

Workhours

Content Marketing



Presented by Shalini S

List Of Content

DEFINITION AND IMPORTANCE

CREATING THE BUYER'S PERSONA

UNDERSTANDING THE BUYER

CONDUCTING THE AUDIENCE RESEARCH

KEY CONTENT MARKETING GOALS AND
OBJECTIVES

TAILORING CONTENT TO AUDIENCE
NEEDS



Definition

- What is content marketing????????????????????????????????
- Strategy for building a brand through content
 - 1. Short-form content
 - 2. Blogs
 - 3. Story
 - 4. Images(single,carousel)
 - 5. Testimonials



Importance

- Establishes brand authority
- Builds long-term relationships with the audience
- Enhances recognition
- Improves SEO(organic reach)
- Supports lead generation and customer retention



Brand name: digital shalini
I am selling Content
marketing course
You guys have to create a
7 Days content calendar
to create awareness for
my personal brand.

(reel, post, IG story)

Identifying Your Target

Target audience definition involves segmenting the market based

age

gender

geographical location

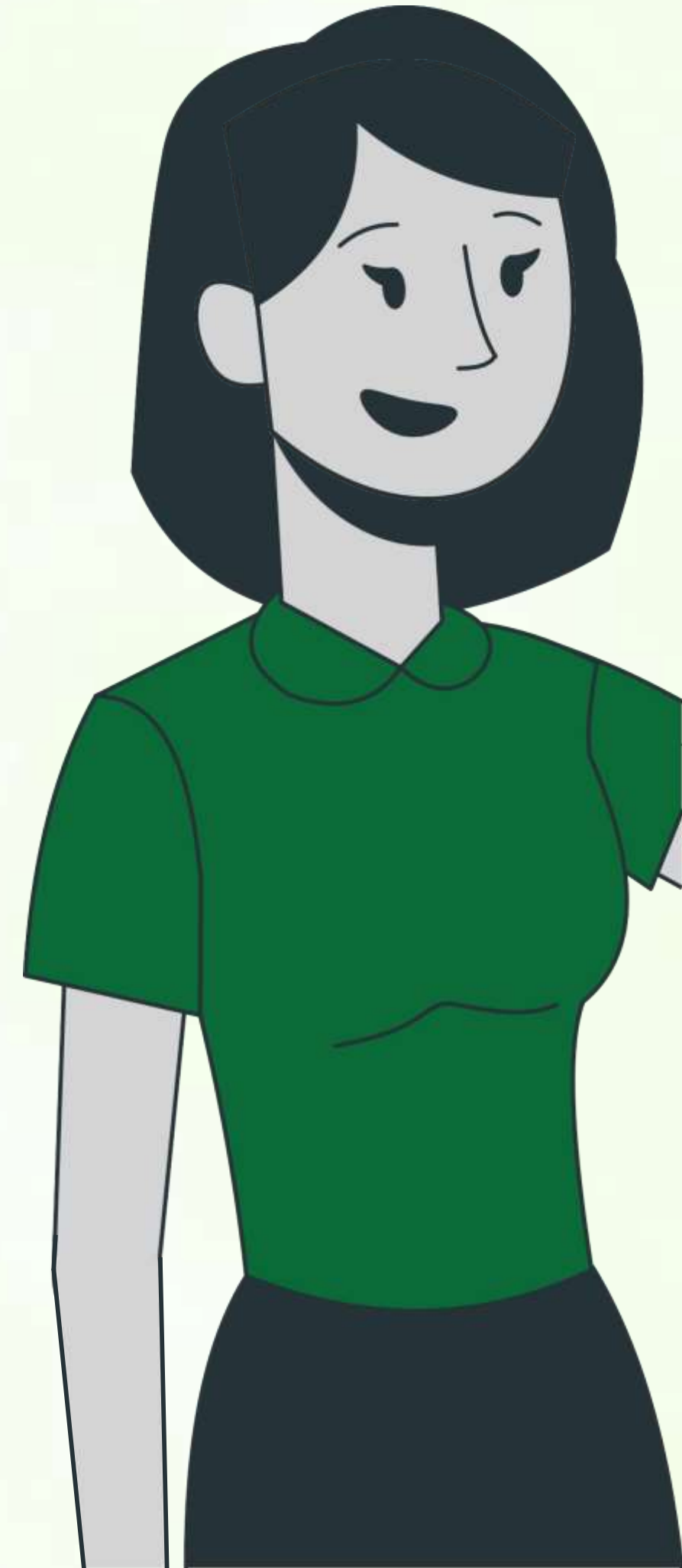
income

interests

lifestyle

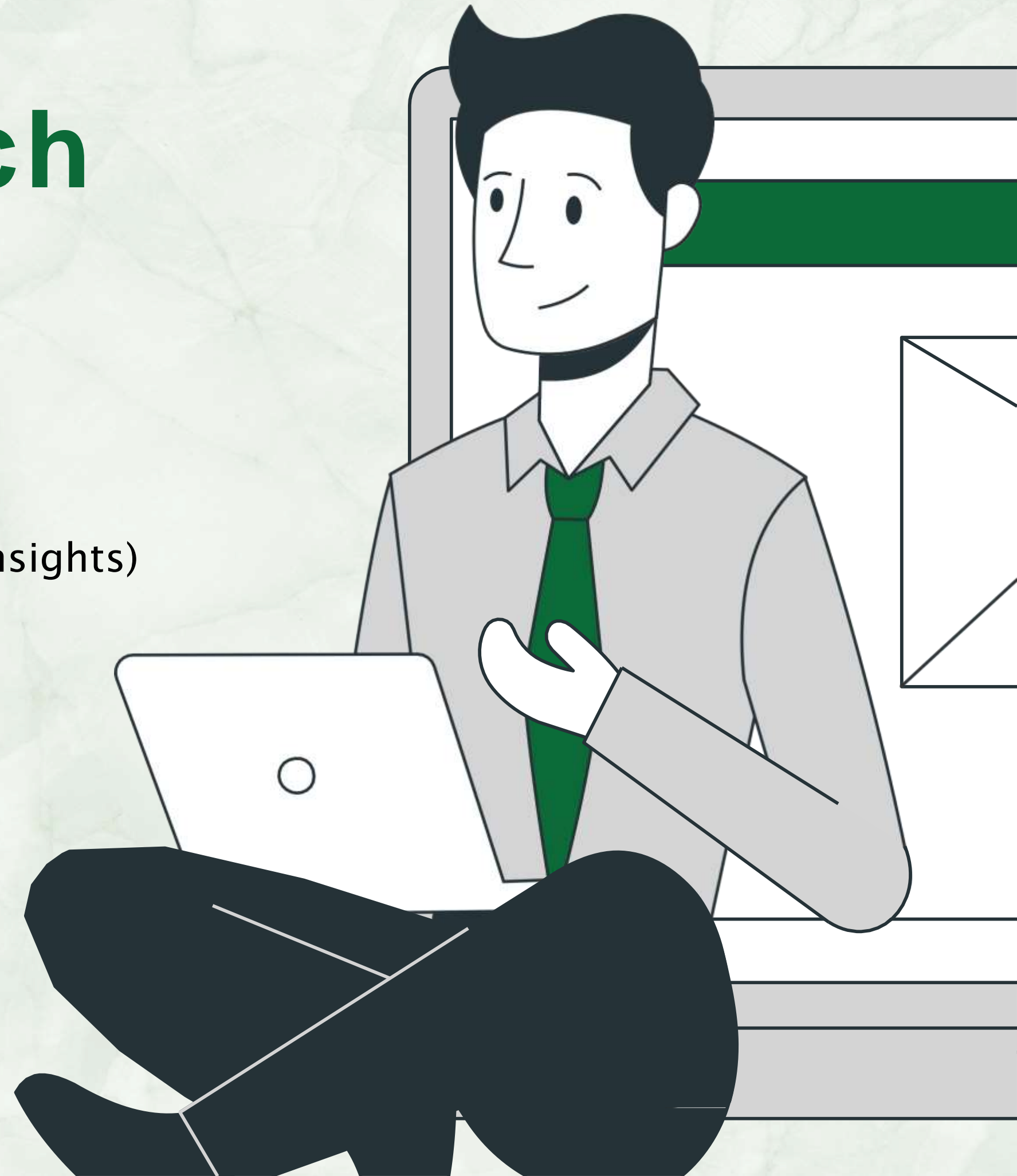
attitudes

purchase behavior

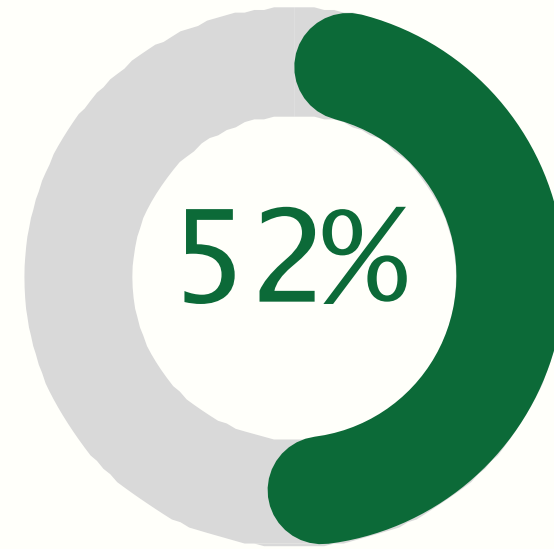


Audience Research

- Surveys and Questionnaires
- Social Media Listening
- Analytics Tools (Google Analytics, social media insights)

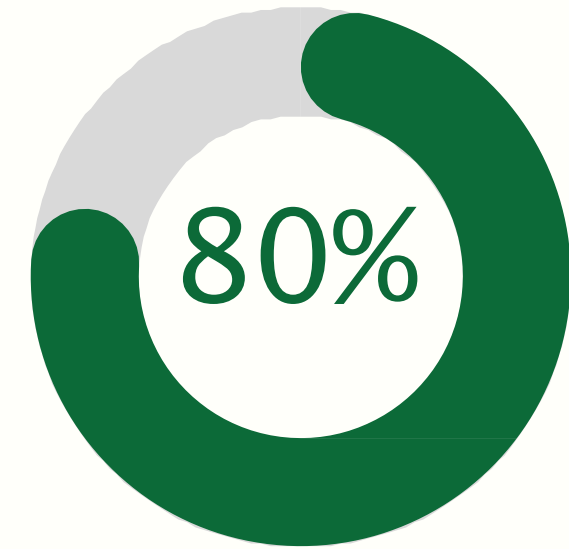


Analytics FB, IG, Blog, Website



KPI 1

Likes



KPI 2

Shares

TAILORING CONTENT

- Transformation
- Information related to products
- Ads
- Giveaway



Got Any
Questions?

THANK

You!