

HOW TO GET SUCCEED IN CONTENT MARKETING



DEFINE YOUR GOAL

- > ORGANIZE GOALS BY YOUR PRIORITY
- > USE THE SMART FRAMEWORK TO DEFINE GOALS



1st STEP

- > CHOOSE YOUR HOMETOWN WHERE YOU'RE GOOD IN
- > CREATE A BRAND NAME & LOGO USING CANVA.
- > CREATE YOUR OWN WEBSITE BY USING " BLOGSPOT.WORDPRESS .ETC



SOCIAL MEDIA

- > MAKE YOUR CONTENT AVAILABLE IN ALL SOCIAL MEDIA PLATFORMS.
- > CREATE FACEBOOK PAGE, INSTAGRAM PAGE, YOUTUBE ACCOUNT



ANALYTICS

- > CREATE GOOGLE MEASUREMENT ID.
- > MAKE YOUR LOCATION AVAILABLE IN GOOGLE MAPS.



SUSTAINABLE IDEA

- > CHOOSE THE RIGHT CONTENT MANAGEMENT SYSTEM
- > CREATE A CONTENT WORKFLOW



PUBLISH & MANAGE YOUR CONTENT

- > OPTIMISE YOUR CONTENT FOR REACH
- > TRACK AND ANALYSE CONTENT PERFORMANCE
- > REVISE YOUR CONTENT STRATEGY WITH DATA INSIGHTS

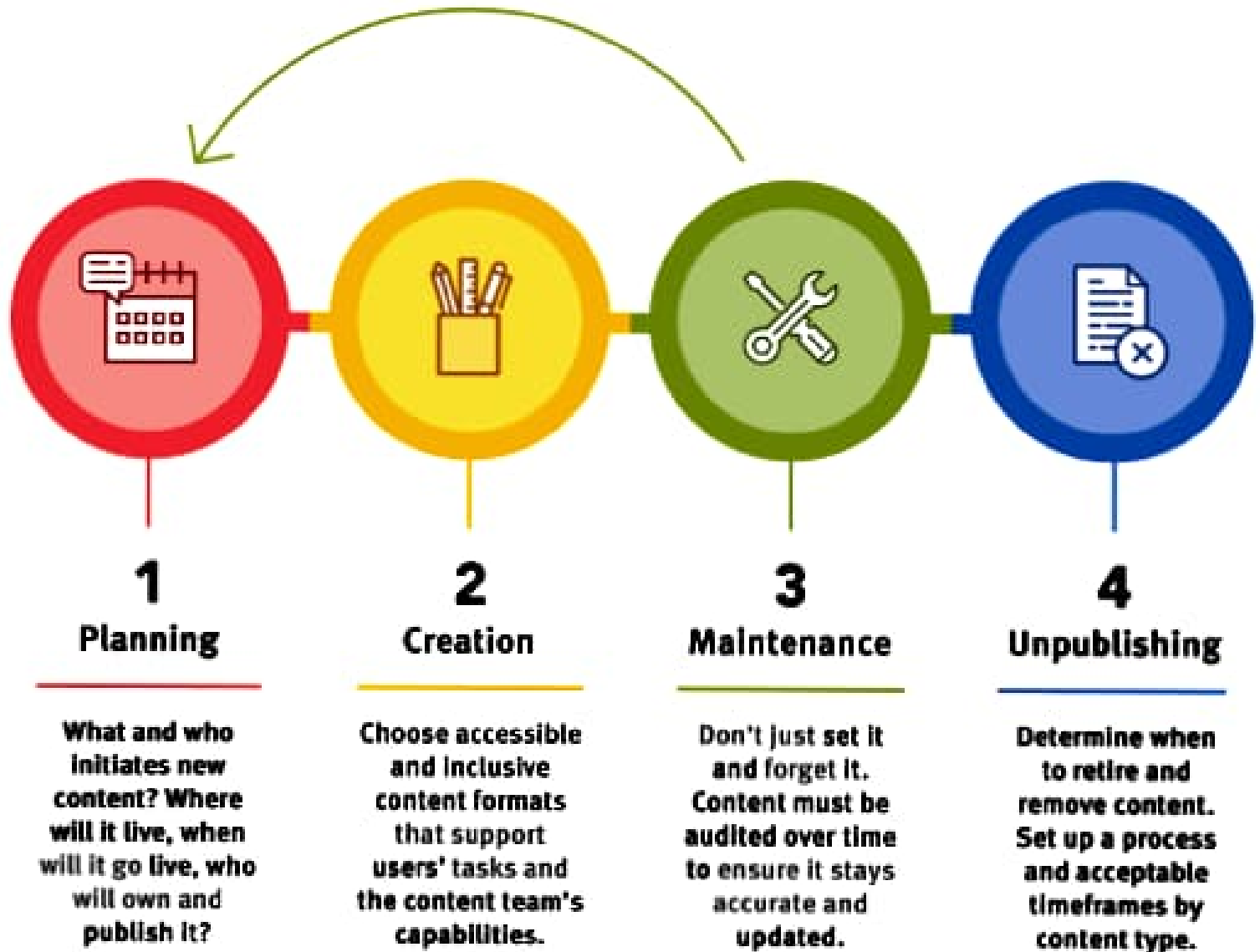
INITIATIVES FOR COMMUNITY WELLBEING AND DEVELOPMENT

- > *Elevate your community's future with tailored education programs, fostering lifelong learning and reducing disparities for lasting development.*
- > *Empower wellbeing through accessible healthcare services, reinforcing physical and mental health foundations for a thriving community.*

INNOVATIONS AND STRATEGIES FOR LEARNING

Harness AI-driven personalization to tailor content, captivating your audience with individualized experiences. Amplify engagement through strategic cross-platform distribution, ensuring your message reaches the right audience at the right time

Content Strategy & Governance



30 DAYS OF SOCIAL MEDIA POST IDEAS

| MON | TUE | WED | THU | FRI | SAT | SUN |
|--|---|---|---|--|---|---|
| <div>1</div> <div></div> <div>Infographics</div> | <div>2</div> <div></div> <div>Question of the Day</div> | <div>3</div> <div></div> <div>Quick Tips</div> | <div>4</div> <div></div> <div>Branded Graphics</div> | <div>5</div> <div></div> <div>Your Blog Post</div> | <div>6</div> <div></div> <div>Inspirational Quote</div> | <div>7</div> <div></div> <div>Contest /Game</div> |
| <div>8</div> <div></div> <div>Post a Meme</div> | <div>9</div> <div></div> <div>Your New Blog Post Teaser</div> | <div>10</div> <div></div> <div>Curated Content</div> | <div>11</div> <div></div> <div>Infographics</div> | <div>12</div> <div></div> <div>Behind-the-Scenes</div> | <div>13</div> <div></div> <div>Tutorial /DIY Video</div> | <div>14</div> <div></div> <div>Your Favorite Hack/Tool/Tip</div> |
| <div>15</div> <div></div> <div>Branded Graphics</div> | <div>16</div> <div></div> <div>Inspirational Quote</div> | <div>17</div> <div></div> <div>Your Blog Post</div> | <div>18</div> <div></div> <div>FAQ Session /Chat Session</div> | <div>19</div> <div></div> <div>Free Course /E-book</div> | <div>20</div> <div></div> <div>Interesting Fact/Did You Know</div> | <div>21</div> <div></div> <div>Video Announcement</div> |
| <div>22</div> <div></div> <div>Behind-the-Scenes</div> | <div>23</div> <div></div> <div>Your New Blog Post Teaser</div> | <div>24</div> <div></div> <div>Poll</div> | <div>25</div> <div></div> <div>Curated Content</div> | <div>26</div> <div></div> <div>Non-Blog Promos</div> | <div>27</div> <div></div> <div>New Feature /Product Announcement</div> | <div>28</div> <div></div> <div>Calls to Action</div> |
| <div>29</div> <div></div> <div>Motivational Quote</div> | <div>30</div> <div></div> <div>Giveaway</div> | | | | | |

**WEBSITE
MARKETING**



SEO

**VIDEO
MARKETING**



DIGITAL MARKETING



**SOCIAL MEDIA
MARKETING**



PPC MARKETING



**CONTENT
MARKETING**



**EMAIL
MARKETING**



**AFFILIATE
MARKETING**

Dashboard / measurement plan

Our impact goal

Indicator

Indicator

Indicator

Indicator

Indicator

From whom and how do we collect information?

From whom and how do we collect information?

From whom and how do we collect information?

From whom and how do we collect information?

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