Content Marketing Strategy Plan

Prepared For: EvoStyle Apparel

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# Brand Overview

Brand Name: EvoStyle Apparel

Industry: Fashion & Lifestyle

Mission: To improve young adults with stylish, affordable, and sustainable fashion choices.

# 1. Objectives

* Increase brand awareness among Gen Z and Millennials.
* Drive organic traffic to the website by 40% in 3 months.
* Build a loyal community through engaging and informative content.
* Improve lead generation via downloadable content and newsletters.

# 2. Target Audience Segments

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Persona Name | Age | Interests | Challenges | Preferred Channels |
| Trendy Tara | 18–25 | Fast fashion, influencers, Instagram trends | Finding affordable and sustainable styles | Instagram, TikTok, YouTube |
| Sustainable Sam | 26–34 | Eco-friendly lifestyle, ethical shopping | Difficulty finding brands that align with values | Blogs, LinkedIn, Twitter |
| Stylish Shan | 22–30 | Streetwear, seasonal collections, sneaker drops | Staying updated with fashion releases | Instagram, YouTube, Newsletters |

# 3. Core Content Pillars

* Fashion Trends & Styling
* Top 10 Streetwear Trends for 2025
* How to Build a Capsule Wardrobe on a Budget
* Sustainability in Fashion
* How Our Clothes Help the Planet
* Guide to Ethical Shopping for Beginners
* Behind the Brand
* Meet Our Designers: The Faces Behind the Fabric
* Our Sustainable Production Process: Step-by-Step
* User-Generated & Influencer Content
* Style Inspo: How Our Community Wears EvoStyle
* Reels Recap: Influencer Picks of the Month

# 4. Blog Topics Calendar (First 6 Weeks)

|  |  |  |
| --- | --- | --- |
| Week | Blog Title | CTA |
| Week 1 | How to Rock Monochrome Looks in Summer 2025 | Subscribe for outfit ideas |
| Week 2 | Fashion That Gives Back: Why Sustainability Matters | Download our sustainability checklist |
| Week 3 | Weekend Outfits Under ₹1000 | Shop the collection |
| Week 4 | From Concept to Closet: How Our Clothes Are Made | Learn more about our process |
| Week 5 | 5 Influencers to Follow for Daily Fashion Inspo | Follow us on Instagram |
| Week 6 | The Return of Vintage Denim: What to Buy Now | Check out the denim edit |

# 5. Promotion Channels & Strategy

|  |  |
| --- | --- |
| Channel | Tactics |
| Instagram | Reels, Stories, Carousel Posts, IGTV interviews |
| YouTube | Behind-the-scenes vlogs, trend explainers, influencer collabs |
| Blog (Website) | SEO-optimized content published bi-weekly |
| Email Marketing | Weekly style tips, trend updates, exclusive offers |
| Pinterest | Style boards, seasonal lookbooks, sustainable fashion infographics |
| Collaborations | Micro-influencer takeovers, guest blog posts, affiliate marketing |

# 6. Metrics for Success

|  |  |
| --- | --- |
| KPI | Target |
| Blog Visitors | 10K/month by end of Q2 |
| Instagram Engagement | 5% average per post |
| Email Open Rate | 25%+ |
| Lead Conversions | 1,000 downloads in 3 months |
| Content Shares | 500+ shares/month |

# 7. Tools to Use

* Canva / Adobe Express – Visual content creation
* Google Analytics – Performance tracking
* Buffer / Hootsuite – Social media scheduling
* Mailchimp / Zoho Campaigns – Email automation
* SEMRush / Ubersuggest – SEO keyword research

# 8. Execution Timeline (Sample)

|  |  |
| --- | --- |
| Month | Focus |
| Month 1 | Launch 2 blog posts, IG content calendar, influencer outreach |
| Month 2 | Run email campaign, initiate Pinterest boards, host IG live |
| Month 3 | Monitor KPIs, adjust content angles, repurpose top-performing content |