Tab 1

**Content Marketing Strategy – EcoFriendly Products (Sample Brand)**

**1. Introduction**

EcoFriendly Products is a sustainable lifestyle brand focused on delivering eco-conscious alternatives like reusable bottles, biodegradable packaging, and organic daily essentials. The goal is to build a strong digital presence and educate audiences about sustainability while driving engagement and sales.

**2. Target Audience**

Age Group: 18–35 (Gen Z & Millennials)

Location: Urban cities, tech-savvy, social media active

Interests: Sustainability, eco-friendly lifestyle, health & wellness, minimalism

Pain Points: Lack of affordable eco-friendly options, plastic pollution, desire for convenience without harming the planet

**3. Content Types**

Blog Articles (educational, SEO-optimized)

Infographics (quick eco tips & facts)

Short Reels & Videos (DIY eco hacks, product demos)

Case Studies (impact of switching to eco-products)

User-Generated Content (UGC) (customer testimonials, reviews)

**4. Blog Topics**

Here are suggested blog topics for the next 2 months:

1. Top 10 Eco-Friendly Habits for a Greener Lifestyle

2. How Switching to Reusable Products Saves You Money

3. The Truth About Biodegradable Packaging

4. 5 Myths About Sustainability You Should Stop Believing

5. Eco-Friendly Travel: Packing Tips for a Green Vacation

6. How to Build an Eco-Friendly Office Workspace

7. The Future of Sustainable Fashion in 2025

8. Case Study: How Our Customers Reduced Plastic by 80%

9. Best Apps & Tools to Track Your Carbon Footprint

10. Eco-Friendly Alternatives You Can Start Using Today

**5. Promotion Channels**

Instagram → Reels, carousel posts, challenges (#PlasticFreeChallenge)

LinkedIn → Thought leadership articles, sustainability trends for businesses

Twitter (X) → Quick tips, eco facts, polls, engagement hashtags

YouTube → Educational videos (DIY, eco hacks, expert interviews)

Email Marketing → Monthly eco-newsletter with tips & offers

Pinterest → Infographics & eco-friendly lifestyle boards

**6. Content Calendar Example**

Weekly breakdown (for blogs + supporting social posts):

Monday → Publish blog (educational piece)

Wednesday → Instagram Reel + LinkedIn article highlight

Friday → Twitter poll / fun eco fact

Sunday → Email newsletter round-up

**7. Key Metrics to Track**

Website traffic (Google Analytics)

Blog engagement (time spent, bounce rate)

Social media engagement (likes, shares, comments, reach)

Email open & click-through rates

Leads/sales generated from content campaigns

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