✅ PROJECT 4 – Content Marketing Strategy for an FMCG Company

🏢 Company Profile:

Industry: FMCG (Fast-Moving Consumer Goods)

Product Range: Similar to ITC – includes food products, personal care, hygiene, stationery, etc.

Objective: Use text, image, and video-based content to promote brand & product awareness, engage audiences, and build long-term trust.

---

📢 CONTENT MARKETING STRATEGY

# Type of Content Theme / Strategy Impact on Audience

1️⃣ Instagram Reels / YouTube Shorts (Video) “#RealEverydayMoments” Series: Showcase how your products are part of daily Indian life (e.g., using your biscuits at tea time, face wipes during travel) Builds emotional connect, boosts relatability, increases short-form video engagement

2️⃣ Blog Articles (Text) “Healthy Living Made Easy”: Write SEO-optimized blogs around wellness, food safety, and hygiene – e.g., “Top 5 ingredients in your kitchen that fight infection” Improves brand credibility, boosts Google rankings, drives organic traffic

3️⃣ Carousel Images / Infographics (Image) “Know Your Product”: Ingredient transparency and sustainability facts (e.g., 100% organic turmeric, eco-friendly packaging) Builds trust and customer loyalty by showcasing authenticity and responsibility

4️⃣ Behind-the-Scenes Video “From Farm to Family”: Show how your products are sourced, manufactured, and quality-checked Increases brand transparency, customer trust, and brand story engagement

5️⃣ User-Generated Content (UGC) “#MyFMCGMoment” Contest: Ask users to share pics using your product (e.g., kids eating your snacks, using your soaps) with a prize Boosts engagement, creates free organic content, fosters brand community

---

🔑 KEY OBJECTIVES ACHIEVED THROUGH STRATEGY

Objective How It’s Achieved

Increase Brand Recall Through emotional, everyday lifestyle content

Drive Engagement & Interaction By contests and interactive short video trends

Build Trust & Loyalty Through transparency, healthy living tips, and ingredient education

Boost Organic Reach & SEO Via keyword-rich blogs and content sharing across social platforms

User-Centered Community Building Encouraging UGC and customer feedback loops

---

🧠 SAMPLE CONTENT IDEAS

Instagram Caption: “Start your mornings right with our 100% organic masala oats 🌾 – ready in 3 mins! #RealEverydayMoments”

Blog Title: “Why Ayurvedic Soaps Are Making a Comeback in Indian Homes”

Video Script Start: “Here’s how our biscuits go from fresh farms to your family’s snack table…”

---

📈 OUTCOME

This content strategy enables your FMCG brand to:

Stay on top of the customer’s mind

Increase sales through storytelling

Create authentic customer connections

Build a sustainable brand identity