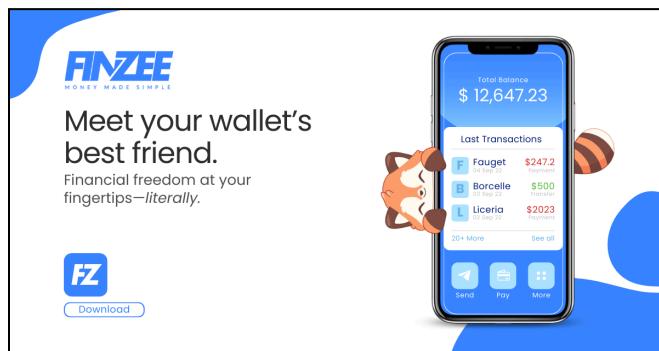


Client Overview

FinZee is an app designed to help users stay on top of their finances. It offers practical tools and advice through both its website and mobile app, covering topics like budgeting, retirement planning, and debt management. FinZee aims to make managing money more straightforward and accessible, helping users build towards financial freedom.



Campaign Objectives

FinZee's socials will focus on targeting Millennial and Gen Z users. Key themes will include:

- Emphasis on FinZee's commitment to financial education and long-term security.
- Showcase the effectiveness of FinZee's digital tools.
- Encouragement of audience engagement through content featuring Finn, the app's mascot.

Social Strategy Summary

This social media campaign will be broken down into two phases. The first phase will focus on organic social content and the second phase will incorporate influencer collaborations, specifically with micro-influencers. After both phases conclude, campaign performance will be reviewed to reassess any future strategies.

To maximize reach and effectiveness, the campaign will leverage:

- Short-form video content, particularly for TikTok and Instagram Reels.
- Prominent use of Finn, the brand's mascot.
- Active interaction with audience comments.
- Digital minimalism to keep branding cohesive and visually appealing.

The campaign will also focus content across four messaging pillars:

Financial Education

Provide accessible and engaging content that enhances financial literacy, empowering users to make informed decisions.

Empowerment

Encourage users to take control of their financial futures by showcasing success stories, practical tips, and motivational content.

Accessibility

Highlight FinZee's user-friendly tools and resources designed to simplify financial management for all, ensuring inclusivity.

Entertainment

Incorporate fun and relatable content, such as short-form videos and interactive posts, to increase engagement and virality.

The tone for all social accounts will be approachable and educational, avoiding any complicated jargon or financial language. Professionalism will be balanced with occasional playful humor and casual slang, ensuring credibility and a sense of relatability with Gen Z and Millennial viewers.

Content for Instagram and TikTok will be prioritized due to their popularity among the target demographic. Facebook and X (formerly Twitter) will also be utilized to reach older Millennial users. Content on these secondary platforms will be adjusted to align with more mature audience preferences.

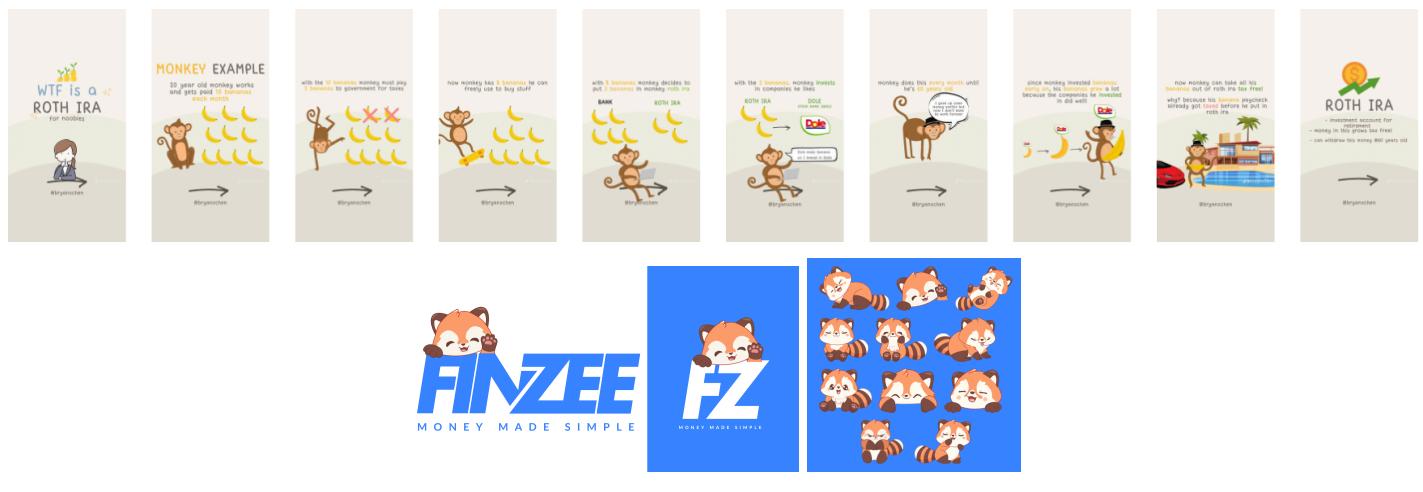
Key Social Trends to Leverage

Finn, the Red Panda

Finn, FinZee's mascot, will play a central role for this campaign due to the effectiveness of mascots in boosting social media engagement. Research and case studies show that brands who use mascots typically see 40% higher engagement rates than those who don't. Finn provides a friendly face for the brand, making complex topics less intimidating for Gen Z and Millennial audiences.

Content featuring Finn will range from educational carousels where he breaks down tricky financial concepts, to humorous posts aimed to achieve virality and drive higher engagement.

Example 1



Short-Form Video Content

The campaign will prioritize short-form video content (Instagram Reels and TikTok videos) due to its proven ability to boost reach and engagement. Research shows that Reels achieve more than double

the reach of static posts, making them [the best type of content](#) that will be picked up by the algorithm and shown to a larger audience. Regular posting of these short-form videos (approximately [3-5 times](#) a week) will maintain consistent presence in users' feeds and enhance brand visibility.

Additionally, videos will strategically leverage trending audio trends to maximize algorithmic exposure and increase the likelihood of content going viral. This approach will strengthen FinZee's brand visibility and engagement rates across social accounts, attracting new followers who are more likely to use FinZee's services.

[Example 1](#)

Alt. Caption: "*When a finance bro tries to mansplain investing to me but FinZee already makes sure I invest in high return stocks.*"

[Example 2](#)

Alt. Caption: "*Things I do as a financially literate 20something year old...*" Last slide prompts users to use FinZee to start their own financial literacy journey.

[Example 3](#)

Alt. Caption: "*Things I wish I knew before trying to pay off my debt...*"

**Uses trending audio from March 2025

[Example 4](#)

Alt. Caption: Video includes examples of how FinZee can help you save money.

Community Engagement

[Research](#) shows that brands who respond to their audiences—whether it's by answering questions, acknowledging positive feedback, or addressing concerns—create a deeper sense of connection with their following. In fact, [83% of customers](#) report feeling more loyal to brands that actively engage with them.

Interacting in the comment sections of all social platforms will help followers feel heard and valued. Over time, this turns casual viewers into committed FinZee users who will not only engage with FinZee's socials and app, but will also promote FinZee to others. Additionally, these interactions offer real-time feedback, allowing FinZee to better understand user sentiment and improve future content.

Digital Minimalism and Brand Consistency

FinZee's social media content will embrace digital minimalism through minimalistic and clean graphics that immediately resonate with younger users. Instead of overly complicated or intimidating designs, FinZee's visuals will remain straightforward and playful with the incorporation of vibrant color choices. This balanced approach ensures that FinZee's content feels approachable, helping younger audiences feel comfortable interacting with financial topics rather than overwhelmed or discouraged by overly formal visuals.



Platform Specific Strategies

Instagram

- Primary platform for reaching Gen Z and Millennials, who make up over 60% of Instagram's user base.
- Aim for approximately 4 feed posts per week (mix of Reels and carousel graphics), plus daily Stories to maintain consistent engagement.
- Prominently feature Finn in across carousels and reels
- Use visually appealing graphics and clean aesthetics tailored to younger audiences.
- Actively respond to comments and foster community engagement.
- Utilize trending audio and popular trends to boost visibility.
- Repurpose high-performing carousel posts for TikTok.

Facebook

- Platform skews older, targeting primarily Millennials (ages 25–40); engagement from younger Gen Z is lower.
- Maintain consistent posting schedule of around 3–5 times per week, mirroring content from Instagram.
- Leverage longer-form content, including detailed educational posts, blogs, etc.
- Use Facebook primarily to maintain brand visibility among older Millennials rather than expecting high engagement from Gen Z.

TikTok

- Core platform for Gen Z (59% of 18–29-year-olds use TikTok) and increasingly Millennials; high daily usage and deep engagement.
- Post approximately 3 times per week initially, scaling frequency up based on performance.
- Repurpose high-performing video posts for Instagram Reels.
- Leverage trending audio and trends to boost discoverability and virality.

X (Formerly Twitter)

- Platform primarily used by late Millennials and early Gen Z (largest age group 25–34), popular for news, humor, and timely interactions.
- Maintain daily posting frequency, focusing on concise, engaging, timely financial tips, trending topics, and humorous tweets written from Finn's perspective.
- Actively participate in conversations around trending financial news or topics relevant to younger audiences.

- Content on X will be unique compared to other platforms, with a conversational and humorous tone designed specifically for quick interactions.

Demographic data sources: [Sprout Social](#), [Pew Research](#)

Integration of Influencer Collaboration

Integration

- Our targeted demographic is more likely to trust financial advice from influencers they follow rather than traditional ads, making this strategy essential for connecting with new users.
- Influencers will serve as brand ambassadors, seamlessly integrating FinZee into their content through budgeting tips, personal finance wins, and engaging challenges.
- The campaign will primarily focus on Instagram and TikTok, where influencers will create short-form videos, Reels, and interactive posts showcasing how FinZee simplifies financial planning.
- Collaborations will include organic partnerships, sponsored posts, and affiliate programs, with paid social ads amplifying top-performing content.

Possible Influencer Partnership Candidates

- Lexa VanDamme ([@theavocadotoastbudget](#))
- Mykail James ([@boujiebudgeter](#))
- Ellyce Fulmore ([@ellyce.fulmore](#))
- Jeremy Schneider ([@personalfinanceclub](#))
- John Eringman ([@johnefinance](#))
- George Kamel ([@georgekamel](#))

Measuring Campaign Efforts

Metrics will be reviewed at the end of each month to track progress and make adjustments as needed, with a full performance analysis conducted at the end of the campaign period to assess overall impact and key takeaways.

Change in engagement and engagement rate (likes, comments, shares, and saves) will indicate how well content resonates, with a benchmark of 5%[↗] engagement on Instagram as a success indicator.

Reach and impressions will measure content visibility, ensuring posts are making an impact beyond the existing follower base.

Follower growth will be monitored across platforms, with spikes analyzed in relation to campaign activities such as viral content or influencer collaborations.

Conversions—including app sign-ups, link clicks, and downloads—will be tracked through UTM parameters and Google Analytics to measure the direct impact of social media efforts.

Sentiment analysis will assess how the audience perceives FinZee, ensuring that engagement is not only high but also positive.