

Case Study: Social Media



Mission

To optimize offerings and develop new content, a major social media platform with over 1 billion users sought to get a deeper understanding of its active users, how to engage and retain them.

Approach

Lightbeam conducted a mixed methods qualitative research study with focus groups, in depth interviews and cultural immersions among Millennials and Generation Z to observe and understand the user journey, lifestyle, influencer and celebrity video content, emerging content needs, as well as barriers to engagement.

Results

Findings helped inform new content development and messaging strategies.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.