

# **CONTENT STRATEGY**

**GOAL:** The aim for our content strategy plan is to rebrand Mrs. Nathalie Silverentand, distinguishing her from other Dutch painters. Our objective is to use engaging storytelling and captivating designs through different platforms to enhance our clients brand identity, broaden her audience, boost engagement and ultimately optimize sales of her paintings.

## ***Broaden,boost, optimize***

### ***Website***

Having a personal website not only is it useful to help highlight your career and your work. It's always necessary to have additional information to know more about the artist's intentions and the artist themselves.

## **PERSONA STRATEGY**

For Nathalies persona strategy, we will focus on refining her online presence across different social media platforms, focusing on instagram, etsy and facebook.

-instagram remodel: We created a new instagram profile for our client, revamping her old one, to be able to showcase her artwork in a more visually appealing and cohesive way. This includes updates on her profile picture, story highlights and photo captions. story highlights for EASY ACCESS INFO

Sales:

To boost Nathalie's sales we are looking to optimize her presence in different sale channels like Etsy and facebook marketplace. This includes the use of keywords, and the engagement of our client with possible buyers through messages and comment sections.

### ***Video strategy***

We will also implement a video strategy that is focused on creating content for one platform and reusing it for time efficiency. By showcasing Nathalie's painting process

we aim to create engaging and shareable videos to attract a wider audience and maximize her reach.

### ***Maintenance***

Consistency is key for Nathalie's online growth. She needs to create a routine that works for her and stick to it. This routine should include a schedule to post her content and interact with her followers. By staying consistent and actively engaging with her followers, Nathalie creates an environment that fosters a loyal community that will eventually sustain her growth in these platforms.