

SASF's target market is Asian adults aged 40-45 who make an annual income of \$55,000 to \$65,000. In addition, these parents have youth aged 8-15. Their education level is at least a bachelor's degree. This target market is in Elk Grove, Calif., which is south of downtown Sacramento. As Asians adults aged 40-45, this target audience is busy with children and works a 9-5 job within the Sacramento area, specifically downtown and midtown Sacramento near the capital. All age groups have increased their social media use. According to Wiesbrock, (2021).

Social media use among older adults has gone up from two percent in 2005 to 35 percent in 2015. Out of the age groups, 78 percent accounted for middle-aged people." This is beneficial as Facebook is the central hub of interaction for this target audience, which happens to be the most curated content maker for SASF.

This target audience, toward the later years, tends to pay for subscription-based services, which is suitable for SASF as they can push more subscriptions for its youth and sports programs. Sridhar & Phadtore, (2022) reiterate this.

According to a recent study on OTT Consumption Trends by [14], the older age groups - 35-44 years and 45-54 years, indicate growth in OTT services adoption at 18% and 63%, respectively, which clearly shows that there is a broad audience to reach out for the subscription-based services.

SASF's current relationship with its target audience can be better. The lack of social media consistency hurts its potential to build its target audience. There is engagement with posts with the target audience, but more engaging content will benefit SASF. This target audience uses social media to boast about their children and share and learn parenting tips with other parents. Facebook has become a support group. According to Haslam et al. (2017) social media is a prominent place for parents to connect regarding parenting.

Social media is well placed to provide parents with informational and emotional support from perceived experts (i.e., other parents) in a time-efficient manner. Parenting needs also change over time, concomitant with children's maturation. The online parenting community can serve as an ongoing source of support relevant to parents' needs at different developmental stages.

Buyer Persona

Sydney Nguyen is an office support administrative at the state workforce development agency, with an annual income of \$55,000, living in Elk Grove. She has two children, one a senior and two a freshman in high school. Sydney works in an office in downtown Sacramento, near the capital. After work, when Sydney gets off work at 5:30 p.m., she is responsible for picking her kids up from basketball and soccer practice. Sydney is on Facebook, which is perfect for SASF. Sydney is looking for a youth program to teach her children leadership and college development skills.