

# Content Strategy

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## **Campaign Goals**

- Establish MonkShop as the **leading expert** in bouldering.
- Showcase the **performance and reliability** of the brands they carry.
- Build trust by emphasizing **product expertise** and **brand credibility**.
- Engage with both beginner and advanced boulderers by providing tailored content.

## **Target Audience**

Our target audience is people who are already in the bouldering community (MonkShops both advanced and beginning customers.)

## **Message/Concept**

-> Be boulder (variations of the word) — This encouraging message aligns with Monks' vision of equipping its clients with both excellent and reliable gear as well as confidence. The variations of the word like, Be Greater, Be risky, Be Boulder wants to foster a sense of empowerment, although the main message is just to "Be" whatever that entails with each person.

-> What's your excuse? — Another encouraging message for Monks' customers to finally confront and overcome challenges that have been holding them back, specifically to embrace the difficulties that come with bouldering but also in their personal lives, evoking emotions in the target audience so they feel closer to Monk. This concept goes with Monks' identity as it's very emotional and encouraging to their target audience.

## **Media**

Social Media (Instagram story)

( Choose media that is  
suitable for you message and audience  
Determine your segmentation/keywords  
Pick media and what role/content they would serve  
Connect with your target audience )

## ***Planning***

Using the AIDA-Model (Attention, Interest, Desire, Action) we  
determined the best times to post on social media.



AIDA Model Hierarchy