

Writing Assignment 5 - Developing the framework for a content strategy.

For this assignment, I had two content marketing ideas that I wanted to create. The first content marketing strategy is to do a promotional video and the second content marketing strategy is to create a blog for the company. Content marketing focuses on creating and distributing content relevant to attract potential customers to ultimately drive profit ("Getting Started," 2021).

Inspired by the discussion posts this week, the first content marketing strategy would be to create a promotional video for EcoWorks. Throughout the week, I learned the importance of having a promotional video to highlight the services and brand quality. With a video, you can reach a new variety of people, including those who may not have been searching for a lawn company, as well as visual people. According to Single Grain, in the United States, 85% of online users watch video content, and 93% of companies say they have gained a new customer from their video content (Haughey, 2020).

The promotional video's purpose and intent are to highlight what EcoWorks does and showcase the services and quality of work they offer. To achieve this goal, we would hire a professional videographer to capture our workers doing the services. It is crucial to hire professionals to get the best quality clips since it is common for most videos to be high quality (1080p), and I think many people tend only to watch HD videos. At this early stage of marketing for the company, some critical things to consider are brand awareness, having more visuals, and showing the audience that we are legitimate. We would publish the video on our homepage and adapt the homepage to match the video (colors, font, headlines). We would use the same color scheme, font, and effects used throughout previous advertisements.

For example, in my discussion post this week, I mentioned Tully's video series 'Slow and low.' They created six one-minute-long videos that display their journey from San Francisco to Seattle. With this campaign, they adjusted their website to match the video series. They included the map next to the headline and added photos from the trip at the bottom, linking them to their Instagram. Similar to this, it is essential to have the website of EcoWorks have headings such as "How We Work" or "How We EcoWorks" and subheadings with the copy for the video, "Discover How EcoWorks Transforms Your Yard." Below the heading and subheading would be the promotional video. Having behind-the-scenes pictures of Tully's Instagram under their video is also very efficient to have in order for the website match the video. For EcoWorks, I think it would be better to have actual clients share their yard photos after using our services. To get more clients to share pictures, we can ask for reviews in exchange for 10% off the next service. This way, we can have more interaction with our clients and a better guarantee that they will use EcoWorks again with the discount offer.

I would publish the promotional video on the company website, youtube (company channel), and Facebook (company's page). It would also be efficient to have the video shown as advertisements on youtube, Facebook, and other websites. To measure this content marketing's effectiveness, I would check the views on youtube and Facebook and check the websites' impression rate. We would also have potential clients indicate how they found EcoWorks when they sign-up for emails and quotes. Websites such as "Online Video Grader" also show the statistics for strengths and areas of improvement for your video content (Ciampa, 2018).

For the second content marketing strategy, I would create a blog for the company. The blog would be a part of the website and would be simply named "EcoWorks Blog" using the same font (Joyous Kwanzaa) with the lift effect. This blog's primary purpose and intent would be to create a space for users to ask questions about lawn care, treatment, hardscape design, tree trimming, sanding, salting, snow plowing, snow shoveling, everything EcoWorks offers. Having this space for people to ask questions and be answered by EcoWorks and other users would be a great way to create a community within EcoWorks. With having a blog for people to ask questions, we can also find out what kind of services we may be missing or what we can do to make our brand better. The blog will also offer articles on how the company's services will be useful, tips on making your yard better, etc.

At this early stage of marketing for the company, it is essential to see what our clients need and want from the company. We can continuously update and improve the brand with what the clients want and need with the blog. For instance, if users ask for services we do not offer but could, that may be something we can discuss to include in our services. We would publish the blog on the website and have a tab at the top of the website to easily see and access the page. We will also create the blog's google ads for people searching for a forum to ask questions about lawn care. In the primary EcoWorks' google ads, we will add sitelinks for the blog. Users looking for a lawn care company can also easily access the blog without going through the company website. Using articles, whenever users search for keywords that are in the article, the blog will come up as a suggestion. This would be efficient for getting more readers to the blog. The blog's effectiveness would be measured by how many people ask questions or add comments to the blog. It would also help to have a 'like' and comment section on articles to interact. With this, we can also measure the effectiveness with how many 'likes' we get.

Overall, by using these two content marketing strategies, we intend to increase brand awareness for EcoWorks and create a more established brand. By creating a promotional video, we can grab Internet users' attention and attract them to our brand. With the blog, we can create a community within EcoWorks for those who need advice, help, and inspiration for their yard. For someone like myself, who doesn't know where to start with lawn care, this would be my go-to place for educating and starting my lawn journey.

References:

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