# CODTECH – Content Marketing Strategy Plan

## 1. Brand Overview

CODTECH is a tech-focused platform offering internships, skill-development programs, and hands-on training to students and professionals. The brand aims to bridge the gap between theoretical knowledge and practical industry skills.

## 2. Goals & Objectives

* Increase Brand Awareness among students and fresh graduates in India.
* Generate Leads for internship programs.
* Build Authority in the EdTech and internship domain.
* Improve Engagement across social media platforms.

## 3. Target Audience

Primary:

* College students (18–25 years) seeking internships.
* Fresh graduates looking for skill development.

Secondary:

* Career changers wanting tech training.
* Educational institutions seeking collaboration.

## 4. Content Themes & Blog Topics

Core Themes:

* Internship guidance & career tips.
* Skill-building in emerging technologies.
* Industry trends in IT, AI, and marketing.
* Success stories & case studies from CODTECH alumni.

Sample Blog Topics:

1. Top 5 Skills Every Computer Science Student Should Learn in 2025
2. How to Land Your First Internship Without Experience
3. The Future of AI: What Students Should Know
4. Why Internships Matter More Than Ever in the Tech Industry
5. Step-by-Step Guide to Completing CODTECH Internship Tasks Successfully

## 5. Content Formats

* Blogs & Articles: In-depth guides, industry news, how-tos.
* Social Media Posts: Quick tips, motivational quotes, internship announcements.
* Videos: Tutorials, alumni interviews, skill explainer videos.
* Infographics: Skill demand charts, internship steps.
* Email Newsletters: Weekly internship updates & tips.

## 6. Promotion Channels

* Website Blog – for SEO and organic traffic.
* Social Media – Instagram, LinkedIn, Facebook, YouTube Shorts.
* Email Marketing – nurture leads & keep students updated.
* WhatsApp Groups – for direct engagement with interested candidates.
* Collaborations – with colleges & student communities.

## 7. Posting Schedule

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| --- | --- | --- |
| Channel | Frequency | Content Type |
| Blog | 2 posts/week | Career tips, guides |
| Instagram | 5 posts/week + Stories | Reels, quotes, internship news |
| LinkedIn | 3 posts/week | Professional updates, blogs |
| YouTube Shorts | 2 videos/week | Internship hacks, tech skills |
| Email Newsletter | Weekly | Updates & learning tips |

## 8. Metrics to Track

* Website traffic growth.
* Blog post engagement (views, shares, comments).
* Social media follower growth & engagement rate.
* Leads generated via forms & email sign-ups.
* Internship applications submitted.

## 9. Example Campaign Idea

Campaign Name: #CODTECHCareerBoost

Concept: A 4-week social media & blog series sharing actionable tips for students to improve their resumes, LinkedIn profiles, and interview skills, ending with a live webinar by CODTECH mentors.