# Project 4 – Content Marketing Strategy for FMCG Company

## Brand Type

FMCG similar to ITC - includes food, personal care, hygiene.

## Content Strategy

1. Video: #RealEverydayMoments reels  
2. Blog: SEO health articles  
3. Infographic: Ingredient transparency  
4. Behind-the-scenes video  
5. UGC: #MyFMCGMoment contests

## Platforms

Instagram, Facebook, YouTube, Website Blog

## Outcome

Boosts engagement, brand loyalty, and organic traffic.