

I. ASSIGNMENT RECAP

- Task: Develop two items for a Simulated Client MOT:
 1. Creative Brief:
 - Length: 5 pages, approximately 750 words, double-spaced.
 - Exclusions: Cover page, reference list, and appendix are not included in the word/page count.
 2. Content Calendar:
 - Length: 1 page, approximately 250 words.
 - Format: Must be presented inside a chart template as specified.

This assignment focuses on creating a comprehensive content strategy and calendar, integrating the learnings from the initial weeks of the course.

Structure:

I. Creative Brief

- Project Information:
- Research
- Objectives, Metrics & KPIs
- Propose content strategy
- The Big Idea and Content Pillar
- Brand guidelines/ identity

II. Content Calendar

- Content ideas:
- Channels
- Time
- Calendar template

II. KEYWORDS EXPLANATION

- **A creative brief** is a short document that outlines the strategy of a content creation project steps-by-steps. The creative brief serves as a direction for everyone in a content team so that the content created by any member/team is aligned to the project aims and objectives.
- **A content calendar** (also known as an "editorial calendar") is a written schedule used to organize the publication of your content across platforms.
- SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound. This framework is designed to set clear and attainable goals within a specific timeframe, ensuring that objectives are practical and well-defined.

- Specific: Goals should be clear and specific, so everyone understands what's expected.
 - Measurable: There should be a tangible way to measure progress towards achieving the goal.
 - Achievable: Goals must be realistically attainable within the available resources and time.
 - Relevant: The goal should align with broader business or project objectives.
 - Time-bound: There needs to be a clear deadline to create a sense of urgency and focus.
- RACE stands for Reach, Act, Convert, and Engage. It is a digital marketing model designed to streamline the customer journey and optimize marketing strategies.
 - Reach: Involves building awareness and visibility of your brand, product, or service.
 - Act: Encourages interactions and leads potential customers to take the next step (like visiting a website).
 - Convert: Focused on converting interactions into transactions, turning prospects into customers.
 - Engage: Aims to develop long-term relationships, encouraging repeat purchases and loyalty.

III. SOURCE

- HubSpot: For content marketing guides and templates.
Link: <https://www.hubspot.com/resources>
- Google Scholar: For academic journals related to content marketing and consumer behavior.
Link: <https://scholar.google.com/>
- <https://www.sciencedirect.com/science/article/abs/pii/S0969698916300583>
- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-world-of-and-consumers-set-the-tone>
- <https://motstore.vn/collections/giay>
-