

Content Strategy

for Brands and Business Owners



A Step Further

with Yusuf.

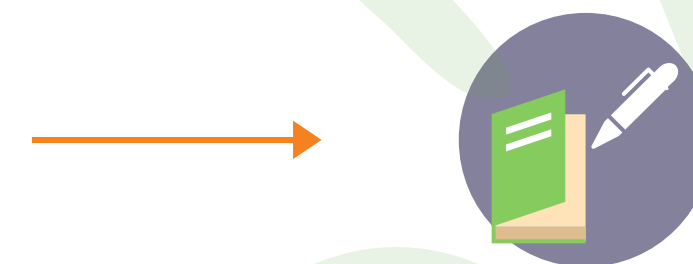
Hi there!

I'm going to help you craft high quality content for your social media pages this year. Creating quality content is the key to a wider reach of potential customers, and it all begins with an effective content strategy.

If you'd like to be trained through the 3 months content strategy, and ensure that you reach your marketing goals? You can drop a message to yusuf@branditechture.agency

Let's get started, shall we?

www.branditechture.agency



Yusuf Odukoya
Content Marketing Specialist
Branditechture

Agenda

Brand/Business Strategy

- *SMART Goals*
- *SWOT Analysis*
- *Competitors*
- *Target Audience*
- *Brand Aesthetics*

Content Creation Ideas

- *12 Weeks of Social Media Awareness*

Part 1

Brand/Business Strategy

SMART Goals

Specific - Measurable - Achievable - Realistic - Timely

Setting SMART goals for your brand or business is the first step to social media development.

Your goals and objectives should be detailed and time-bounded in order to beat your marketing expectations.

For example: *Branditechture is looking to help 1,000 business owners by the end of 2021.*

Now that, is a SMART goal!

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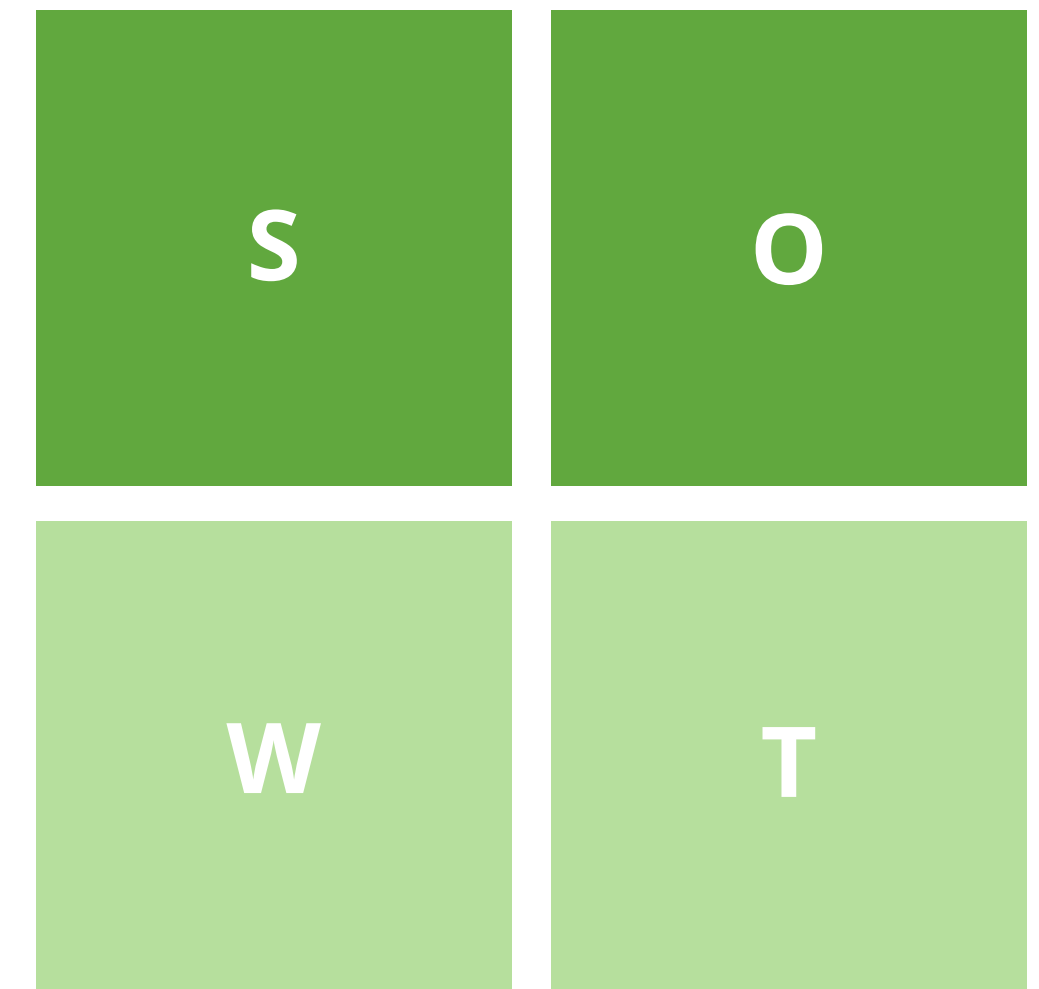
SWOT Analysis

Strengths - Weaknesses - Opportunities - Threats

SWOT analysis is important, especially when it comes to positioning and gaining visibility online.

You can focus solely on your business or brand's strengths and opportunities in the marketplace, but it's also crucial to be aware of your weaknesses and threats.

For example; Branditechure strengths are based on content marketing and design, weakness is having the right company struture, opportunities lies within new & existing businesses, and our threats are wealthier and more structured competitors.



Local

International

Competitors

Your competitors are majorly businesses or brands who are already in the same market niche as you.

They've either been in the market industry for long or are basic startups. Eitherways, they are your competitors, and they have what you're looking for. This includes; Potential customers, marketing strategies, and branding concepts.

Branditechure's competitors are some digital marketing agencies in Lagos Nigeria and in the UK & US, which is why we keep striving to give more value.

Target Audience

Do you have an idea of who you should be selling to?

Note: Not everyone is your target audience. You have to offer solutions to people who are in need of them and not just everyone.

At first, Branditechture’s target audience were the small businesses and young professionals, but we switched it up to include medium-scale and enterprise-level multinational businesses with the need for digital assets such as websites, and quality content for their corporate communications.

Age	Gender	Location	Interests
18-24 24-28 28-32 32-48 48-60+	Male Female	Local area, Cities, States, Country	Fashion, Real Estate, Beauty, Digital product, Tech

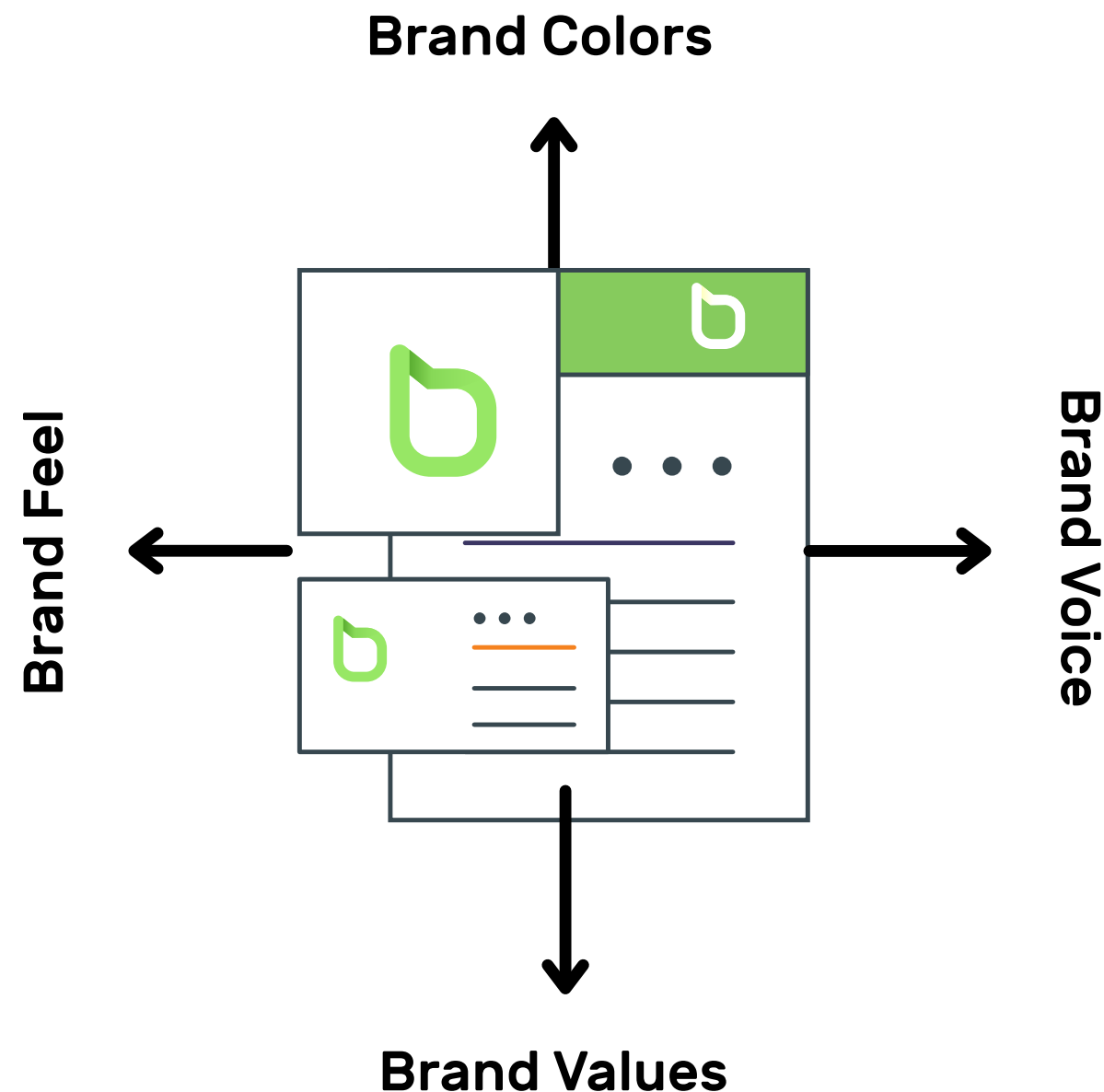
Brand Aesthetics

Your next focus would be on branding.

Your brand aesthetics is about 79% of what your potential customers see. The simple yet cool things like, logo, colors and fonts, use of images, page feed arrangement, brand tone, positioning and all that.

You can design your page feed to look more appealing to your followers, by creating a post template for your content creation.

Can you guess the brand colors of Branditechure?





Part 2

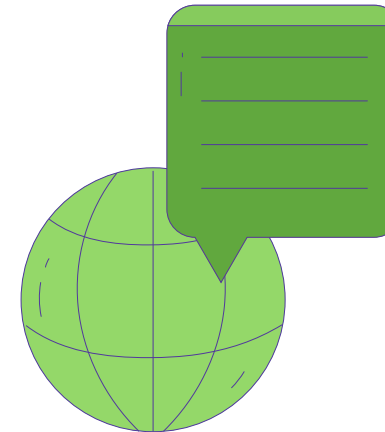
Content Creation Ideas

12 Weeks of Social Media Awareness



Week 1

- Introduce yourself or business
- Teaser video of product(s)
- 3 helpful tips
- Quote
- Promote your business



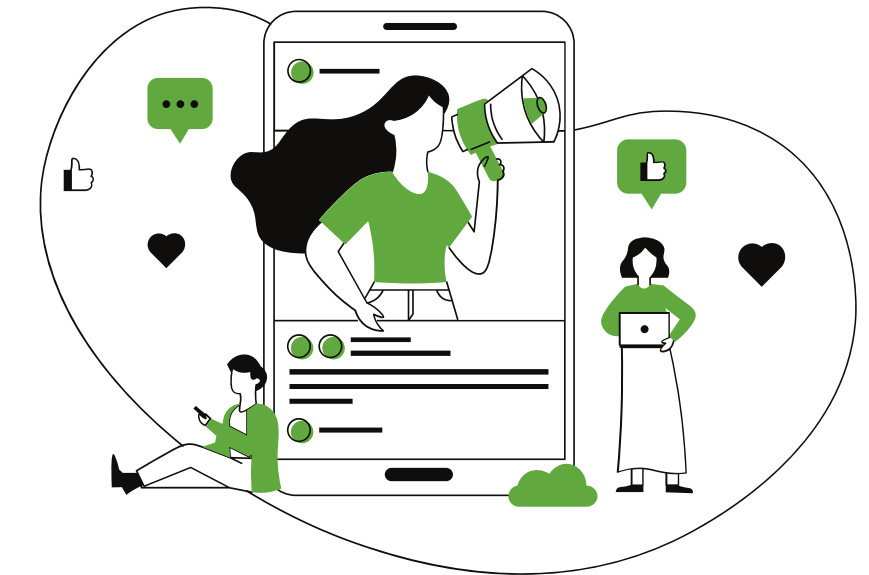
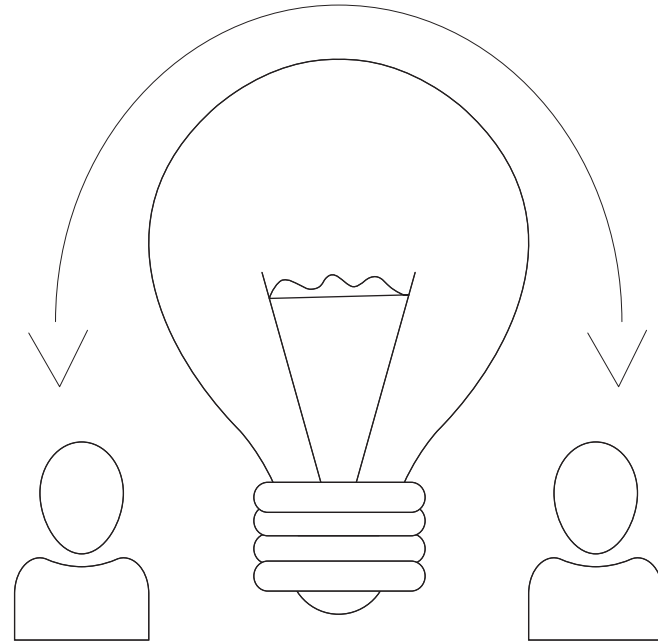
Week 2

- Tell an emotional story
- Throwback picture
- Share a short educational video
- Post a meme
- Ask your audience a question



Week 3

- Post a personal quote
- Would you rather...
- This or That?
- Post a quiz with a catch
- Promote your business



Week 4

- Share your hometown or college pride
- Ask your audience why they follow you
- Tell a funny story
- Share a picture of your workspace
- Special offer/ discount

Week 5

- Tell your followers about a routine that works for you
- Tell them what you're currently working on
- Post an IGTV session
- Share an encouraging quote
- The most embarrassing day

Week 6

- Funny scenario as a kid
- Share opinion about a controversial topic
- A holiday post
- A teaser picture
- What kept you going?



Week 7

- Goals for the week
- Collaboration post
- Live session
- Myths in the society
- Promote your business

Week 8

- Reel session
- Would you rather.....
- Promote your business / brand
- The movie that made you cry
- Worst meal combination

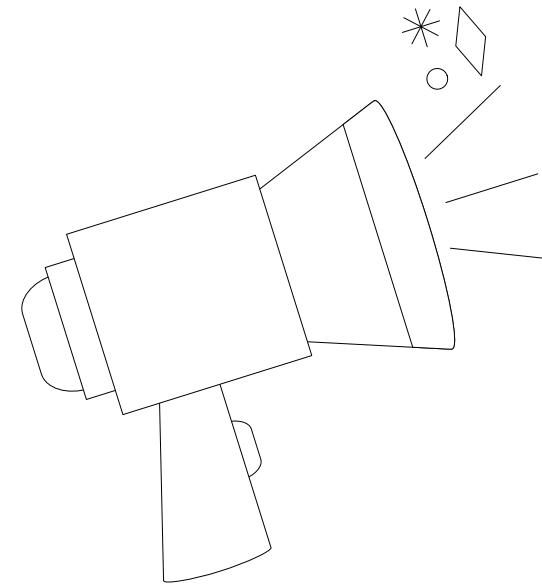
Week 9

- Favourite moment in life
- Your belief on certain things
- How to...
- A personal photo
- Tell a shocking discovery



Week 10

- 5 things about you
- A tiring moment in your life
- What you do for fun
- Promote your business / brand
- Industry post



Week 11

- Promote your business
- Reels session
- Post your favourite movie scene
- Books or movies



Week 12

- Jazz or Hiphop
- Funny post
- Appreciation post
- Fun quiz
- Promote your business/brand

About Branditecture

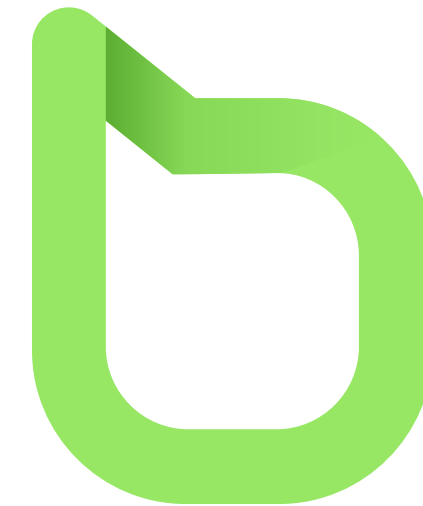
We are a team of young, energetic professionals, working together to help brands grow through high-quality content, and building better values towards their targeted audience.

We have mastered the art of converting leads into loyal customers and we want to help you do the same.

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Visit our website www.branditecture.agency

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