**Internship Project  
  
Content Marketing Strategy for a Brand**Submitted by: Amber Chhetri  
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Content Marketing Plan Document

# Brand Name: EcoVibe

Industry: Sustainable Lifestyle Products

Goal: To build brand awareness, drive web traffic, and convert eco-conscious consumers by offering valuable, inspiring, and informative content.

# 1. Target Audience

## Primary Audience

Age: 25–45  
Location: Urban & Suburban areas (US, UK, Canada, Australia)  
Interests: Sustainability, eco-friendly living, minimalism, wellness  
Habits: Online shoppers, conscious consumers, social media users  
Platforms: Instagram, Pinterest, YouTube, Medium

## Secondary Audience

Age: 18–24  
Demographic: Students, early-career professionals  
Interests: Green activism, upcycling, DIY sustainability projects

# 2. Content Pillars & Sample Blog Topics

## Eco-Friendly Living Tips

* 10 Easy Swaps for a Zero-Waste Home
* How to Start Your Plastic-Free Journey
* The Beginner’s Guide to Composting in Apartments

## Product Education & Benefits

* Why Bamboo Toothbrushes Are Better for the Planet
* How Our Organic Cotton Bags Reduce Ocean Waste
* Sustainable vs. Traditional Products: A Cost Comparison

## Lifestyle & Wellness

* Morning Routines for an Eco-Conscious Life
* Eco-Friendly Fitness: Gear, Clothes, and Habits
* Mindful Living: Aligning Purchases with Values

## Community & Impact

* Meet Our Makers: Behind the Scenes with Local Artisans
* Customer Spotlight: Real Stories of Sustainable Transformation
* EcoVibe’s Environmental Impact in 2024: A Transparency Report

# 3. Content Formats

* Blog Articles (SEO-optimized)
* Infographics
* Instagram Reels and Carousels
* YouTube Educational Videos
* Podcasts (monthly)
* Downloadable Ebooks/Guides
* Email Newsletters

# 4. Content Calendar Overview

* Weekly: Blog Post
* 3x/week: Instagram Content
* Bi-weekly: Email Newsletter
* Quarterly: E-book or Guide

# 5. Promotion Channels

## Organic

* Website Blog
* SEO (on-page and off-page)
* Instagram & Pinterest
* YouTube
* Email Marketing (newsletter series)

## Paid

* Facebook/Instagram Ads
* Google Search & Display Ads
* Influencer Collaborations

## Partnerships

* Collaborations with eco-influencers
* NGO campaigns
* Co-branded content with ethical lifestyle brands

# 6. KPIs & Success Metrics

* Website Traffic: Blog views, bounce rate
* Engagement: Social likes, shares, time on page
* Conversions: Email sign-ups, purchases
* SEO Performance: Keyword rankings, domain authority
* Social Media: Follower growth, content reach
* Ad Performance: CPC, ROAS, CPA

# 7. Tools & Platforms

* CMS: WordPress
* Email: Mailchimp / Klaviyo
* SEO & Analytics: Google Analytics, SEMrush
* Social Media Scheduler: Buffer, Later
* Design: Canva, Adobe Illustrator

# 8. Summary

This content marketing plan empowers EcoVibe to connect with its target audience by delivering authentic, useful, and engaging content rooted in sustainability. Through strategic distribution, creative storytelling, and measurable campaigns, the brand will build long-term customer loyalty and drive meaningful environmental change.