TASK 2

Content Marketing Strategy

# Brand Name: Samsung

Industry: Electronics, Smartphones, Home Appliances, and Wearables

# 1. Objective of Content Marketing

To strengthen Samsung’s brand authority, educate users about product features, increase engagement across digital platforms, and drive traffic for product launches and sales conversions.

# 2. Target Audience

|  |  |
| --- | --- |
| Demographic | Details |
| Age | 18–50 years |
| Gender | All Genders |
| Location | Urban and semi-urban India |
| Interests | Technology, Smart Devices, Photography, Home Automation |
| Pain Points | Device comparison, pricing clarity, tech overload, and after-sales service |

# 3. Core Content Pillars

* Educational Tech Content: How-to guides, feature breakdowns, tech explainers.
* Product Promotion: Showcasing flagship models, new launches, and offers.
* Customer Experience & Innovation: Smart homes, eco-tech, Galaxy ecosystem in real life.
* Behind-the-Scenes: R&D videos, sustainability stories, interviews with engineers.

# 4. Content Formats

* Blog Articles: Deep dives into product features and comparisons
* YouTube Shorts/Reels: Feature highlights, unboxings, and 10-sec tips
* Podcasts: Tech trends, Samsung innovation talks
* Webinars: Live Q&As with Samsung engineers
* Infographics: Camera specs comparison, battery efficiency breakdowns
* Interactive Quizzes: ‘Which Samsung device suits you?’

# 5. Blog Topic Ideas

1. Week 1: 5 Ways Galaxy AI is Changing the Smartphone Experience
2. Week 2: Choosing Between Galaxy S Series vs A Series
3. Week 3: The Future of Smart Homes with Samsung SmartThings
4. Week 4: Sustainability at Samsung – Real Steps Towards Green Innovation
5. Week 5: How Samsung's Knox Security Protects Your Privacy

# 6. Promotion Channels

* Instagram & YouTube: Product teasers, feature reels, user-generated content.
* Twitter (X): Quick updates, polls, tech tips, and support Q&A.
* Blog: SEO-optimized articles explaining features and comparisons.
* Facebook: Event promotions, launch highlights, and long-form storytelling.
* Email Marketing: Personalized device recommendations and launch alerts.
* Influencer Marketing: Tech reviewers and lifestyle creators showcasing Samsung use.

# 7. Content Calendar Sample (1 Week)

|  |  |  |
| --- | --- | --- |
| Day | Platform | Content Idea |
| Monday | YouTube | Unboxing Galaxy S25 Ultra |
| Tuesday | Instagram | 10-sec tip: SmartThings Automation |
| Wednesday | Blog | Galaxy A vs M Series - What’s Right for You? |
| Thursday | Twitter | Poll: What’s your top camera feature? |
| Friday | Email | Early bird Galaxy Z Fold deal |
| Saturday | Facebook | User review: Life with the Galaxy Watch |
| Sunday | YouTube Shorts | S Pen Features in 30 Seconds |

# 8. KPIs to Track

|  |  |
| --- | --- |
| KPI | Goal |
| Website Traffic | +30% within the product launch month |
| YouTube Views | 1M views on flagship videos |
| Blog Engagement | Average time on page: 3 mins+ |
| Instagram Engagement Rate | 6% or higher |
| Email CTR | 10 %+ on product promotions |

# 9. Unique Angle / Value Proposition

Samsung’s content will reflect innovation, everyday relevance, and real-user empowerment. With a mix of sleek visuals, bite-sized tech tips, and honest reviews, Samsung becomes more than a tech giant—it becomes part of everyday life.

# 10. Tools Used

* Adobe Suite: For visual and video production
* Google Data Studio: Campaign performance dashboards
* Hootsuite: Content scheduling and tracking
* SEMrush: Blog keyword strategy
* Canva: For storyboards and visual posts