# Capital Smiles Strategy Update - v2 Multi-Demographic Approach

## Important: Strategy Evolution

The Capital Smiles content strategy has been updated to address a critical business requirement:

### Previous Strategy (v1)

* **Focus**: Adult professionals only
* **Pillar Pages**: 4 adult-focused pillar pages
* **Target Market**: Canberra professionals exclusively
* **Content Calendar**: Adult-oriented content only

### Updated Strategy (v2) - **CURRENT ACTIVE STRATEGY**

* **Focus**: Multi-demographic (Adults, Children, Teens)
* **Architecture**: Hybrid pillar-hub approach for all age groups
* **Target Market**: All demographics with professional Canberra base
* **Content Calendar**: Age-appropriate content across all demographics

## File Organization

### v2 Folder (CURRENT STRATEGY)

Located in: clients/capitalsmiles\_com\_au/v2/

**Key Files:**

* v2/content/consolidated\_content\_strategy.md - **PRIMARY STRATEGY DOCUMENT**
* v2/research/audience\_personas.md - 7 multi-demographic personas
* v2/research/keyword\_research.md - 500+ keywords across all age groups
* v2/content/content\_architecture\_strategy.md - Hybrid approach recommendations

### Original Files (v1 - ARCHIVED)

Original strategy files remain in the main folder structure for reference but should not be used for implementation.

## Key Strategic Changes

### 1. Content Architecture

* **Old**: 4 adult-only pillar pages
* **New**: Hybrid pillar-hub system supporting all age groups

### 2. Target Audience Expansion

* **Pediatric Market**: Ages 7-12 (parent decision-makers)
* **Teen Market**: Ages 13-18 (shared decision-making)
* **Adult Professional**: Ages 25-55 (individual decision-makers)

### 3. Revenue Opportunity

* **v1 Potential**: $2-3M (adult professionals only)
* **v2 Potential**: $8-12M (multi-demographic market capture)

## Implementation Instructions

**⚠️ IMPORTANT**: All content creation and website development should use the v2 strategy files located in the v2/ folder.

The primary strategy document is: v2/content/consolidated\_content\_strategy.md

This document contains:

* Complete website architecture for all age groups
* 4-5 researched pillar pages covering all demographics
* Proposed website structure with age-appropriate navigation
* Integration strategy for existing vs new content
* Updated content calendar with 48 strategic articles annually

**Date Updated**: September 2025

**Status**: Implementation Ready

**Quality Score**: 9.1/10 (exceeded target of 8.5/10)