



## Content Strategy

### The Goal for Nathalie's Brand:


Our objective is to increase brand awareness.

Our goal is to increase brand awareness and exposure for her work by providing a website and a consistent Instagram profile that makes the followers (potential art buyers) to feel curiosity about the artist and make them feel creative looking at the artworks so later on when they would plan to buy some arts Nathalie's pieces would be in their mind so they would like to buy the pieces.




### Target and Audience:

To better understand our target audience, we opted to conduct research through interviews. We selected approximately 15 individuals who are likely interested in art and potential art buyers. To refine our sample, we visited venues such as museums, cafes, and bookstores where we could connect with the appropriate participants for our tests.

We identified the need for two distinct personas: one younger individual with a modest budget and another older individual with a more flexible budget. This segmentation was necessary as our interview responses were divided along these lines.



**Anke Hoffman**

 29  
 Eindhoven  
 Teacher

**Wants & Needs**

- Wants more paintings to bring life to her living room, since she lives alone
- Wants to make more time to read books

**Favorite things:**

- She likes to drink tea and watch movies
- She keeps busy doing yoga after work
- likes apple pie

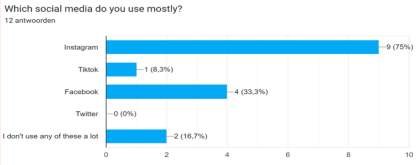
**Frustrations**

- An empty not colourful home
- Coming home late from work, being tired


**Bio**

She is a teacher that works at a kindergarten and lives alone. She is interested in buying paintings from other artists to see more perspectives of art and use this as decoration for her house. She is interested in the backstory of a painting and the feeling it brings.




Which social media do you use mostly?  
12 antwoorden



Social Media	Count	Percentage
Instagram	9	75%
TikTok	1	8.3%
Facebook	4	33.3%
Twitter	0	0%
I don't use any of these a lot	2	16.7%



**Marius Cuyler**

 57  
 North Brabant  
 Anaesthetist

**Wants & Needs**

- Wants to redecorate his apartment since his kids moved out
- Wants to make his home about him and his wife, not about the practicals

**Favorite things:**

- He buys his groceries mainly from organic stores
- He likes to sit in a cafe in his free time
- River Woods
- He likes to listen The Beatles

**Frustrations**

- He put the kids first all the time which led to a functional, but unaesthetic house
- Doesn't feel like himself anymore

**Bio**

He is an anaesthetist family man, who focused on giving everything to his loved ones. But now that both of his children grew up and moved out he and his wife want to rearrange the house, and decorate it in a more sophisticated way. They don't really have a budget, so they just need to find the right items, like a nice painting on a wall.



### Message:

#### *To fill in the blanks.*

Her art is like a breath of fresh air after winter, bringing the same joy and renewal as springtime the blooms on every tree. It's calming, uplifting, and makes people happy. Nathalie's art embraces a warm and inviting tone, reminiscent of the comfort and security of home. We believe your walls shouldn't be empty spaces, but rather an extension of your personality and a place of people and tranquillity. Our artwork acts as a visual hug, reminding you of the familiar warmth you cherish. As our saying goes, "fill in the blanks" with a piece that speaks to your soul and transforms your space into a true sanctuary.

### Media-use:

As the brand is in its initial stages, maintaining a consistent Instagram profile is crucial for garnering interest. Our research has shown that most individuals use social media platforms, particularly Instagram, to discover artists. Through this profile, we plan to showcase not only her artwork but also her thoughts, daily life, and the creative process behind her paintings.

Moving forward, our next step is to establish a website where the audience can explore all of her artworks and learn about the artist's story and biography in more detail. This platform will serve as a centralized hub for connecting with her work and understanding her journey as an artist.

Branding offline is also initial, this is why we would make flyers/posters, that we could showcase for example at the café where she has paintings.

### Planning:

To maintain audience engagement, we will captivate them with Nathalie's paintings through consistent posts on our social media platforms. By sharing "behind the scenes" photos of Nathalie working on her artwork, we aim to pique interest and provide insight into her creative process.

As our target audience becomes more acquainted with Nathalie's story, her paintings will resonate with them, making them more likely to consider purchasing her artworks. This connection becomes particularly relevant when individuals are redecorating their homes or when they want to *fill in the blanks*. Through our strategic content approach, we aim to foster a lasting impression that motivates action.