**Suggest To Win**: Updating News and Articles posted in Encore’s official Website

**I. Introduction**

This proposal aims to update the news and articles posted in Encore’s official website. The objective of this proposal is to establish Encore's website as a trusted source of industry insights, news, and engaging content, ultimately driving audience growth, loyalty, and business success.

**II. Situation**

- Encore's current website lacks regular updates, resulting in stagnant content and limited engagement.

- Encore's target audience is active online, seeking timely, relevant, and informative content.

**III. Goals and Objectives**

- Update the website with timely events and happenings (news and articles) at least twice or once a week.

- Establish Encore as a thought leader in the industry through insightful, informative, and engaging content.

**IV. Content Strategy**

1. Content Calendar: Develop a content calendar to ensure regular updates, themed content, and minimal downtime.

2. Content Types: Mix news, articles, blog posts, interviews, and multimedia content to cater to different learning styles.

3. Repurposing Content: Convert articles into social media posts, newsletters, or email updates to maximize reach.

4. Guest Blogging: Invite industry experts to contribute guest posts, fostering collaboration and expanding Encore's network.

**V. Conclusion**

By implementing this comprehensive content strategy, Encore can establish its website as a trusted source of industry insights, news, and engaging content. This will drive audience growth, loyalty, and business success, ultimately solidifying Encore's position as a leader in the industry.

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