



CONTENT MARKETING PLAN



Target Audience



Content Strategy



Content Distribution

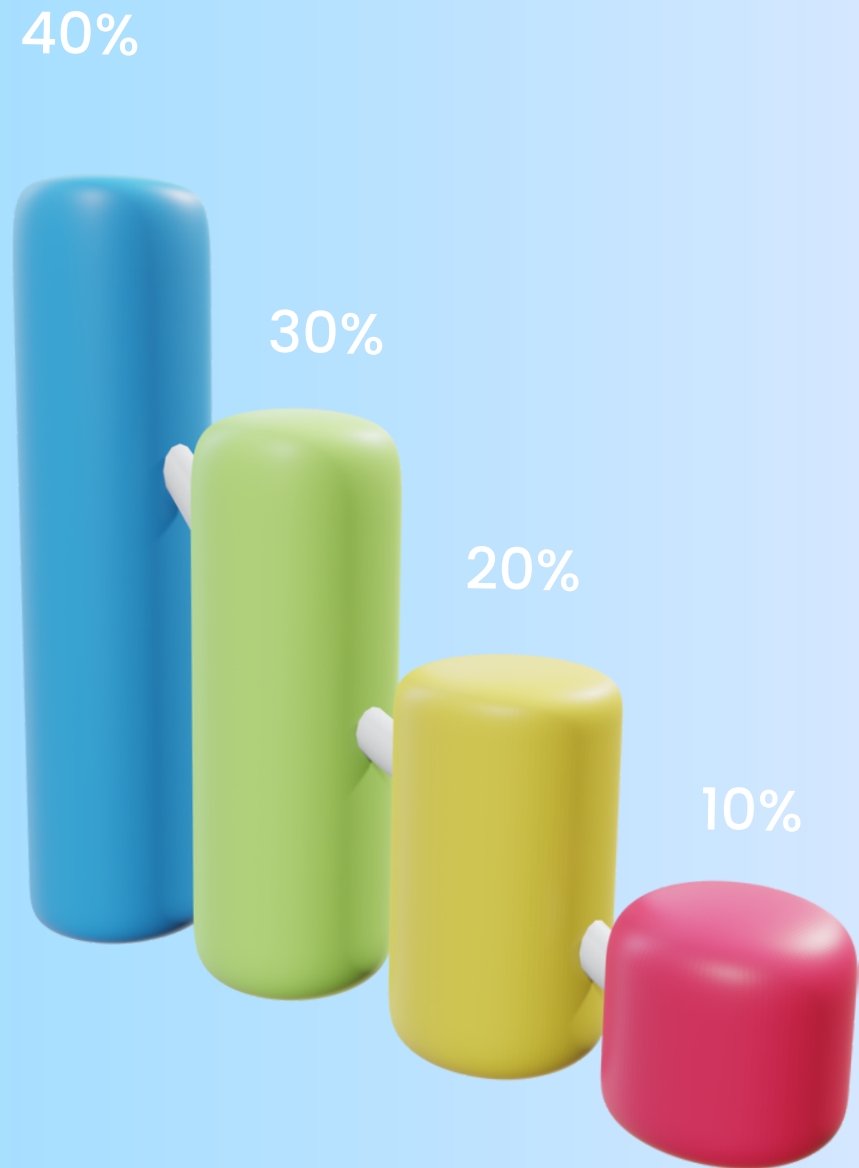
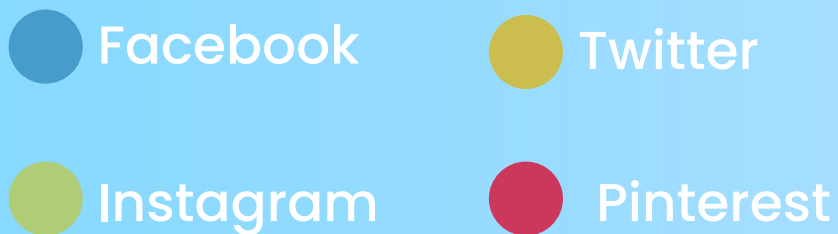


Content Plan



Target Audience

ABC Store's target audience is adults who are interested in buying products online. They are likely to be young professionals, college students, or people who enjoy shopping from the comfort of their own homes. We will use different social media platforms to target our audience.



CONTENT STRATEGY



The content strategy for ABC Clothing online shopping store will focus on providing its target audience with informative and engaging content about products. This content can include blog posts, articles, videos, and infographics. The content will be distributed through the store's website, social media channels, and email newsletter.

CONTENT DISTRIBUTION



Website

The store will publish blog posts about the history of the store. We will be putting out reviews. Creating weekly newsletters.



Social Media

The store will post content on social media platforms such as Facebook, Twitter, and Instagram three times a week in accordance to the calendar. The company will create engaging posts that highlight its products and services.



Email Newsletter

The store will send out a monthly email newsletter to its subscribers informing them about new fashion trends reviews, fashion galas and photoshoots. The newsletter will also the latest news and promotions from the store.

Content Creation Plan

FaceBook

Monday

Facebook post featuring a new product launch.

Tuesday

Facebook post featuring a new blog post about a trending topic related to your products.

Instagram

Monday

Instagram post with a behind-the-scenes look at your product development process.

Tuesday

Instagram post with a quote or image that inspires the audience.

Twitter

Monday

Twitter chat with your customers to answer their questions about your products

Tuesday

Facebook Live video tutorial on how to use one of your products.

Pinterest

Monday

Friday: Twitter chat with your customers to answer their questions about your products

Tuesday

Pinterest board of inspiration for using your products.

Wednesday

Facebook post with a discount code for new customers.

Wednesday

Instagram post with a contest for a chance to win a free product.

Wednesday

Twitter thread sharing tips for using your products

Monday

Friday: Twitter chat with your customers to answer their questions about your products

Thursday

Facebook post featuring a new blog post about a trending topic related to your products.

Thursday

Instagram post with a quote or image that inspires the audience.

Thursday

Facebook Live video tutorial on how to use one of your products.

Thursday

Pinterest board of inspiration for using your products.