

# Content Marketing Plan for GreenBay Market

This content marketing plan is designed for GreenBay.Market, a Shopify-based marketplace in Kenya selling second-life greentech appliances. The strategy focuses on publishing locally-targeted content for Nairobi, Kiambu, Nakuru, and Kisumu, covering various product categories. Each category includes Top of Funnel (TOF), Middle of Funnel (MOF), and Bottom of Funnel (BOF) content, with the product category page serving as the pillar page. Keywords incorporating targeted towns are suggested for each post.

## Product Categories

1. Solar Powered
2. Laptops
3. LED & Smart TVs
4. Home Theater Systems
5. Sound Bars
6. Large Kitchen Appliances (Refrigerators & Freezers, Cookers & Ovens, Dishwashers)
7. Small Kitchen Appliances (Blenders & Juicers, Electric Kettles & Coffee Makers, Toasters & Sandwich Makers, Food Processors & Mixers, Air Fryers & Rice Cookers, Water Dispensers)
8. Laundry and Cleaning (Washing Machines, Washer Dryers, Home Vacuum Cleaners, Steam Irons)
9. Air and Cooling (Air Conditioners, Fans and Air Coolers, Air Purifiers, Heaters)

## Content Structure

- **Pillar Page:** Product category page (e.g., "Solar Powered Appliances").
- **TOF Content:** Educational, awareness-building (e.g., "Why Solar Power is the Future for Nairobi Homes").
- **MOF Content:** Consideration-focused, comparing options (e.g., "Top 5 Solar Panels for Homes in Nakuru").
- **BOF Content:** Conversion-focused, product-specific (e.g., "Buy Certified Pre-Owned Solar Panels in Kisumu").

## Content Plan by Category

### 1. Solar Powered

#### Pillar Page

- **Title:** Solar Powered Appliances for Kenyan Homes
- **Keywords:** solar powered appliances Kenya, eco-friendly energy Nairobi, solar products Kiambu

#### TOF Content

- **Title:** Why Solar Power is the Future for Nairobi Homes
- **Keywords:** solar power Nairobi, sustainable energy Kenya, solar benefits Kiambu
- **Summary:** Discuss solar energy's environmental and cost benefits for Nairobi homeowners.

#### MOF Content

- **Title:** Top 5 Solar Panels for Homes in Nakuru
- **Keywords:** best solar panels Nakuru, solar panel comparison Kenya, solar energy for homes Kisumu
- **Summary:** Compare solar panel features, prices, and suitability for Nakuru homes.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Solar Panels in Kisumu
- **Keywords:** buy solar panels Kisumu, second-hand solar panels Nairobi, certified solar products Nakuru
- **Summary:** Highlight specific solar panel deals, emphasizing affordability and trust.

## 2. Laptops

#### Pillar Page

- **Title:** Affordable Laptops for Work and Study in Kenya
- **Keywords:** laptops Kenya, refurbished laptops Nairobi, budget laptops Kiambu

#### TOF Content

- **Title:** How to Choose the Right Laptop for Your Needs in Nairobi
- **Keywords:** laptop buying guide Nairobi, best laptops for students Kenya, work laptops Nakuru
- **Summary:** Guide on selecting laptops based on use cases (work, study, gaming).

#### MOF Content

- **Title:** Top 3 Refurbished Laptops for Professionals in Nakuru
- **Keywords:** refurbished laptops Nakuru, professional laptops Kenya, certified laptops Kisumu
- **Summary:** Compare top refurbished laptop models for professionals.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Laptops in Kisumu

- **Keywords:** buy laptops Kisumu, second-hand laptops Nairobi, affordable laptops Nakuru
- **Summary:** Promote specific laptop deals, highlighting savings and trust.

### 3. LED & Smart TVs

#### Pillar Page

- **Title:** LED & Smart TVs for Every Kenyan Home
- **Keywords:** LED TVs Kenya, smart TVs Nairobi, affordable TVs Kiambu

#### TOF Content

- **Title:** Why Smart TVs are a Must-Have for Nairobi Homes
- **Keywords:** smart TVs Nairobi, benefits of smart TVs Kenya, LED TVs Nakuru
- **Summary:** Explain the advantages of smart TVs for entertainment and connectivity.

#### MOF Content

- **Title:** Top 5 Affordable Smart TVs for Families in Nakuru
- **Keywords:** best smart TVs Nakuru, affordable TVs Kenya, family TVs Kisumu
- **Summary:** Compare smart TV models, focusing on family-friendly features.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Smart TVs in Kisumu
- **Keywords:** buy smart TVs Kisumu, second-hand TVs Nairobi, certified TVs Nakuru
- **Summary:** Promote specific TV deals, emphasizing quality and savings.

### 4. Home Theater Systems

#### Pillar Page

- **Title:** Home Theater Systems for Immersive Entertainment in Kenya
- **Keywords:** home theater systems Kenya, surround sound Nairobi, entertainment systems Kiambu

#### TOF Content

- **Title:** How to Create a Cinema Experience at Home in Nairobi
- **Keywords:** home theater Nairobi, cinema experience Kenya, surround sound Nakuru
- **Summary:** Guide on setting up a home theater system for immersive viewing.

#### MOF Content

- **Title:** Top 3 Home Theater Systems for Small Spaces in Nakuru
- **Keywords:** best home theater Nakuru, compact systems Kenya, affordable home theater Kisumu
- **Summary:** Compare compact home theater systems for smaller homes.

## BOF Content

- **Title:** Buy Certified Pre-Owned Home Theater Systems in Kisumu
- **Keywords:** buy home theater Kisumu, second-hand systems Nairobi, certified home theater Nakuru
- **Summary:** Highlight specific deals, emphasizing quality and affordability.

## 5. Sound Bars

### Pillar Page

- **Title:** Sound Bars for Enhanced Audio in Kenyan Homes
- **Keywords:** sound bars Kenya, audio systems Nairobi, TV sound Kiambu

### TOF Content

- **Title:** Why Sound Bars are Essential for Nairobi TV Viewers
- **Keywords:** sound bars Nairobi, TV audio Kenya, enhanced sound Nakuru
- **Summary:** Explain the benefits of sound bars for TV audio quality.

### MOF Content

- **Title:** Top 5 Sound Bars for Small Apartments in Nakuru
- **Keywords:** best sound bars Nakuru, compact audio Kenya, affordable sound bars Kisumu
- **Summary:** Compare sound bar models for small spaces.

## BOF Content

- **Title:** Buy Certified Pre-Owned Sound Bars in Kisumu
- **Keywords:** buy sound bars Kisumu, second-hand audio Nairobi, certified sound bars Nakuru
- **Summary:** Promote specific sound bar deals, highlighting savings.

## 6. Large Kitchen Appliances

### Pillar Page

- **Title:** Large Kitchen Appliances for Kenyan Kitchens
- **Keywords:** kitchen appliances Kenya, refrigerators Nairobi, ovens Kiambu

### TOF Content

- **Title:** How to Choose the Right Refrigerator for Your Nairobi Home
- **Keywords:** refrigerator buying guide Nairobi, kitchen appliances Kenya, ovens Nakuru
- **Summary:** Guide on selecting large kitchen appliances based on needs.

### MOF Content

- **Title:** Top 5 Energy-Efficient Refrigerators for Nakuru Homes
- **Keywords:** energy-efficient refrigerators Nakuru, eco-friendly appliances Kenya, dishwashers Kisumu
- **Summary:** Compare energy-efficient models for cost savings.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Refrigerators in Kisumu
- **Keywords:** buy refrigerators Kisumu, second-hand ovens Nairobi, certified dishwashers Nakuru
- **Summary:** Promote specific deals, emphasizing quality and affordability.

## 7. Small Kitchen Appliances

#### Pillar Page

- **Title:** Small Kitchen Appliances for Kenyan Homes
- **Keywords:** small kitchen appliances Kenya, blenders Nairobi, coffee makers Kiambu

#### TOF Content

- **Title:** Essential Small Kitchen Appliances for Nairobi Homes
- **Keywords:** must-have kitchen appliances Nairobi, blenders Kenya, toasters Nakuru
- **Summary:** List of essential small appliances for modern kitchens.

#### MOF Content

- **Title:** Top 5 Blenders for Healthy Living in Nakuru
- **Keywords:** best blenders Nakuru, healthy living Kenya, juicers Kisumu
- **Summary:** Compare blenders for health-conscious buyers.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Blenders in Kisumu
- **Keywords:** buy blenders Kisumu, second-hand coffee makers Nairobi, certified toasters Nakuru
- **Summary:** Highlight specific deals, emphasizing savings.

## 8. Laundry and Cleaning

#### Pillar Page

- **Title:** Laundry and Cleaning Appliances for Kenyan Homes
- **Keywords:** laundry appliances Kenya, washing machines Nairobi, vacuum cleaners Kiambu

#### TOF Content

- **Title:** How to Choose the Right Washing Machine for Your Nairobi Home

- **Keywords:** washing machine buying guide Nairobi, laundry appliances Kenya, vacuum cleaners Nakuru
- **Summary:** Guide on selecting laundry appliances based on needs.

#### MOF Content

- **Title:** Top 5 Energy-Efficient Washing Machines for Nakuru Homes
- **Keywords:** energy-efficient washing machines Nakuru, eco-friendly laundry Kenya, steam irons Kisumu
- **Summary:** Compare energy-efficient models for cost savings.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Washing Machines in Kisumu
- **Keywords:** buy washing machines Kisumu, second-hand vacuum cleaners Nairobi, certified steam irons Nakuru
- **Summary:** Promote specific deals, emphasizing quality and affordability.

## 9. Air and Cooling

#### Pillar Page

- **Title:** Air and Cooling Appliances for Kenyan Homes
- **Keywords:** air conditioners Kenya, fans Nairobi, air purifiers Kiambu

#### TOF Content

- **Title:** How to Choose the Right Air Conditioner for Your Nairobi Home
- **Keywords:** air conditioner buying guide Nairobi, cooling appliances Kenya, fans Nakuru
- **Summary:** Guide on selecting air and cooling appliances based on needs.

#### MOF Content

- **Title:** Top 5 Energy-Efficient Air Conditioners for Nakuru Homes
- **Keywords:** energy-efficient air conditioners Nakuru, eco-friendly cooling Kenya, air purifiers Kisumu
- **Summary:** Compare energy-efficient models for cost savings.

#### BOF Content

- **Title:** Buy Certified Pre-Owned Air Conditioners in Kisumu
- **Keywords:** buy air conditioners Kisumu, second-hand fans Nairobi, certified air purifiers Nakuru
- **Summary:** Promote specific deals, emphasizing quality and affordability.

## Implementation Tips

- **Local SEO:** Include town names in titles, meta descriptions, and content to rank for local searches.
- **Internal Linking:** Link TOF, MOF, and BOF content back to the pillar page and vice versa.
- **Content Calendar:** Publish 1-2 posts per week, rotating between categories and towns.
- **Promotion:** Share content on social media (Facebook, Instagram) and email newsletters.
- **Monitoring:** Use Google Analytics to track traffic, engagement, and conversions from content.

This plan ensures GreenBay.Market's content is locally relevant, covers the entire buyer journey, and drives traffic to product pages, supporting sales in Kenya's competitive market.