

Content Strategy Prosopal

Brand:

Where's My Vibe

<https://www.wheresmyvibe.com/>

Core Strategy:

B2C marketing via relevant social media platforms to position WMV as a forerunner in the event aggregation domain, first in Dubai, then globally.

Platforms:

- Instagram (Primary)
- Twitter (Secondary)
- Facebook (Secondary)
- Reddit + Quora + Medium + Guest Posts + Emailers (as support for Primary and Secondary platforms)

Themes/Verticles:

- Music
- Sports and Viewing
- Nightlife
- Food & Drink
- Comedy

Types/Buckets:

- UGC from the experience
- Exclusive offers to promote
- Trending venues
- What to watch out for this week?

Process:

1. Perform market research and analyse competitors and leaders in the space.

2. Understand what type of content they post, frequency of posting, tonality, what works best and the gaps.
3. Create a content calendar on any information management system like Google Sheets, with relevant columns. [refer below]
4. Ideally, post once every day. One post per bucket every week. Each week must cover all five verticals at least once.

Example:

https://docs.google.com/spreadsheets/d/12TX9twhv5UkSz_pj7qXsGSPSkqN5laBIHrFGLmuyq3c/edit?usp=sharing