

# CONTENT MARKETING STRATEGY FOR FMCG

## 1. Educational Content How-to Videos & Tutorials

Showcase the product in use, such as how to incorporate it into daily routines (e.g., cooking tips for food products, skincare routines for beauty products). Blog Posts & Infographics: Provide insights into product benefits, ingredients, sourcing, or sustainability efforts. Make the content easily digestible. Recipes or Guides: For food or beverage brands, create unique recipe content using the product. For home care or personal care, offer tips on maximizing product utility.

## 2. Storytelling and Emotional Branding Brand Story Videos

Tell the story of the brand, highlighting its values, heritage, and mission. Connect emotionally with the audience by tapping into their aspirations and desires. User-Generated Content (UGC): Encourage customers to share their experiences with the brand or product, and feature this content across social media. It builds authenticity and trust.

## 3. Interactive and Engaging Content Social Media Polls & Quizzes

Engage the audience through polls, contests, and quizzes related to the product. This could include voting for a new flavour or packaging design, which makes the audience feel involved in the brand's journey. Influencer Collaborations: Partner with influencers to create authentic, relatable content around the product. This could be unboxing videos, product reviews, or sponsored campaigns that align with the influencer's style. Challenges or Hashtags Campaigns: Encourage audience participation with branded hashtag challenges. For example, a fitness brand might create a #HealthyDayChallenge where users share their fitness routines, featuring the product.

## 4. Nostalgic or Seasonal Content Seasonal Campaigns:

Create content that aligns with major holidays or seasons, offering limited-edition products or promotions. Nostalgia Marketing: Tap into the emotions of older generations by bringing back classic products or promoting a retro feel. Leverage nostalgia in storytelling to evoke positive memories.

## 5. Sustainability and CSR-Focused Content Environmental Initiatives:

Highlight any eco-friendly practices, such as sustainable sourcing, recyclable packaging, or charitable donations. Showcase the brand's commitment to social responsibility. Social Impact Stories: If the company supports a social cause, share those stories to strengthen the emotional connection with the audience, creating goodwill and loyalty.

# EXAMPLE FOR CONTENT MARKETING STRATEGIES

Let say we are having the new product launch of a cold drink brand.

For a beverage company, you could create an interactive summer campaign called **#MyRefreshMoment**, where consumers share how they enjoy the product on a hot day. Complement it with influencer partnerships, shoppable posts, and user-generated content, making it a fun and engaging way to raise brand visibility and increase sales. By combining emotional resonance, educational value, and interactive engagement, the FMCG content marketing strategy can create a lasting impact on the audience, encouraging loyalty and driving conversions.

## POINTS TO KEEP IN MIND:

- KNOW YOUR AUDIENCE
- KNOW YOUR BRAND
- KNOW THE DIVERSITY
- KNOW THE TREND
- KNOW THE MARKET
- PROPER ANALYTICS
- TAKE REGULAR ACTIONS
- PROPER WORDS AND CONNECTIVITY
- EMOTIONAL CONNECTION
- TAKE FEEDBACKS



# MyRefreshMoment

**Convergent  
DRINKS**

**COMING  
SOON**  
*Stay Tuned*

