

# Content Marketing & Social Media

Company Name: Jadroo.com  
Industry: Online Store  
Company URL: [Jadroo: Best Online Shopping in BD | Trusted Online Store in Bangladesh](#)  
Social Media Accounts and their links:  
Facebook: [Jadroo.com - Home](#)

## Conduct an Internal audit (Website)

SL No.	URL	Seasonality	Content Type	Images	Internal Links	Post Type	Target	Category	Call To Action	Note
1	<a href="#">ভাষা শহীদদের জীবনামৃত</a>	Yes	Text Description	Yes	No	General	Indirect	Special Day	No	Not Related to the website content
2	<a href="#">করোনা ভাইরাসের কারণ লক্ষণ ও প্রতিকার</a>	Yes	Text Description	Yes	No	General	Indirect	Disease	No	Call-in-action should be added
3	<a href="#">পায়ের দুর্গন্ধে প্রেসটিজ পাঞ্জার   How to Remove the Odor of Socks</a>	No	Text Description	Yes	No	General	Indirect	Disease	No	Call-in-action should be added
4	<a href="#">সভ্যতার বিকাশ মানবিকতার নিকাশ</a>	No	Text Description	Yes	No	General	Indirect	Lifestyle	No	Not Related to the website content
5	<a href="#">শীতকালীন ফ্যাশনের হালচাল   JadRoo Blog</a>	Yes	Text Description	Yes	No	General	Young Age People	Lifestyle	No	Call-in-action should be added
6	<a href="#">শিশুর আনন্দে রিমোট কন্ট্রোল খেলনা   JadRoo Blog</a>	No	Text Description	Yes	No	General	Children & Parents	Children	No	Call-in-action should be added
7	<a href="#">স্টেশনারি পণ্যের বিশাল কালেকশন</a>	No	Text Description	Yes	No	General	Student	Education	No	Call-in-action should be added
8	<a href="#">কেক বানানোর কড়চা   Bake a Cake Accessories</a>	No	Text Description	Yes	No	General	Woman	Cooking	No	Video & Call-in-action should be added
9	<a href="#">ভ্রমণ যাবার আগে জেনে নিন</a>	No	Text Description	Yes	No	General	Travellers	Travelling	No	Call-in-action should be added
10	<a href="#">মানিব্যাগের মাহাত্ম্য</a>	No	Text Description	Yes	No	General	Male	Lifestyle	No	Call-in-action should be added

Conduct an Internal audit (Facebook)

Company Name: Jadroo.com  
Social Media Link: <https://www.facebook.com/JadrooOnline>  
Follower of page: 811,722 people

Serial no	URL	Seasonality	Content Type	Images	Internal Links	FB Shares	FB Likes	FB Comments
1	<a href="https://www.facebook.com/JadrooOnline/posts/1262219427472857">https://www.facebook.com/JadrooOnline/posts/1262219427472857</a>	No	Kitchen Gadget Collection	yes	yes	0	20	0
2	<a href="https://www.facebook.com/JadrooOnline/posts/1262184944142972">https://www.facebook.com/JadrooOnline/posts/1262184944142972</a>	No	Toiletries Collection	yes	yes	3	111	0
3	<a href="https://www.facebook.com/JadrooOnline/posts/1261465997548200">https://www.facebook.com/JadrooOnline/posts/1261465997548200</a>	No	Floor Mat Collection	yes	yes	16	159	1
4	<a href="https://www.facebook.com/JadrooOnline/posts/1261262067568593">https://www.facebook.com/JadrooOnline/posts/1261262067568593</a>	Yes	Women Fashion Collection	yes	yes	0	107	0
5	<a href="https://www.facebook.com/JadrooOnline/posts/1261262067568593">https://www.facebook.com/JadrooOnline/posts/1261262067568593</a>	No	Household Collection	yes	yes	7	256	0

## New Content Ideas:

- **How Online Daily grocery eases our life-** It will highlight the importance of the site to the customer. At the same time, this article will contain keywords important to the site.
- **Home Decoration Guide-** Home Decoration Tutorials are easy to attract people. Few Call in Action attached to the post can increase overall sale.
- **Cooking Recipe-** Cooking Tutorials are easy to attract people. Few Call in Action attached to the post can increase overall sale.
- **Recent Fashion Blog** - People love to get updated with recent fashion trends. Update on Fashion trends and call in action with New Arrival products can increase overall sale.
- **Safety Measures from Coronavirus** - Safety instruments are in high demand for coronavirus break out. Safety measures and Call in Action attached to the post can increase overall sale.

## Draft an example of a piece of content

### Recent Fashion Blog:

- What Is trending right now
- Why this is trending
- The similarity between New arrival products & Fashion Trends
- Call in Action Connected to New Arrival Products

### Cooking Recipe

- Recent Cooking Trend
- Ingredients
- Process
- Call in Action to buy necessary ingredients

## Create a new social media plan

### Influencers:

- Petuk Couple: [Petuk Couple - Home](#) (297,230 Followers)
- Rafsan the ChotoBhai: [Rafsan the ChotoBhai - Home](#) (298,755 Followers)
- Khudalagse: [Khudalagse - Home](#) (136,823 Followers)

### The new social media plan

- Eid Greetings
- Post on Eid Special Recipe
- Post on New Arrival Dresses
- Post on how to bake Cake at home
- Post on reliable home delivery service
- Post on Discount and Coupons
- Post on Toy Products
- Daily Update of Price on Grocery products