

C. DETAILED EXPLANATION

1. Creative Brief

1.1. Project Information:

- You should introduce your campaign key information such as brand introduction and requirements, campaign name, and campaign timeline (major dates for the first, second, or third stages).
- Brand introduction:
 - + Year of establishment:

Example: January 28, 2018 is the milestone that brand ONE was born at the Phuoc Binh factory in District 8, Ho Chi Minh City.

- + Slogan:

Example: "MOT for all" => "One pair all day" => With the advent of many shoe brands with countless designs and colors, ONE seeks to differentiate itself from the question "Why does each person need "an extra pair of shoes"?

- + Product:

Example: Their products are designed to be suitable for all outfits and occasions, reflecting a commitment to simplicity, functionality, and style. The brand seeks to promote minimalism in fashion, encouraging consumers to focus on what's essential and avoid unnecessary consumption.

- Requirement:

Example: The campaign should reflect MOT's minimalist ethos and appeal to a target audience that values simplicity, sustainability, and practicality in fashion. It should also highlight MOT's unique position in the market as a local Vietnamese brand with an international outlook.

- Campaign name & campaign timeline:

Example:

- Campaign Name: "Simplicity in Every Step"
- Campaign Timeline:
 - First Stage (Launch Phase): Introduce the campaign through a series of social media teasers and press releases. Focus on the brand's minimalist philosophy and product versatility. Duration: 1 month.

- Second Stage (Engagement Phase): Roll out the main campaign content, including customer testimonials, influencer partnerships, and interactive online events. Emphasize MOT's role in simplifying customers' lives.
Duration: 2 months.
- Third Stage (Consolidation Phase): Evaluate the campaign's impact, gather customer feedback, and release a series of reflective content pieces that highlight the campaign's successes and the brand's future direction.
Duration: 1 month.

1.2. Research

- You need to conduct secondary research to analyze the effectiveness of the client's current content marketing activities and the opportunities and threats for content creation activities in the sector.
- You should follow this flow:
- + Give evidence about how the brand performs/ category transforms regarding the criteria below
- + Your evaluation about their current performance or your conclusion about the upcoming trend regarding this industry

Example:

- Current Content Strategy and Content Effectiveness:



Một cho tất cả

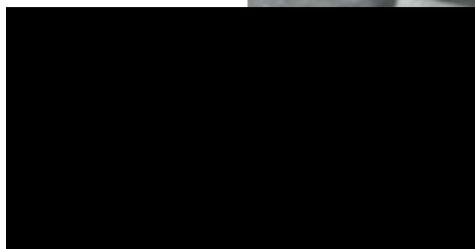


thiết-kế lấy người-dùng làm trung-tâm

Một quan tâm đến chất lượng từng sản-phẩm xuất xưởng.

gia-công ti-mì

Một quan tâm đến chất lượng từng sản-phẩm xuất xưởng.



tiêu-dùng bền vững

Một quan tâm đến tính bền-vững.

Brand Story and Content development:

- Brand Story: In this section, you need to look at the brand story and evaluate whether the brand does well or not? Also, is the brand story transparent? Is it broad enough for other content to follow under it?

→ The brand story for MOT focuses on the concept of minimalism, drawing a connection between a minimalist lifestyle and the pursuit of passion. MOT positions its shoes as more than just footwear; they are presented as a companion to consumers, supporting them in living with purpose by simplifying choices and allowing them to focus on what matters most. The brand narrative suggests that by choosing MOT, consumers can reduce stress and time spent on selecting appropriate apparel, thereby living more mindfully and minimally.

=> Transparency: The brand story is quite transparent in that it communicates the values and philosophy of Một clearly. It leverages the minimalist lifestyle as its central theme, which is a clear and straightforward approach that aligns with the product offering.

=> Scope for Content Development: The minimalist angle provides ample scope for content that can span various aspects of life where minimalism can be applied, such as fashion, lifestyle, personal finance, and time management.

- Content development:

- Website:

Consistency: if the website includes detailed product descriptions that highlight user-centric features and benefits, as well as information on the craftsmanship and sustainability of the products, it would demonstrate consistency with the brand story.

Example:



giày da xám nhẹ

1,470,000 VND

Một sử dụng da bò thật 100% cho các sản phẩm giày da: đậm thẩm và bền bỉ theo thời gian – bat thiệp di làm, bánh tôn di chui dễ cao su dúc nguyên khôi, nâng đỡ tuyệt đối cho đôi bàn chân luôn êm trong mọi hoạt động hàng ngày



● ● ●

Có dây Không dây

size nam size nữ

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43 44 45

do chân làm sao?

bô vào giò

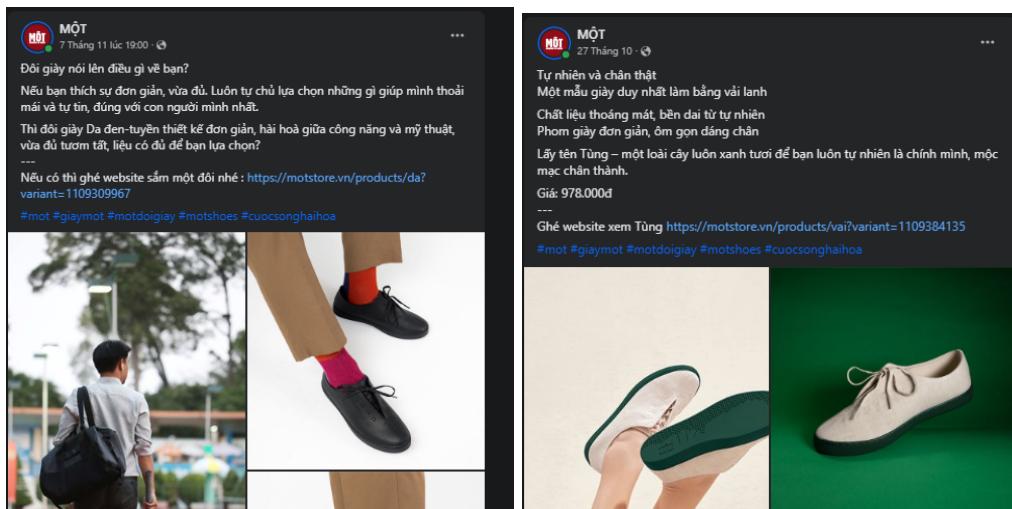
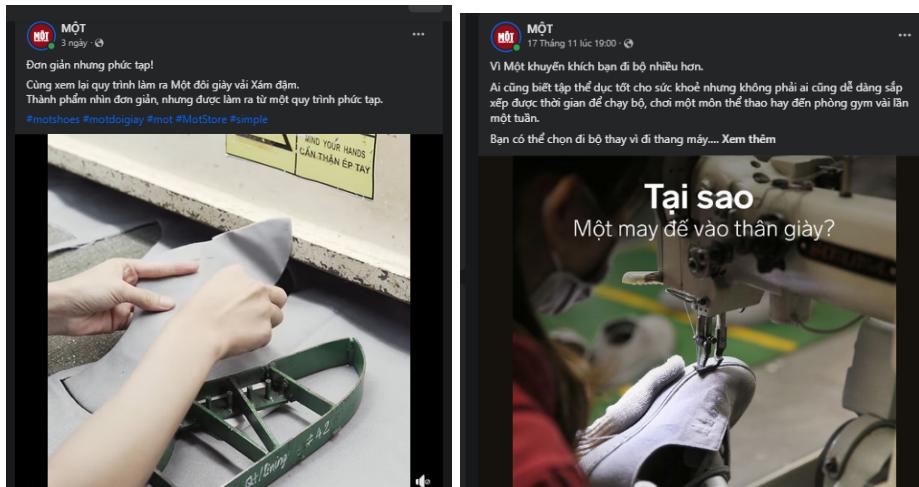
nhanh nhiều hơn
chỉ
Một !

— hộp giày từ các-tông tái chế
— rất nhiều hình-dán

- Social Media:

Consistency: Posts that frequently discuss the comfort and design of the products, showcase the manufacturing process, or promote sustainability initiatives align with the brand story.

Example: The posts are consistent in color, focus on the benefits of the products to customers, and the product making process is also frequently mentioned by MOT.



=> MOT appears to be doing a good job with its brand story by making it transparent and broad enough to encompass various aspects of minimalism. The content development is aligned with the brand story, maintaining consistency in its message across the examined channel.

Brand Persona

Example: "Mindful."

→ Why "Mindful"?

- User-Centered Design: Môt focuses on what the customer needs, creating products that are both functional and aesthetically pleasing. This indicates a thoughtful approach to product design, which is a trait of someone who is mindful of their choices and their impact on the user's daily life.
- Meticulous Processing: The attention to detail and commitment to quality suggest that Môt takes a deliberate and careful approach to the manufacturing process. This mirrors a mindful person who pays attention to the little things and values craftsmanship.
- Sustainable Consumption: The emphasis on sustainability and creating products that are timeless and versatile aligns with a mindful philosophy. This portrays a brand persona that is conscious of the environment, the longevity of the products they make, and the broader implications of consumer habits.

→ A person who wears Môt shoes is likely someone who is intentional in their actions and decisions, values quality and sustainability, and leads a lifestyle that prioritizes mindfulness in both consumption and daily living. They are likely to be seen as thoughtful, considerate, and purpose-driven, with a calm and collected demeanor that reflects their minimalist and meaningful approach to life.

→ This "Mindful" persona aligns with the brand's narrative and values, and it helps target customers who see themselves as making conscious choices that are in harmony with their values and lifestyle.

Content Alignment and Positioning:

Theory: STP

S Segmentation	T Targeting	P Positioning
Divide market into distinct groups of customers (segments) using segmentation practices.	Determine which customer group (segment) to focus your marketing efforts on.	Create product positioning and marketing mix that is most likely to appeal to the selected audience.

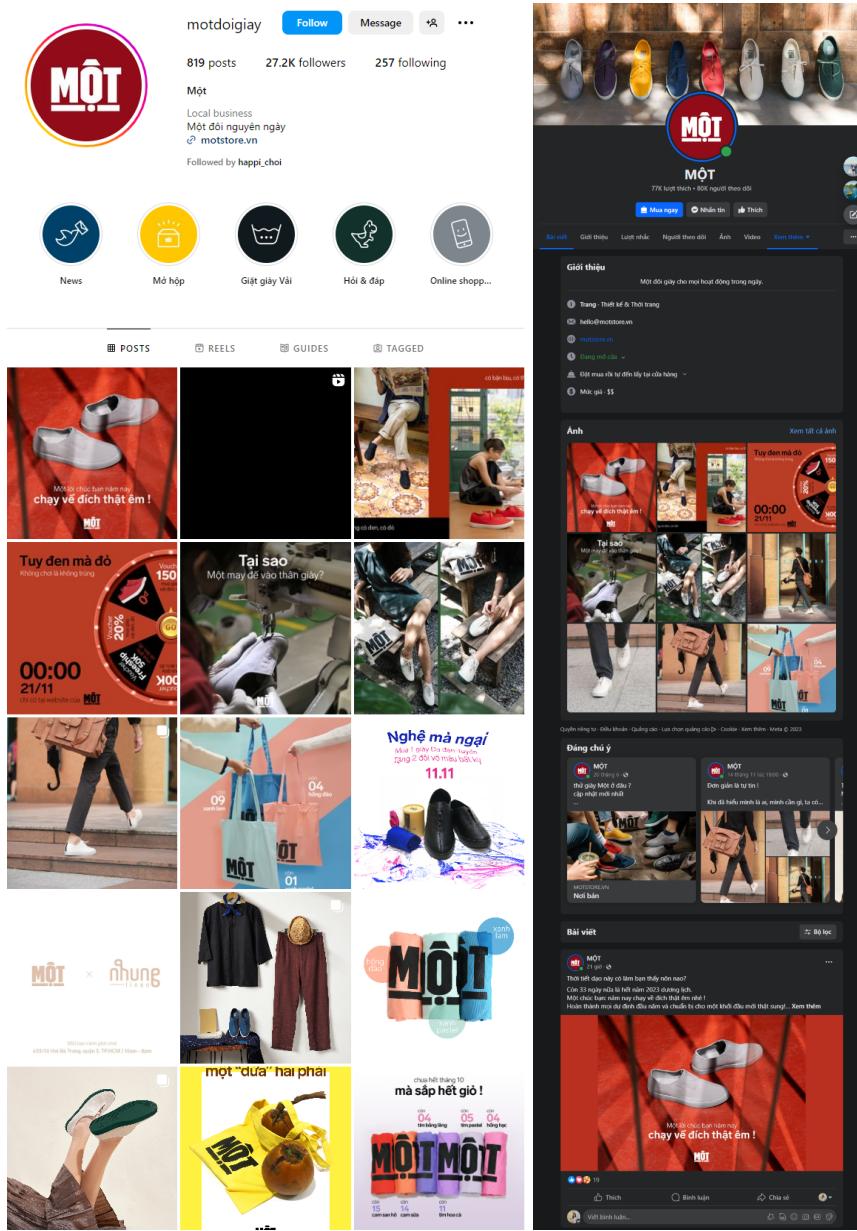
Example:

Môt's positioning in the market is that of a mindful, quality-focused brand that caters to consumers who value minimalist design, sustainability, and longevity in their footwear. This

positioning sets Môt apart in a market that is often driven by fast fashion trends, appealing to a niche but growing segment of the consumer base that prioritizes mindful consumption.

Consistency in Brand Tone and Identity: The brand maintains a consistent tone of simplicity and elegance.

Example:



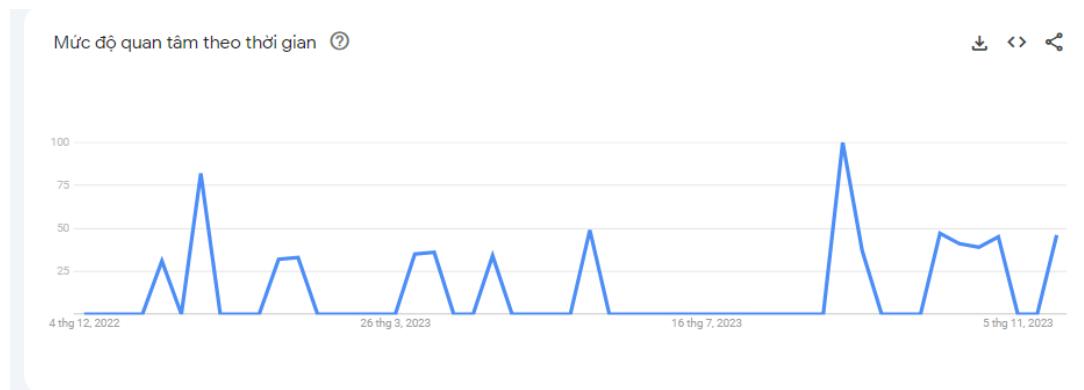
=> The brand's visual content across Facebook and Instagram seems to be consistent, using a defined color palette that reflects its minimalist brand personality. The models and their settings

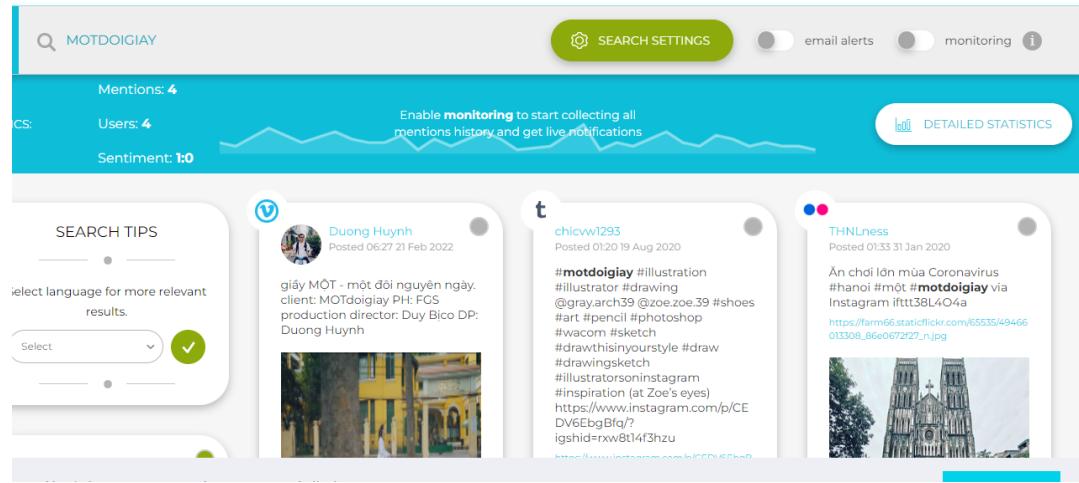
in the images support the brand's positioning as a provider of comfortable, stylish, and versatile footwear for a mindful consumer. The consistency in these visual elements across different platforms helps in building a cohesive brand image, which is crucial for brand recognition and recall. For instance:

- + Brand Colors: Both pages show a consistent use of colors that appear to be part of the brand's color palette. There is a prevalence of neutral tones like white and grey, which are likely used to reinforce the brand's minimalist aesthetic. Additionally, pops of more vivid colors, such as red and yellow, are used sparingly to draw attention and add vibrancy without overwhelming the simplicity.
- + Model Postures and Settings: The models in the images are often depicted in casual, everyday settings, such as sitting at a café, walking on the street, or engaging in leisure activities. This suggests that the brand targets everyday wear and appeals to consumers looking for comfort and functionality in their footwear.
- + Clothing and Styling: The models are styled in a manner that complements the shoes—simple, clean outfits that match the shoes' design. This styling reinforces the brand's minimalist and mindful persona.

=> The images of the models are consistent with the "Mindful" brand persona identified earlier. The settings and postures suggest a relaxed, thoughtful lifestyle, which aligns with a consumer who values mindfulness and intentionality in their fashion choices.

Content Channels and Frequency: MOT primarily uses social media (Instagram, Facebook) and its website for content dissemination. The frequency is moderate, but a more strategic approach could enhance audience reach and engagement.





- Category Review:

- + Consumer Communication Trends: Consumers in the fashion sector increasingly value sustainability and story-driven brands. Competitors are leveraging storytelling and influencer marketing.
 - Use of Channels: Consumers are now shopping through multiple channels, with the majority using at least three channels for each purchase journey. While consumers desire a seamless omnichannel experience, satisfaction is low, with only 25% content with current offerings. This implies that consumers value and are moving towards brands that can provide a consistent and integrated shopping experience across various platforms.
 - Influence of Content Creators & Affiliate Marketing: There's a trend of consumers trying new brands, particularly influenced by Gen Zers and millennials who are more likely to switch brands, often influenced by new and innovative brands. These demographics are highly engaged with content creators and influencers, which suggests that influencer marketing and affiliate programs could be highly effective in reaching and persuading these consumer segments.
 - Competitors' Evaluation: The assessment of competitors is increasingly based on social media engagements and user interactions. Consumers are engaging less with brands that cannot provide a unique value proposition or meet their specific needs. Additionally, products with sustainability claims are growing faster than those without, indicating a competitive edge for brands that authentically integrate sustainability into their communication and product offerings.

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-world-of-ands-consumers-set-the-tone>

- + Competitors' Communication Performance: Competitors show a trend towards interactive and visually rich content, with a focus on lifestyle integration. MOT can capitalize on this trend by incorporating more lifestyle-oriented content.
- Customer Segmentation:

Segment		Target customers
Demographic	Age	The imagery suggests a target demographic likely in their 20s to 30s, given the modern, trendy style of the shoes and the youthful energy in the marketing materials.
	Income	The price point indicated in the images suggests a target market with a moderate income level, affordable yet stylish.
	Gender	Both men and women are represented in the images, indicating a unisex target customer base.
	Occupation	The casual and fashionable style of the shoes points towards young professionals, students, and creative industry workers.
Psychographic	Personality traits	Customers likely value style, individuality, and practicality, as the shoes are presented as both fashionable and suitable for daily activities.
	Lifestyles	The brand appears to cater to individuals with an active, urban lifestyle who are looking for convenience and comfort without sacrificing style.
	Social class	The marketing seems to aim at the middle to upper-middle social class based on the affordability and style of the products.
Behavioral	Occasions	The shoes are marketed as suitable for daily wear, implying a regular use occasion rather than specialty or formal events.
	Benefit sought	Comfort, style, and versatility seem to be the main benefits sought by the target customers,

		as suggested by the product descriptions and images.
	User status	Targeting both existing users looking for comfort and style in daily wear and potential new users attracted by trendy designs.
Geographic	Density	Urban areas, as the marketing and brand image suggest an urban chic lifestyle.
	Area	The website and the marketing suggest a focus on the Vietnamese market, possibly with a broader appeal to similar demographics in other regions

→ Observation for MOT: The core audience of MOT, which may align with Generation Y, likely values products that blend style, comfort, and practicality. They face challenges in finding footwear that fits their busy lifestyles and supports their day-to-day activities without sacrificing fashion or function.

→ Insight for MOT: There is an opportunity for MOT to tap into this market by offering footwear that not only meets the functional needs of these consumers but also aligns with their identity and values. This demographic seeks products that contribute to their persona and are a statement of their lifestyle choices, not just a commodity. By focusing on minimalist design that offers both style and comfort, MOT could solidify its position in the market as a brand that understands and caters to the aspirations and practical needs of young adults.

- SWOT Analysis:

+ Strengths:

- MOT's signature shoe design is unique in the Vietnamese market.
- The brand has clear and appealing values and messages, which are consistently communicated.
- Their focus on sustainable consumption and minimalism aligns with current societal trends and creates a distinctive brand personality.

+ Weaknesses:

- Weaknesses in SEO have been identified.
- There's a lack of content format diversity on social media; more investment in video content is suggested.
- User-generated content (UGC) is insufficient.

- The brand's goal of sustainable consumption necessitates continuous expansion of their customer base.
- + Opportunities:
 - The shoe market's revenue has rebounded post-pandemic, with growth noted.
 - There is a trend in the fashion market towards minimalism and sustainability, with eco-friendly shoes gaining market share.
- + Threats:
 - Vietnamese brands are developing quickly and offering reasonable costs.
 - Social media engagement and reach are lower compared to competitors like Ananas and Biti's.
 - Vietnamese consumers show a preference for international shoe brands such as Nike and Adidas.

2.3. Objectives, Metrics & KPIs

- In your content marketing objectives, align them with the brand and overall marketing strategy, focusing on 1-2 key objectives written in SMART format. Consider the RACE communication objectives relevant to the client's needs and the audience's pain points at specific stages of their journey. Define success through 2-3 primary metrics, using industry benchmarks and past campaign data to justify these KPIs and anticipate response rates across different communication channels.

Example:

You could use both SMART and RACE framework to draw a clear objective

Example: Increase Brand Awareness

- Specific: Elevate MOT's brand awareness among the target demographic of eco-conscious consumers aged 20-35 in urban areas.
- Measurable: Achieve a 40% increase in social media followers and a 50% increase in website traffic.
- Achievable: Through engaging social media content, influencer partnerships, and SEO-enhanced content.
- Relevant: To establish MOT as a leading sustainable footwear brand in Vietnam.
- Time-bound: Within the next 12 months.

Metrics & KPIs:

- Social Media Following: Target a 40% increase within a year.

- Website Traffic: Aim for a 50% increase in visits within a year.
- Engagement Rate: Achieve a 30% increase in interactions on social media and a 25% increase in customer reviews in 6 months.

Justification and Benchmarks:

- Use industry benchmarks to set realistic goals. For instance, the average engagement rate growth for the fashion industry on social media is around 15-20% per year.
<https://www.sciencedirect.com/science/article/abs/pii/S0969698916300583>
- Past campaign data indicates a potential for a 30-50% increase in website traffic with effective SEO and content marketing. -> A case study detailed on Shane Barker's website provides evidence of the impact of SEO and content marketing on website traffic. After implementing a strategy focused on competitor analysis, content strategy, email marketing, and influencer outreach, the website's organic traffic increased significantly. Over a 6-month period, total visitors to the site grew by 80.64%, with organic search traffic specifically showing a 106.85% increase. Additionally, traffic from social media referrals rose by almost 40%.

2.4. Propose content strategy

- You should identify the key asset you aim to acquire from the campaign, such as audience growth, brand enhancement, customer loyalty, sales increase, or better customer experience. You should also determine the role of content in your communication strategy to decide on the appropriate content strategy archetypes.

Example:

- Identifying Campaign Assets:
 - + Objective: Increase Brand Awareness
 - + Rationale: Given the current lack of presence in the footwear industry and the current trend to seek for sustainable goods, the campaign should focus on maximizing awareness about
- Role of Content in Communication Strategy:
 - Content as an Educator and Engager:
 - + Educator Role: Content should inform the audience about the importance and impact of sustainable and minimalist fashion, thereby aligning with MOT's brand philosophy.

- + Engager Role: Content should also engage customers by showcasing practical applications of MOT's products in everyday life, fostering a community around the brand's values.
- Content Strategy Archetypes:
 - + Educational Content: Blog posts, short videos on engaging platforms (Tiktok, etc) that explain the benefits of minimalist fashion and sustainability. These materials should highlight MOT's commitment to these principles.
 - + Community Building Content: User-generated content campaigns encouraging customers to share their experiences with MOT products. This approach builds a sense of community and loyalty.
 - + Sales-Driven Content: Promotional offers and exclusive deals communicated through email marketing and social media ads, aimed at driving direct sales.

2.5. The Big Idea and Content Pillar

- Develop a central message (Big Idea) for your campaign that addresses customer pain points (Insight) in line with the brand's positioning.
- Define the key message and call to action, incorporating elements like slogans and hashtags, and establish content pillars with specific objectives and themes.
- Lastly, decide on the brand's voice and tone to ensure consistent communication style.

Example:

- **Big Idea:**
 - + Concept: "Simplicity in Every Step" weaves the minimalist ethos into every aspect of MOT's footwear. By stripping down to the essentials, the campaign addresses young consumers' quest for simplicity and direction amidst a cluttered marketplace.
 - + Relevance to Brand and Customers: Anchored in MOT's minimalist and sustainable values, the campaign speaks to those who seek fashion that supports a clear and focused lifestyle, mirroring the clarity they yearn for in life's journey.
 - + Reasons to Believe: Authentic narratives from customer experiences and influencer stories will highlight the transformative simplicity of MOT's designs, reinforcing the brand's promise of functional elegance.
 - + Key Message and Call to Action: "Navigate Life with MOT" – encouraging customers to align their fashion choices with their life's direction, advocating for a lifestyle that's both stylish and straightforward. The campaign calls for individuals to join the movement of mindful living, beginning with one simplified step at a time.
- **Content Pillars:**

KEY MESSAGE CONTENT TYPE	CONTENT PILLAR	Hero*	Hub*	Hygiene*	Deliverables
Campaign-based content to highlight that "MOT values your eco-friendly choices"	Sustainability in Fashion	Objective: Educate the audience about sustainable fashion and MOT's role in this movement.	Content Theme: Informative blog posts, infographics on sustainable practices, and interviews with designers.	Call to Action: Share sustainable fashion tips, encouraging eco-friendly choices.	+ Blog and website for the comprehensive guide and blog posts. + Social media platforms like Instagram and Facebook for infographics and videos.
The standard of MOT's commitment to sustainability		Facilities (substitute with) Materials & Processes: Highlighting eco-friendly materials and	Tips & Tricks to achieve an eco-friendly wardrobe quickly (substitute with) Sustainable Practices:	Tap into the eco-conscious consumer perceptions about re-education: How choosing MOT is not only stylish	

		processes used in MOT's products.	Tips for consumers to adopt a sustainable wardrobe.	but also responsible.	
Advice from MOT's sustainability experts	For those who value eco-friendly choices, MOT provides specific guidance and showcases their commitment through their product lines.	Venues (substitute with) Sustainable Venues: Showcasing events and locations that embody sustainability.	Suggested thinking process (substitute with) Sustainable Lifestyle: Guiding consumers through the thought process of making sustainable choices.	The benefits from MOT that you have not known yet (substitute with) Unexpected Benefits: Educating on the unexpected benefits of choosing sustainable fashion.	

Brand Voice and Tone of Voice:

- Personality: Approachable, Inspirational, and Authentic.
- Tone: Friendly and Inspirational, focusing on engaging and motivating the audience towards a minimalist lifestyle.

2.6. Brand guidelines/ identity

- What are the compulsory identity elements that the content team must follow? Client's logo, address, phone number, hashtag, etc.

Example:

- Logo Usage: The logo of MOT should be prominently displayed in all content. The logo represents the brand's minimalist philosophy and commitment to sustainable fashion. It should be used consistently across all platforms, maintaining its size, color, and proportions as originally designed.
- Brand Colors and Typography: The brand colors of MOT are primarily neutral tones, reflecting its minimalist aesthetic. These colors should be used in all marketing materials to ensure visual coherence. The typography should be simple and clean, complementing the minimalist theme.
- Contact Information: Essential contact details like the brand's hotline (e.g., 0774164406), email (e.g., hello@motdoigiay.vn), and physical address (e.g., 92A Tran Quoc Toan Vo Thi Sau ward, District 3, HCMC, Vietnam) should be clearly mentioned in communications to establish credibility and ease of contact.
- Imagery and Photography Style: The imagery used should align with the minimalist theme. This includes simple compositions, a focus on the product, and a consistent aesthetic that complements the brand's identity.
- Brand Storytelling Elements: Incorporating elements of the brand's story, such as its focus on minimalism and passion as reflected in its product offerings and customer experiences, can create a deeper connection with the audience.

2. Content Calendar

2.1. Content ideas:

- You are tasked with providing detailed content ideas for a one-month campaign that align with the assigned theme, big idea, and content pillar mentioned in your creative brief.
- Your proposal should include at least 2 video ideas and 2 long-form content ideas, following the rule of thirds by categorizing them into original, licensed or partnered, and user-generated content ideas.
- Each idea should be briefly described with an SEO meta description, featuring concise titles, relevant keywords, and indicating the content length.

Example:

Original Content Ideas

- Video Idea: "Sustainable Fashion 101"

- + Description: A beginner's guide to sustainable fashion, covering basics and how to start making eco-friendly wardrobe choices.
- + SEO Meta Description: "Explore sustainable fashion essentials with our quick guide. Learn to make eco-friendly choices easily."
- + Length: 5-7 minutes.
- Long-form Article: "The Journey of a Sustainable Garment"
 - + Description: An in-depth article tracing the lifecycle of a sustainable garment from raw materials to retail.
 - + SEO Meta Description: "Discover the life of a sustainable garment. From eco-friendly materials to ethical production, learn what goes behind a green label."
 - + Length: 1500-2000 words.

Licensed or Coordinated Ideas

- Collaborative Video: "Interview with Eco-conscious Designers"
 - + Description: Interviews with designers who prioritize sustainability in their fashion lines, discussing challenges and rewards.
 - + SEO Meta Description: "Hear directly from eco-conscious designers about the challenges and triumphs of sustainable fashion design."
 - + Length: 10 minutes.
- Repost Article: "Innovations in Eco-Friendly Textiles"
 - + Description: Repost an article from a reputable source discussing recent innovations in sustainable textiles.
 - + SEO Meta Description: "Discover the latest breakthroughs in sustainable textiles transforming the fashion industry."
 - + Length: As per original content.

User-Generated Content Ideas

- Photo Series: "My Sustainable Wardrobe" Challenge
 - + Description: Encourage followers to share photos of their sustainable outfits or eco-friendly fashion swaps.
 - + SEO Meta Description: "Join our 'My Sustainable Wardrobe' challenge. Share your eco-friendly fashion choices and inspire others."
 - + Length: Ongoing campaign.
- Community Blog Post: "Your Sustainability Stories"
 - + Description: Feature stories from customers or readers about their journey towards a sustainable fashion lifestyle.

- + SEO Meta Description: "Read inspiring stories from our community members about embracing sustainable fashion in daily life."
- + Length: 800-1000 words per story.

2.2. Channel

- Show content ideas on at least two types of channels out of the three own, paid, and earned channels. Specify the type of channel

Example:

Owned Channels

- Owned Channel: Company Blog
 - + Content Idea: "The Journey of a Sustainable Garment" (Long-form Article)
 - + Description: This is a platform you control, such as your website or blog. The article provides in-depth information about sustainable fashion, perfectly aligning with your educational objective.
- Owned Channel: Social Media (Instagram, Facebook)
 - + Content Idea: "My Sustainable Wardrobe" Challenge (Photo Series)
 - + Description: Use your social media accounts to engage with your audience. This campaign encourages followers to share their sustainable fashion choices, creating a community around your brand.

Paid Channels

- Paid Channel: Sponsored Social Media Posts
 - + Content Idea: "Sustainable Fashion 101" (Video)
 - + Description: Paying for sponsored posts on platforms like Instagram or Facebook to reach a wider audience. The video serves as an engaging introduction to sustainable fashion for newcomers.
- Paid Channel: Influencer Collaboration
 - + Content Idea: "Interview with Eco-conscious Designers" (Video)
 - + Description: Partnering with fashion influencers who have a focus on sustainability. They can share the interview video with their followers, expanding your reach.

Earned Channels

- Earned Channel: Fashion Blogs and Online Magazines
 - + Content Idea: Feature in an Article about Sustainability Movements in Fashion

- + Description: Getting featured in popular fashion blogs or online magazines through PR efforts. This isn't paid for directly but is earned through reputation and relevance to the topic.
- Earned Channel: Social Media Shares and Mentions
 - + Content Idea: User-generated content from "My Sustainable Wardrobe" Challenge
 - + Description: When users participate in the challenge and share their content, their posts can be shared or mentioned on your social media channels, effectively amplifying your reach.

2.3. Time

- You should specify the date and time of content launch for your ideas.

Example: Content Launch Schedule

Week 1: January 1-7

- Jan 1: Launch of "Sustainable Fashion 101" video on social media (Owned Channel) at 10:00 AM.
- Jan 4: Publish "The Journey of a Sustainable Garment" article on the company blog (Owned Channel) at 1:00 PM.

Week 2: January 8-14

- Jan 8: Start of "My Sustainable Wardrobe" Challenge on Instagram (Owned Channel), announcement post at 9:00 AM.
- Jan 11: Release of sponsored post for "Sustainable Fashion 101" video on Instagram (Paid Channel) at 11:00 AM.

Week 3: January 15-21

- Jan 15: Collaboration with influencers for "Interview with Eco-conscious Designers" video, shared on influencer's social media (Paid Channel) at 3:00 PM.
- Jan 18: Feature story submission to a popular fashion blog about your sustainability campaign (Earned Channel) - timing subject to the blog's schedule.

Week 4: January 22-28

- Jan 22: Share user-generated content from "My Sustainable Wardrobe" Challenge on your social media (Earned Channel) throughout the day.
- Jan 25: Repost "Innovations in Eco-Friendly Textiles" article on your social media channels (Licensed/Coordinated Idea) at 2:00 PM.

Key Points:

- Consistency: Aim to have regular postings throughout the month to maintain audience engagement.
- Timing: Choose times when your audience is most active. For instance, mornings or early afternoons are often effective for social media.
- Flexibility: Be prepared to adjust the schedule based on audience response and engagement.

2.4. Calendar template

- You can use the Social Media Content Calendar Template from HubSpot to make your calendar. No need to fill up the detailed "content repository" spreadsheet. Customize your own labels and color- code information.

D. TIPS & TRICKS

- Understand Your Audience: Know who you are writing for. Tailor your language, tone, and content to resonate with your target demographic.
- Keep It Simple: Don't overload your visuals with too much data. Focus on what's most important for your story.
- Use Consistent and Appropriate Scales: Ensure your scales are consistent across similar charts for easy comparison.
- Consistency is Key: Regularly post content to keep your audience engaged. A consistent schedule builds trust and a loyal following.

E. SOURCES

- 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/>