Content Manager Assignment

- Srijan Mishra

Outline

Objective

Grow and scale-up in Tier 2 cities of India (TG - 23-26 yrs old)

Some of the top Tier 2 cities of India are: Amritsar, Bhopal, Bhubaneswar, Chandigarh, Faridabad, Ghaziabad, Jamshedpur, Jaipur, Kochi, Lucknow, Nagpur, etc.

Identifying Social Platforms

In order to reach the desired TG (tech/engineers), we first need to identify the best possible platforms to use.

1. Instagram
2. YouTube
3. Facebook
4. LinkedIn
5. Twitter

Facts

The social platforms used by our TG, statistically are:
1. Instagram
2. Facebook
3. Twitter
4. LinkedIn

The top visited websites are:
1. Google
2. YouTube
3. Amazon
4. Facebook

Assumptions

As we know, most individuals (including software developers, engineers, programmers, etc.) who are intend to learn something new or want to get a tutorial, the first place the probably visit google and then mostly YouTube. Therefore it is best to utilize YouTube as well for the best results.

Proposal

Brief

The strategy needs to be divided into three segments -

1. **Brand Recognition and Value** - First the audience need to be educated about what Recro is and how is it beneficial for them via various pieces of content on all social media platforms.
2. **Building Trust -** It is important for people to know and see the results by Recro, we can execute this by multiple methods such as influencers, testimonials, etc.
3. **Differentiator -** What is different that we are offering from our competitors or how we can say/prove that our services are superior to others.
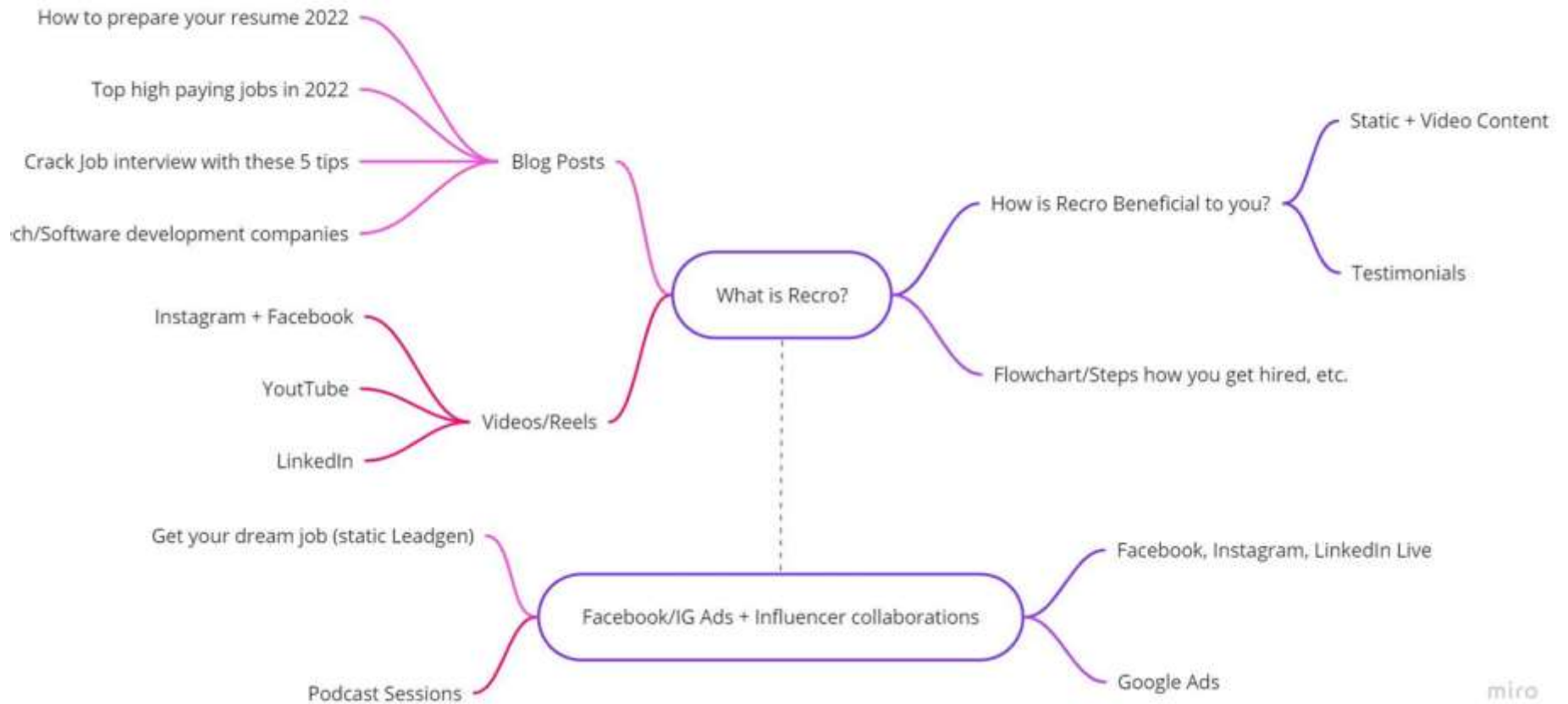
Video Content

As important as it is to push out content that is quirky and shareable, it is crucial to have someone communicate with the audience via short video clips, reels, etc. which as per my research lacks on our channels. When such content is shared on the marketing channels, it gains trust and video content tend to have better recall value, better communication, performs much better, and the benefits goes on.

These clips can be shared on Instagram, Facebook, YouTube Shorts, etc. which majorly covers our marketing penetration.

Some of the examples that has shown proven results are, Mailchimp, Copyposse, GaryVee, Hubspot, etc.

Wireframes

How to prepare your resume 2022

Top high paying jobs in 2022

Crack Job interview with these 5 tips

ch/Software development companies

Blog Posts

Static + Video Content

How is Recro Beneficial to you?

Testimonials

What is Recro?

Flowchart/Steps how you get hired, etc.

Instagram + Facebook

YoutTube

LinkedIn

Videos/Reels

Get your dream job (static Leadgen)

Facebook, Instagram, LinkedIn Live

Facebook/IG Ads + Influencer collaborations

Google Ads

Podcast Sessions

miro

Basic Mindmapping strategy for Recro

Content Calendar

In the link below, please find the content pegs and calendar

➜ [Link](#)

Thank you!