



Fanbytes ×



Enterprise
Nation

HOW WE
INCREASED BRAND
PRESENCE ON
TIKTOK AND
SNAPCHAT



Enterprise
Nation

**NEXT
GENERATION**

OVERVIEW

CASE STUDY

Enterprise Nation's mission is to create an inspirational environment for business owners and aspiring entrepreneurs by creating a supportive community, organising informative events and being a voice that champions the growth of small business in the UK and Ireland. They approached Fanbytes with the challenge to drive sign ups to their newly launched Next Generation Programme.

RESULTS

2K

SIGN UPS



Our expert Student & Lifestyle division at Fanbytes successfully leveraged the business and entrepreneurship communities on social media to drive 2K sign ups.



Fanbytes



Enterprise
Nation

THEIR CHALLENGE

Enterprise Nation approached Fanbytes with the challenge to drive sign ups to their newly launched Next Generation Programme. It aims to empower young people from disadvantaged backgrounds to start and grow their own business. The programme is part of the UK's £220m Community Renewal Fund, an important plank of the Government's Levelling up agenda. Using our social media expertise, our main goal was to encourage 18-24 year olds to sign up to the programme across TikTok and Snapchat.

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The team at Fanbytes are a dream to work with. We came to them with a really tight deadline and they completely exceeded our applications.

OUR APPROACH

We used our award-winning Creator Identification technology, part of Bytesights (our in-house trendspotting and social listening tool) to carefully select the most relevant creators ensuring their content was reaching the desired target audience. This enabled us to produce bespoke content that reached TikTok and Snapchat's entrepreneurial and business communities to tap into this audience.

Our creative strategy division worked on a sophisticated creative concept for this campaign that established an organic feel to the content which we know resonates strongly with young people on social media. For example, we leveraged user-generated content on TikTok by working with our creators to produce response videos to pinned user comments.

WHAT WE DID

FIRST STEP

Analysed the brief from Enterprise Nation including the client's goals and brand requirements.

THIRD STEP

Collaborated with some of the most successful business and entrepreneurial creators to create unique and exciting creative content.

SECOND STEP

Leveraged our Creator Identification tool to choose a bespoke selection of the most relevant creators for this campaign.

LAST STEP

Generated 2K sign ups to the Next Generation Programme and increased Enterprise Nation's brand presence across TikTok and Snapchat.

WHAT WERE THE RESULTS

2K

SIGN UPS

3.8M

IMPRESSIONS

40K

SWIPE UPS





KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

GET IN TOUCH



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