

SNS×BRANDING

**Fall in love with Japan  
even more through  
social media.**

株式会社 **toU**



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## The mission of toU

**Our mission is to extend the circle of happiness to the people beyond you.**

We specialize in social media management support and provide services such as social media management, content creation, event planning, online community management, and digital marketing strategy proposals.

Our clients include local governments, tourist destinations, accommodation facilities, small and medium-sized enterprises, brands, organizations, associations, and individual entrepreneurs.

Our motto is '**creating a beloved brand**,' and we prioritize meeting our clients' needs and provide support that accompanies them every step of the way. With comprehensive support from our team of experts and experienced professionals, we aim to **increase the number of fans for our clients**.

## Company Profile

Company toU Co., Ltd.

CEO Hiroshi Yamazawa

Since 21th, March, 2023

Address #102 Abete Kichijoji, 1-18-7  
Kichijoji Minamicho, Musashino-shi, Tokyo

Capital fifty million yen

Account closing month September

Business Lines Management of various media, event planning and operation, marketing consulting etc...



株式会社toUは持続可能な開発目標 (SDGs) を支援しています



## Our strengths

**Instead of working from the outside, we become a part of the team and provide supportive assistance throughout the process.**

We believe that support from the outside alone does not lead to solving fundamental issues. Therefore, we integrate ourselves as a part of our clients' team and aim for a participatory approach to address the core challenges.

### **our strong area**

- Digital marketing
- Branding and Design production
- Market research and data analysis





**In Japan, the number of social media users is 100.58 million, which accounts for 82% of the population.**

**The sources of information in our daily lives have shifted from television and magazines to social media and smartphones**

In Japan, the number of social media users is increasing year by year. According to data from 2023, the number of social media users in Japan is approximately 100.58 million, and **82%** of the population uses social media in their daily lives.

YouTube: 71.2 million (57.9%) / X (formerly Twitter): 59.0 million (48.0%)  
Instagram: 33.0 million (26.8%) / Facebook: 26.0 million (21.1%)  
TikTok: 9.5 million (7.7%) \*2023 user data

The primary purpose for which social media users in Japan use SNS is information gathering (for work or hobbies). It is also highly effective for disseminating information about tourist destinations and accommodation facilities.





## **Social media information dissemination is effective for inbound marketing.**

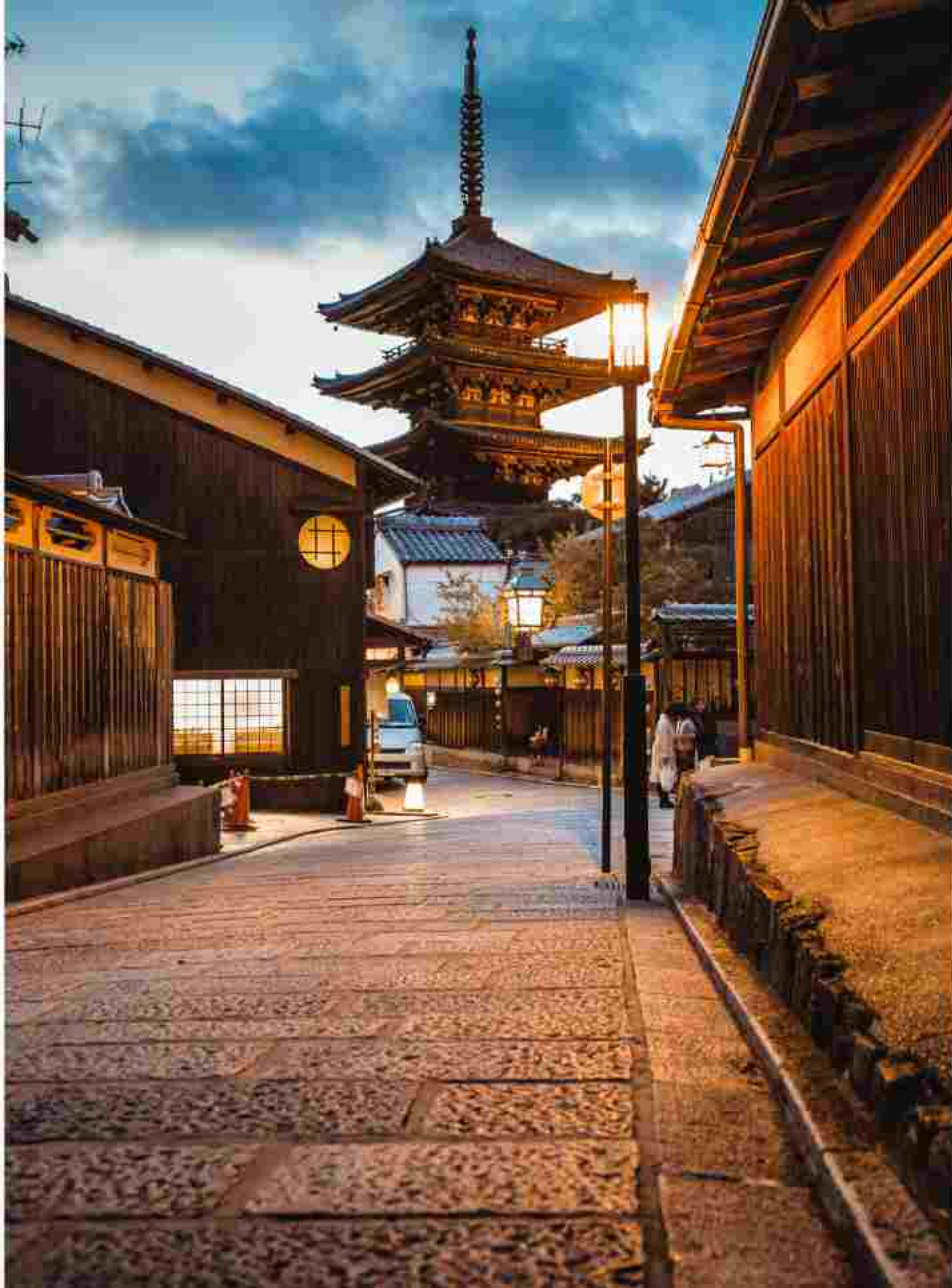
**In order to attract more inbound tourists, it has become essential to disseminate information via social media.**

According to the Japan Tourism Agency's 'Consumption Trends of Foreign Visitors to Japan 2019 Annual Report,' the most useful source of information for foreign tourists before their trip was **social media(24.6%)**, followed by personal blogs (24.4%) as the second most useful source."

It seems that an increasing number of tourists want to gather authentic information to plan their trips. Instagram, which mainly features images and videos, has the advantage of minimizing the need for foreign language use, making it easier to convey attractions to an international audience.

Additionally, effectively using #(hashtags) makes it easier for posts to appear in search results. This not only allows for effective targeting of social media users but also offers the advantage of attracting inbound tourists without incurring additional costs.





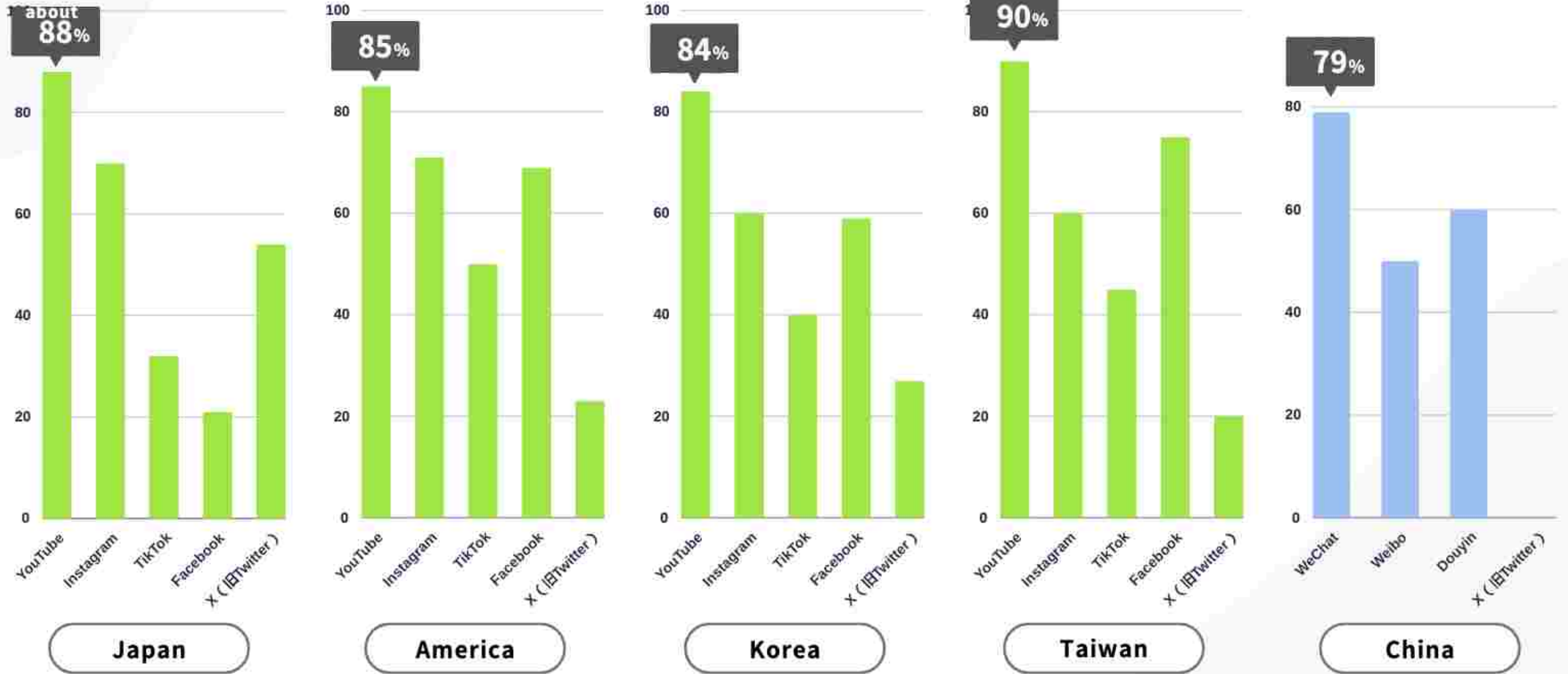
**Japan has  
delicious foods,nature,culture,tradition,  
armth of the local people...  
There are still many charms that have not been fully  
conveyed.**

**By disseminating these through social media, we aim to  
increase the number of people who 'fall in love with  
Japan' and contribute to expanding recognition and  
attracting more visitors.**



## Media-specific usage data for social media users

Despite the increasing share of social media platforms in recent times, YouTube viewing continues to receive strong attention in every country.





**Social media**  
**sharing trends abroad**

1 day

30,000,000,000



**YouTube**

**YouTube has a high usage rate across a wide range of countries and is used as a valuable source of information in daily life.**

**In order to attract more inbound tourists, it has become essential to use social media for information dissemination.**

YouTube has 71.2 million monthly active users in Japan, making it the second most popular social media platform domestically, following LINE in both user count and usage rate rankings.

The usage rate across all age groups is 87.9%. The highest usage rate is among those in their 20s, at 97.7%. Even among people in their 60s, the usage rate exceeds 60%, indicating broad usage across various age groups.

Additionally, YouTube Shorts have seen explosive growth in 2023.

In 2022, the number of YouTube Shorts views per day was approximately 15 billion. Furthermore, in 2023, the daily views of YouTube Shorts have doubled to 30 billion. A major factor contributing to this trend is the monetization of YouTube Shorts, which began in February 2023.

Many viewers find short videos more convenient and engaging compared to longer videos. As a result, various companies are starting to focus not only on long-form content but also on short videos.



## YouTube - Examples of popular inbound travel content in Japan

### Paolo from TOKYO



With over 3 million subscribers, this YouTuber is a pioneer in inbound travel-related channels, with their most-viewed video exceeding 19 million views. The channel is popular for its focus on 'people,' with videos touching on Japanese lifestyles and culture particularly gaining high viewership.

### Kuga's Travel



This channel, run by a Japanese creator, focuses on transportation content aimed at foreigners. It features popular transportation experiences such as first-class cabins, sleeper trains, and shinkansen. Videos of these iconic modes of travel tend to attract high viewership. Comments praising the channel often mention how watching beautiful scenery and hearing the sounds of trains gives viewers a sense of traveling themselves.

### Discover Nippon



This channel, operated by Press Media Inc., specializes in showcasing Japanese landscapes. Featuring stunning visuals of beautiful tourist destinations in 4K, the channel has received praise such as, 'Japan is my favorite travel destination, and this video warmed my heart!' and 'Thank you so much for sharing such beautiful and touching videos.'

## Social media sharing trends and popular styles abroad



### Instagram

**The monthly active users worldwide number 1 billion.**

In both Japan and the United States, Instagram is primarily used by people in their 20s and 30s. For younger generations, Instagram has become so prevalent that some people now prefer using it for communication over LINE. Over 500 million stories are posted daily, with more than **1 billion** monthly active users worldwide and over **500 million** daily active users. In Japan, the number of monthly active accounts was 33 million as of March 2019. Abroad, the United States leads with **110 million users**, followed by Brazil with 70 million, India with 69 million, and Indonesia with 59 million users.

### Influencer marketing is booming

In Japan, the number of monthly active accounts reached 33 million as of the end of March 2019, which represents a fourfold increase over **approximately three and a half years**.

The impact on younger generations is particularly significant, with celebrities and everyday people alike becoming influencers by growing their follower base on Instagram. Many companies around the world have adopted influencer marketing using Instagram as a platform.

## Examples of hashtags for inbound marketing

### Instagram

✓ yakitori in ginza  
銀座にある焼き鳥屋

#Yakitori  
#Ginza  
#TokyoFood  
#JapaneseCuisine  
#FoodieJapan  
#GourmetTokyo  
#YakitoriTokyo  
#TokyoDining  
#YakitoriRestaurant  
#JapaneseFood



✓ matcha cafe in shinjuku  
新宿にある抹茶カフェ

#MatchaLovers  
#ShinjukuEats  
#MatchaCafe  
#TokyoFoodie  
#GreenTea  
#MatchaAddict  
#CafeLife  
#InstaMatcha  
#ShinjukuCafe  
#MatchaMagic



✓ onsen ryokan in kyoto  
京都にある温泉旅館

#KyotoOnsen  
#RyokanLife  
#JapaneseInn  
#HotSpringRetreat  
#KyotoRyokan  
#KyotoTravel  
#TraditionalJapan  
#RelaxInJapan  
#OnsenExperience  
#KyotoEscape



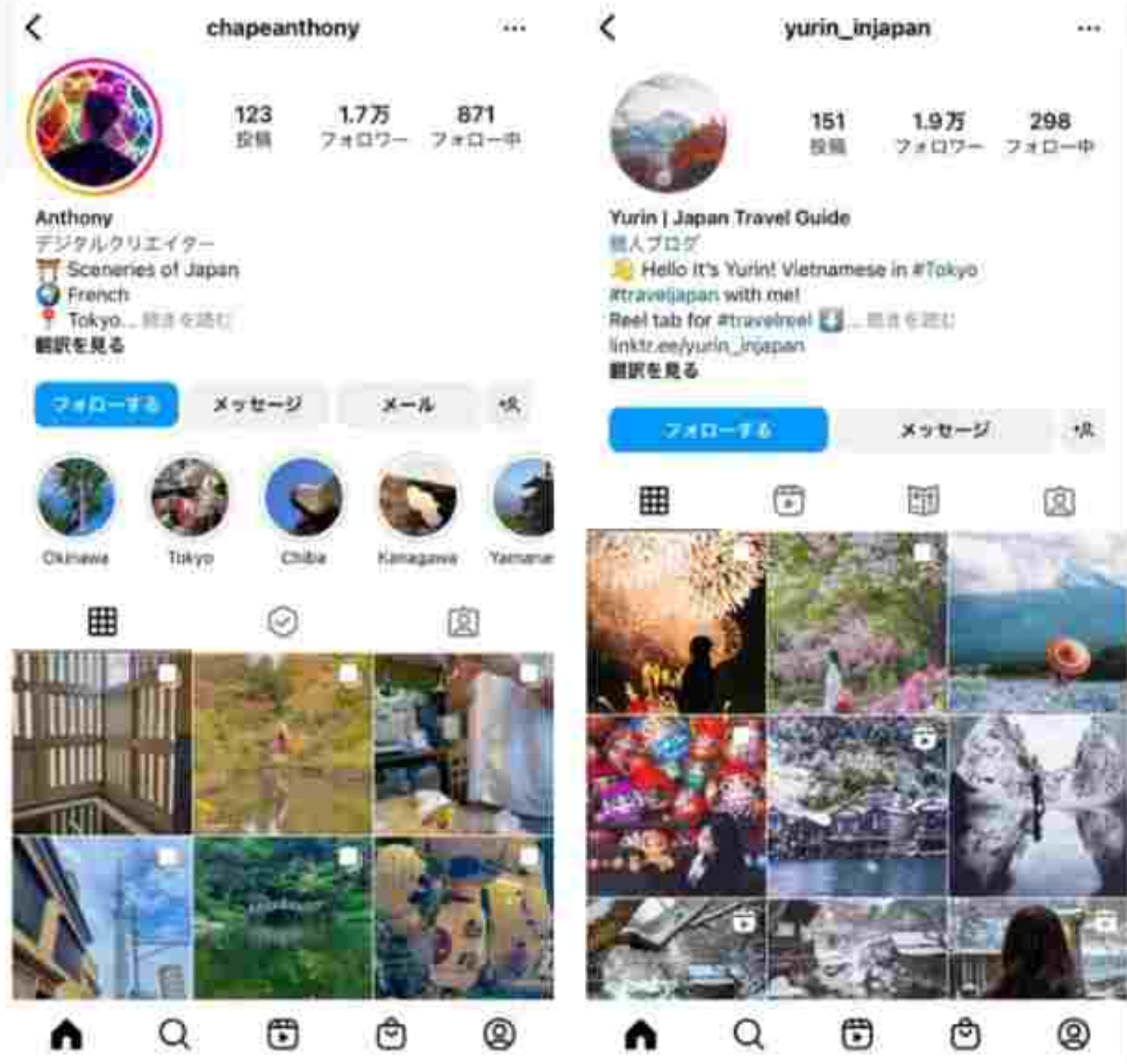
✓ museum in hakone  
箱根にある美術館

#HakoneMuseum  
#ArtInHakone  
#MuseumLovers  
#HakoneArt  
#JapaneseArt  
#CulturalJourney  
#ArtGallery  
#ExploreHakone  
#HakoneTrip  
#HakoneSpot



## Examples of domestic inbound measures on Instagram

### Official Foreign Ambassadors for Sumida Ward



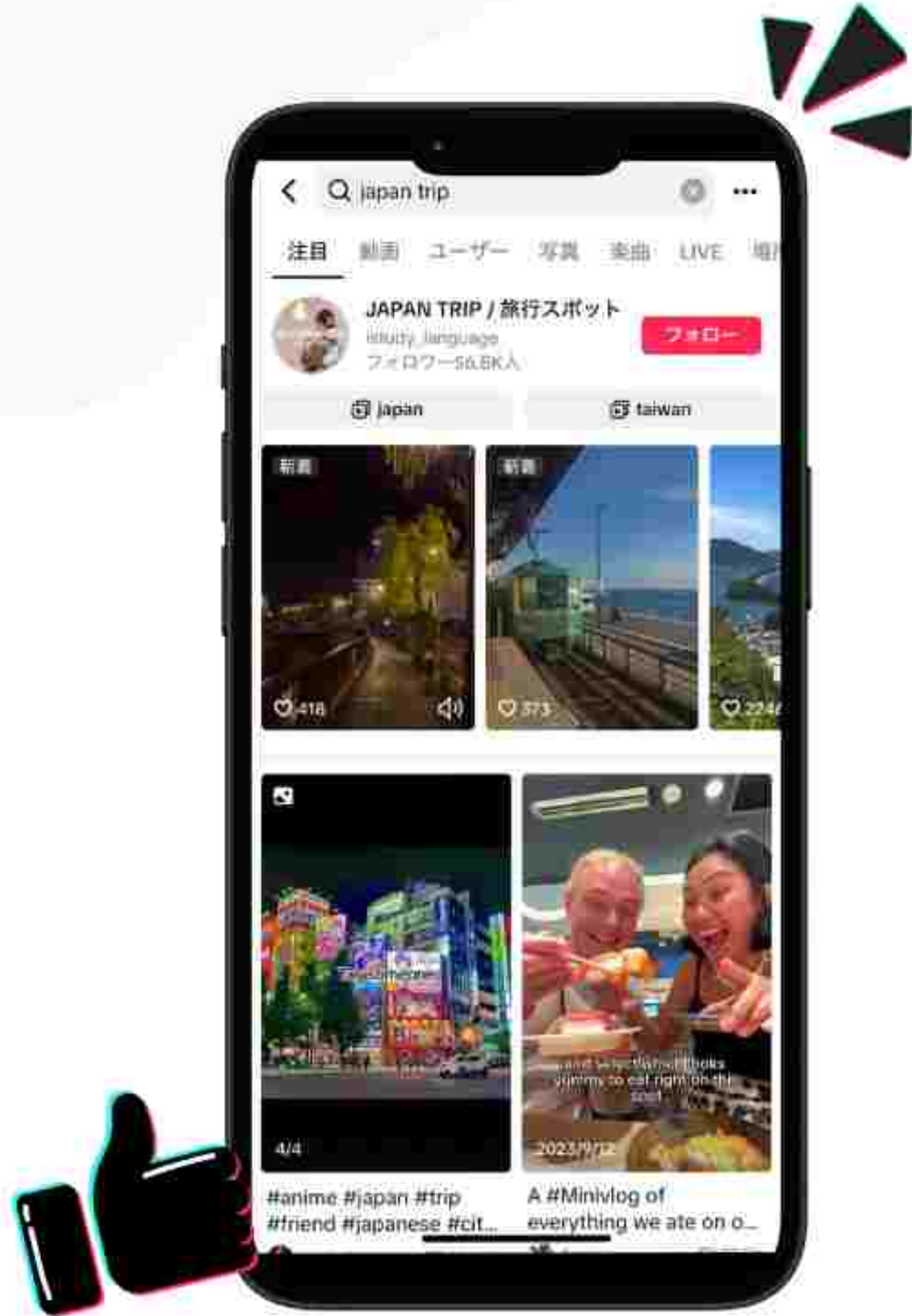
## Promoting the town's charm through official ambassadors

**As an inbound measure, foreign ambassadors are appointed to leverage their strengths as creators and post about the town's attractions.**

In Sumida Ward, Tokyo, as part of its inbound measures, 10 popular foreign influencers residing in the area have been appointed as 'Official Foreign Ambassadors for Sumida Ward.' They promote the charm of Sumida Ward to their followers in various languages.

Information is also being disseminated on other social media platforms such as YouTube and Twitter, in addition to Instagram.

## Social media sharing trends and popular styles abroad



### TikTok

TikTok is a mobile platform for posting and sharing short videos. Its ease of posting videos ranging from 15 seconds to 1 minute has made it especially popular among younger generations.

#### **Changing into a platform for information gathering**

TikTok is evolving from an app primarily for enjoying dance and lip-sync videos into a platform for gathering information. This shift is driven by changing user needs, such as the desire to 'easily obtain information,' 'find useful daily tips,' and 'refer to information before making a purchase.' As a result, an increasing number of users are turning to TikTok for information gathering.

The hashtag #購入品紹介 (Product Review) has created a trend where users post about products they have purchased, leading to the emergence of various hit products.

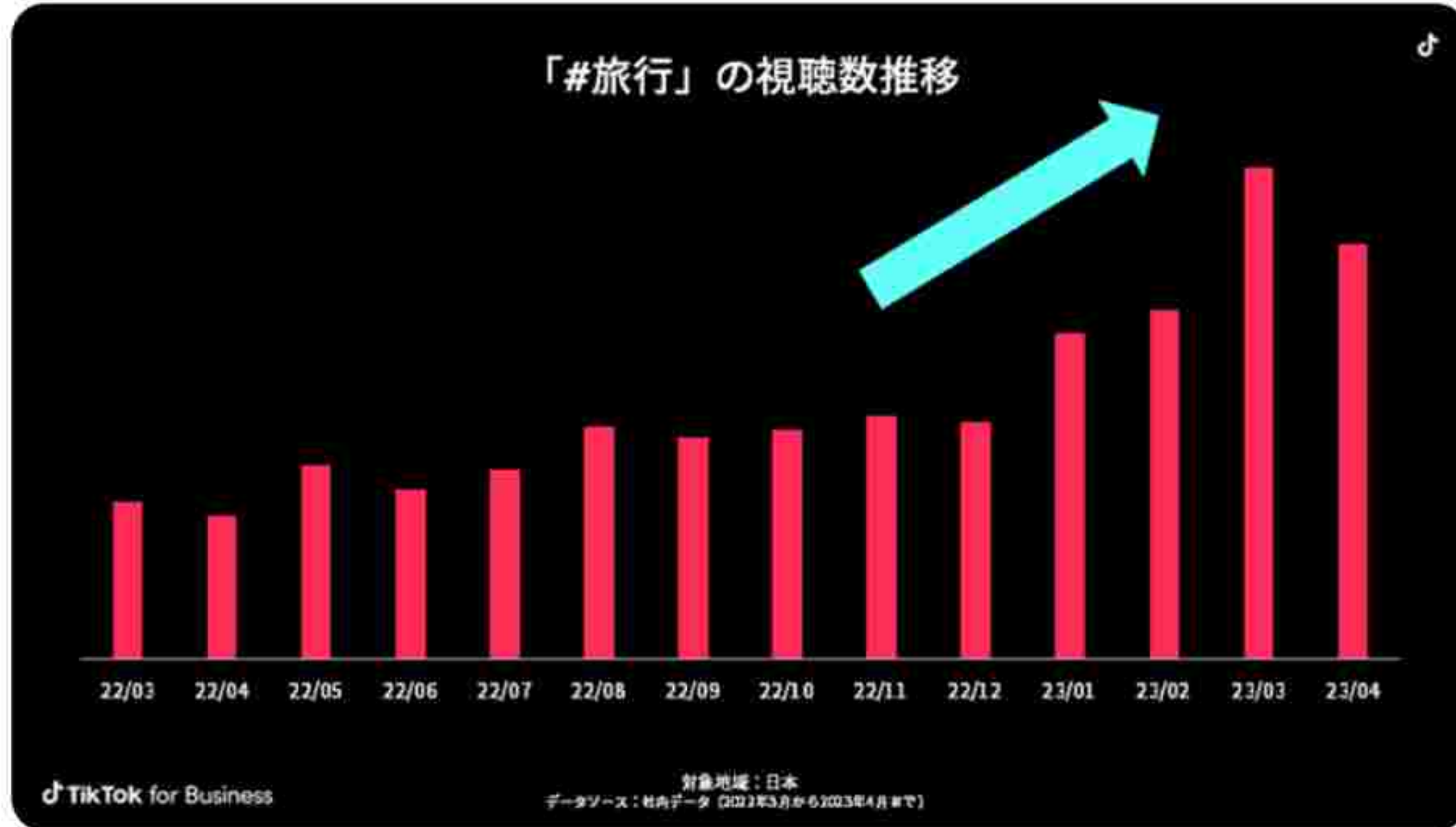
#### **Can reach Z世代 younger audiences**

TikTok, while expanding its user base across a wide range of ages, remains particularly popular among Generation Z and younger demographics. Utilizing TikTok offers the advantage of effectively reaching and delivering information about products and services targeted at younger audiences.

## The latest trends

### TikTok

Since January 2023, with the increase in domestic and international travelers, the viewership of TikTok content under the hashtag #旅行 (Travel) has grown. This also indicates a rise in travel-related content on TikTok



Analyzing travel-related keywords reveals that

The hashtag #家族旅行 (Family Travel) peaks in April, during the spring leisure season.

The hashtags #一人旅 (Solo Travel) and #女子旅 (Girls' Trip) peak in March, which is the spring break and graduation travel season.

This indicates a growing trend of people seeking ideas for family vacations, self-discovery journeys, and fun trips with friends. As a result, TikTok has become a valuable source for discovering dream travel destinations, and it is increasingly used in trip planning, helping people find new adventure locations.



## TikTok's case studies

### TikTok



## Creating videos that convey both charm and information simultaneously

This is an example of a hotel facility using TikTok. They effectively combine dynamic video elements to showcase charm with static text elements to convey information, successfully capturing attention.

On TikTok, videos with high numbers of 'likes,' 'comments,' and 'shares' are deemed to attract interest from many users, making them more likely to be featured in the 'For You' page. However, since these trends are active for only a short period, regular posting becomes crucial.





## Operations and analytics tasks

# We analyze and continuously improve real-time reactions to provide the best operational recommendations.

We propose the analysis of each media platform in three steps.

Following the outlined process, we will support you in building effective strategies and optimizing operations for the best results.



## Data analysis

Analyze the collected data to identify trends and patterns. Understand post performance based on Instagram's algorithms and user behavior. From the results of data analysis, identify factors such as what captures followers' interest and how posting at specific times enhances engagement.



## strategies for improvement

Based on the insights gained, we will improve the strategy. For example, increasing posts that leverage popular formats and content themes to capture followers' interest could be considered.



## Optimization

Through regular data analysis and strategy improvement, we will optimize performance. Continuous analysis and strategy adjustments are crucial for improving follower engagement and outcomes.

## Lastly...

Thank you very much for reviewing the materials.

Our team is united in actively working towards the development of media.

We will collaborate with you to broadly disseminate your appeal and make every effort to achieve the best results. Information on our achievements will be provided separately.

Please feel free to contact us with any inquiries.

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