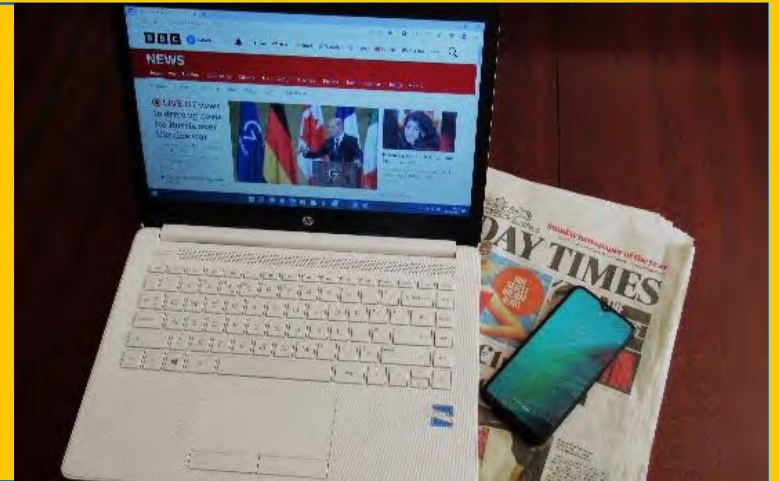


u3a  
in Kennet



MARLBOROUGH COLLEGE

# MEDIA Day



Friday 28<sup>th</sup> April 2023

MEDIA Day



# Social media: why does it work and why is it so effective

Carina H  
Student

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# MARKETING IN SOCIAL MEDIA



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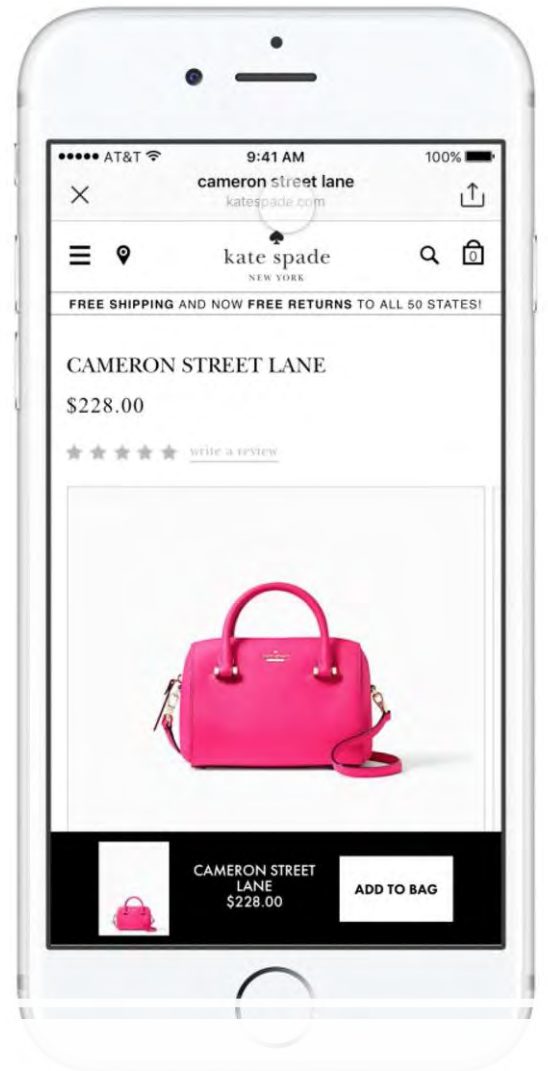
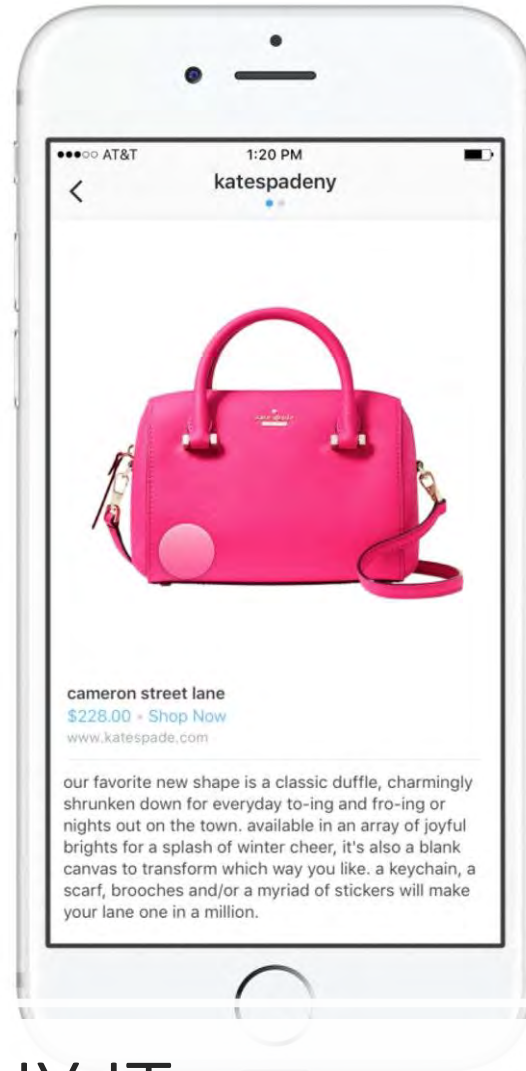
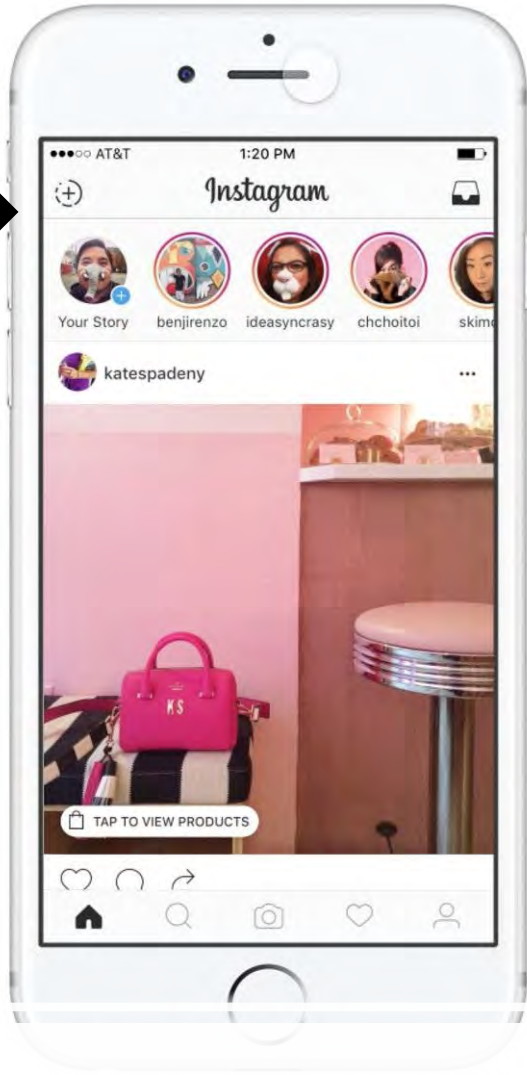
# MARKETING IN SOCIAL MEDIA

WHY DOES IT WORK AND WHY IS IT SO  
EFFECTIVE?





***Glossier.***



SEE IT, BUY IT



TARGETING



CAPITALISING ON INSECURITIES





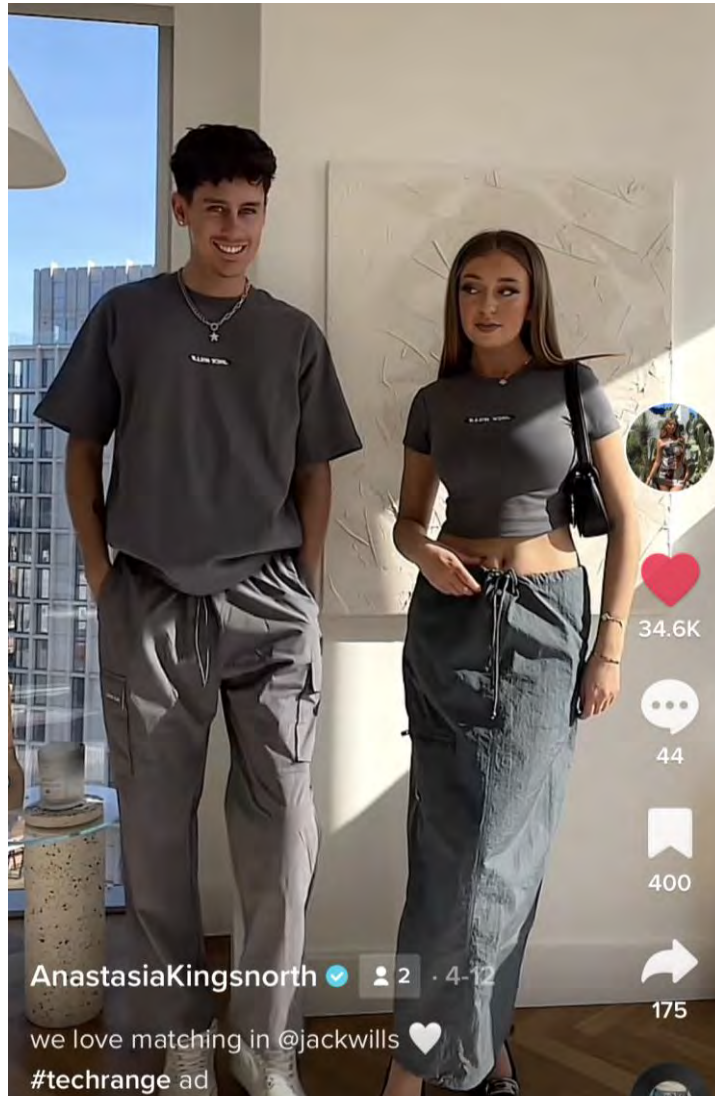
mollymae



Liked by

an

mollymae A very rainy Wednesday  
@prettylittlething ad



AnastasiaKingsnorth



2



4-12

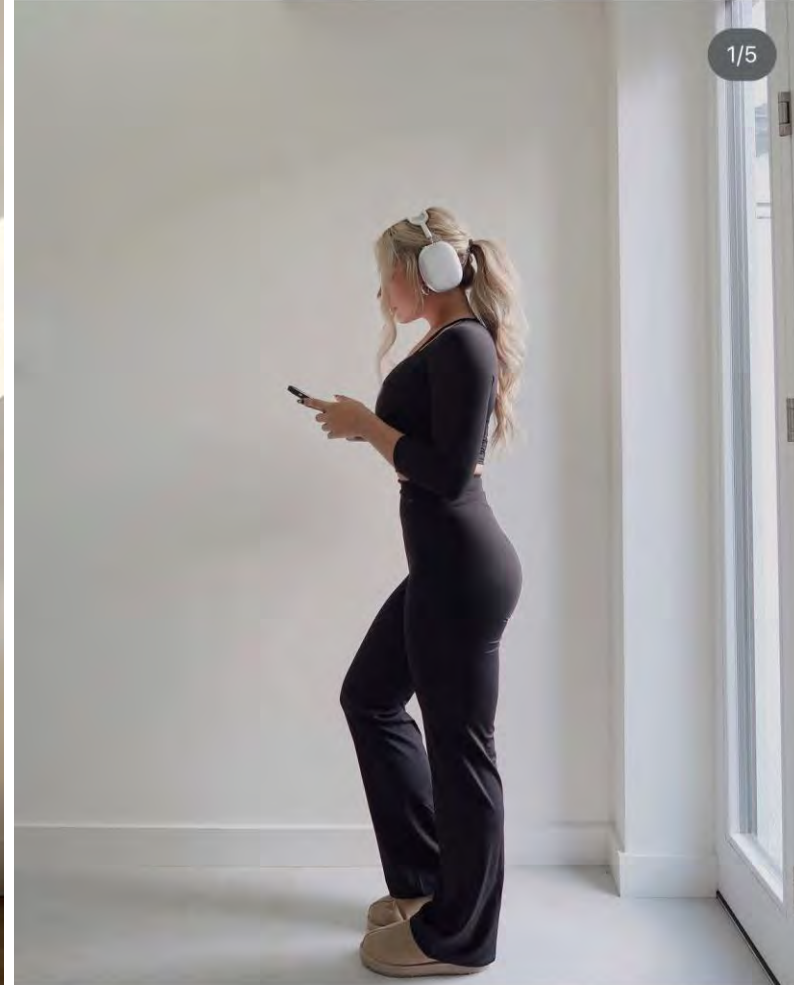
we love matching in @jackwills



#techrange ad



saffronbarker



Liked by

and others

saffronbarker Working on me for ✨ me ✨  
wearing @gymshark elevate use code SAFF for 10% off  
ad

# INFLUENCERS



**TikTok**



**LIMITATIONS?**



# MARKETING IN SOCIAL MEDIA

WHY DOES IT WORK AND WHY IS IT SO  
EFFECTIVE?



# Local media as it happens

## MEDIA Day



## Karen Gardener

Radio and Social Media Journalist  
BBC South West

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in Kennet



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# Is journalism at its end?

MEDIA Day



Nigel Farndale  
Journalist and author

**All this technology is making us antisocial.**

