis and content
analysis

Linktree Analysis

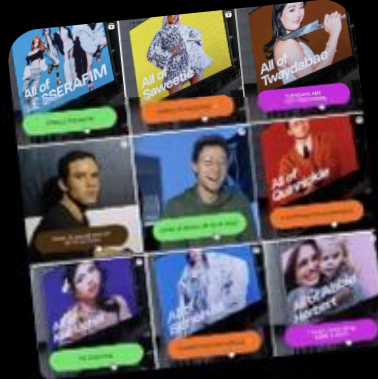
Strengths

Opportunities
for Growth

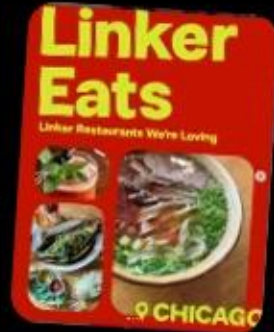
Content Analysis

Weakness #3:

Content is not visually appealing and lacks variety in format.



slightly repetitive



Opportunity for Growth

Use visually appealing and diverse content formats to attract more users.

Collaborate with influencers and brands to expand reach and engagement.

Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis

Opportunity for Growth



"Linktree Goes Back to School Shopping"
(Tiktok)

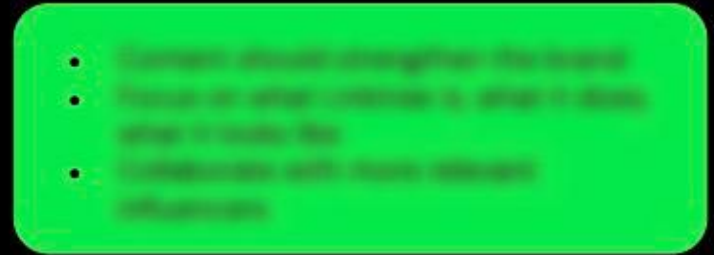
- ✓ Increased content views in the 2020
- ✓ Increased to a younger audience
- ✓ Increased brand awareness in the 2020 and in the beginning of the 2021

Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis



Linktree Analysis

Strengths

Opportunities
for Growth

Content Analysis

- [Faded text]
- [Faded text]
- [Faded text]



successful
current
content

Key Takeaway

[Faded text]

COMPETITOR ANALYSIS



Competitor Analysis

Lnk.bio

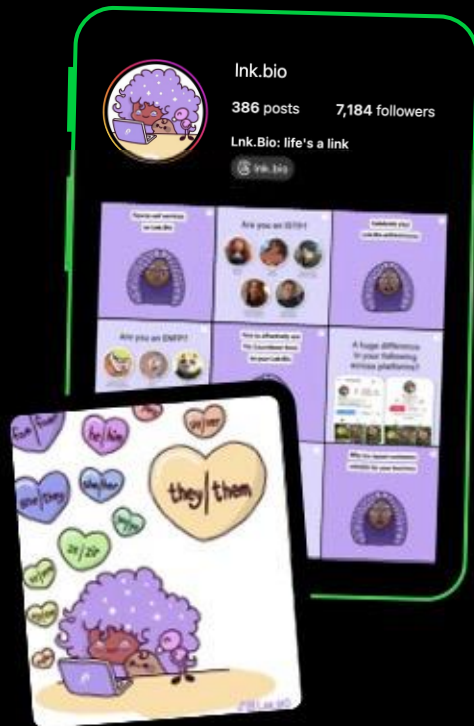


Strengths

- Strong brand identity
- High engagement rate
- Consistent content
- Effective use of social media
- Strong community support

Weaknesses

- Limited reach
- Inconsistent posting schedule
- Lack of diverse content
- Limited use of social media features
- Limited engagement with followers



What LinkTree could implement

1. Implementing a link-in-bio feature that allows users to share multiple links in a single post.
2. Implementing a feature that allows users to track the performance of their links and see which ones are most popular.

Competitor Analysis

Latermedia



Strengths

- Consistent content
- Engaging content
- High quality of content

Weaknesses

- Lack of consistent content
- Inconsistent content
- Low quality of content

What LinkTree could implement

1. Consistent content
2. Engaging content
3. High quality of content

Competitor Analysis

Beacons.ai



Strengths

- **More capabilities**
- **More content**
- **More engagement**
- **More reach**
- **More visibility**

Weaknesses

- **More expensive**

What LinkTree could implement

1. **More content**
2. **More engagement**

Competitor Analysis

Pallyy Social

Strengths

- [Blurred text]
- [Blurred text]

Weaknesses

- [Blurred text]
- [Blurred text]
- [Blurred text]



What LinkTree could implement

1. [Blurred text]
2. [Blurred text]

Competitor Analysis

Tap Bio

Strengths

- Tap Bio is a free service that allows users to upgrade their Instagram bio link to a Linktree-style link in bio.
- Tap Bio offers a variety of link options, including social media profiles, websites, and e-commerce links.
- Tap Bio provides a clean, professional look for the link in bio, with a customizable profile picture and bio text.

Weaknesses

- Tap Bio is a relatively new service, so it may not have as much brand recognition or trust as established link-in-bio services like Linktree.
- Tap Bio's link options are limited compared to other link-in-bio services, which may restrict the types of links users can share.
- Tap Bio's interface is somewhat cluttered and less intuitive than other link-in-bio services.



What LinkTree could implement

1. Implement a 'Tap Bio' feature that allows users to upgrade their Instagram bio link to a Linktree-style link in bio.
2. Offer a variety of link options, including social media profiles, websites, and e-commerce links.
3. Provide a clean, professional look for the link in bio, with a customizable profile picture and bio text.
4. Offer a free trial or discount for new users to encourage adoption.

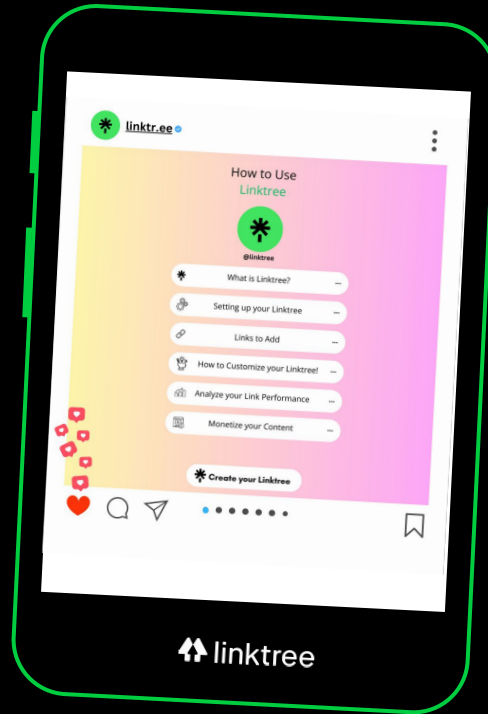
CONTENT IDEATION



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

#2: "Linktree Hacks"

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

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



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

Content Idea

#7: "OOTD with Linktree"

Street interview style
videos on campus

ft. clothing items
linked in bio



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

NEXT STEPS



Next Steps

1

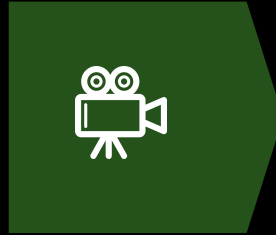
Preparation



Finalize content ideas, details, & schedule

2

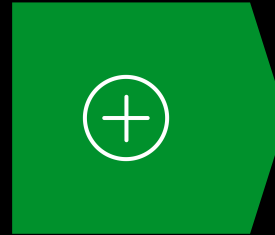
Production



Film & edit videos & posts

3

Post



Post & promote content

4

Analyze



Receive & analyze impressions

QUESTIONS



APPENDIX



Competitor Analysis

Snipfeed

Strengths



3 Pinned Posts

Story Highlights

Tips & the 10k Challenge

Weaknesses

- [Blurred text]
- [Blurred text]
- [Blurred text]

What LinkTree could implement

1. [Blurred text]
2. [Blurred text]
3. [Blurred text]

Competitor Analysis

Linklist

Strengths

- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]

Weaknesses

- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]



What LinkTree could implement

1. [Blurred text]
2. [Blurred text]
3. [Blurred text]
4. [Blurred text]
5. [Blurred text]
6. [Blurred text]

Competitor Analysis

Milkshake



Strengths

- Clear, concise, and easy-to-read content
- High-quality images and graphics
- Engaging and informative text

Weaknesses

- Lack of consistent branding
- Limited engagement with followers
- Inconsistent posting schedule

What LinkTree could implement

1. Consistent branding
2. Engaging and informative content