Module 3

Content Creation and Management

(3 Hours)

- *Creating engaging content .... Blogs, Videos, Infographics*

- *Overview of Content Management Systems (CMS)*

- *Content calendar and scheduling*

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Marketing Goals

1. Sales Increase

The objective is to drive sales growth by **generating qualified leads**, improving conversion rates, and supporting the sales team with robust campaigns, content, and client-focused communication strategies.

2. Profitability

This goal focuses on improving profitability by **optimizing marketing spend**, concentrating on high-performing channels, and converting leads more efficiently through targeted campaigns and refined customer journeys.

3. Growth Objective

The aim is to achieve consistent business growth by **expanding customer reach**, increasing brand awareness, and strengthening engagement across both digital and offline channels.

4. Market Share

This involves increasing market share by **differentiating the brand** through value-driven messaging, providing a superior customer experience, and establishing strategic positioning against competitors.

The Power of Digital Marketing

Digital marketing is the strategic promotion of brands through digital channels like social media, SEO, websites, and email. In a rapidly evolving market like Nepal, it has become a necessity for the following reasons:

- **Massive Digital Reach:** NEPAL With **~18 million internet users** and **~14 million active social media users**, your potential audience is already online and waiting to be engaged.

- **Mobile-First Dominance:** Since **92% of users** access the internet via smartphones, digital marketing allows you to meet customers exactly where they spend most of their time.

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- **Unbeatable Cost-Efficiency:** Unlike expensive traditional media, digital campaigns are highly accessible; you can start spreading your message with an investment as low as **Rs 100**.

- **Strategic Competitive Edge:** With at least **70% of businesses** already adopting digital strategies, staying online is no longer an option—it is a requirement to remain competitive.

What is Content Marketing ?

Content Marketing focuses on creating valuable and relevant content to attract and engage specific audiences.

Examples: Youtube Travel Vlogs, Tiktok Educational Videos, Fcaebook Awareness Posts, etc

Why it Matters?

Trust Over Traditional Ads: Consumer trusts authentic stories, product reviews, and useful tips more than traditional advertising

Low-Cost & High-Impact: A single viral video or post can reach thousands or even millions without heavy investment.
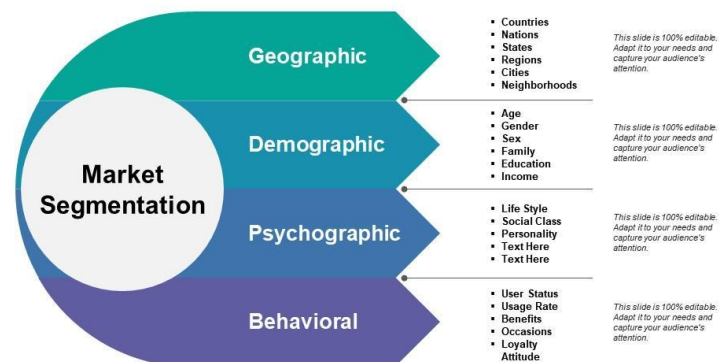
Target Audience

Identifying a **target audience** involves market segmentation, which divides a broad market into smaller groups of consumers with shared characteristics.

1. Geographic Segmentation

This focuses on **where** your customers are located. It is often the simplest form of segmentation because the data is relatively static and easy to collect.

- **Key Variables**: Country, region, city, zip code, climate, and population density (urban vs. rural).

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- **Example**: A clothing retailer may promote heavy winter coats to customers in snowy mountain regions while advertising sandals to those in tropical climates.

2. Demographic Segmentation

This categorizes an audience based on **who** they are using quantifiable, objective characteristics. It is the most common form of segmentation due to the ease of accessing census data or customer surveys.

- **Key Variables**: Age, gender, income, education level, occupation, marital status, and family size.

- **Example**: A luxury car brand might specifically target high-income individuals aged 35–60.

3. Behavioural Segmentation

This looks at **how** customers interact with a brand or product. Unlike the other types, it relies on actual actions rather than just traits.

- **Key Variables**: Purchase history, brand loyalty, usage frequency (heavy vs. light users), benefits sought (e.g., quality vs. price), and website/app interactions.

- **Example**: An airline might offer exclusive rewards to "frequent flyers" who travel more than ten times a year, focusing on their high usage rate.

Creating Engaging Content (Blogs, Videos, Infographics)

A. Start with audience (who are you creating for?)

- Identify the **problem** your product/service solves and **who experiences it**

- Use **market + competitor research** and **existing customer analysis** to understand needs and behavior

- Build simple **personas** and improve them using performance/analytics

B. Core content strategies (what makes content work?)

- Know your audience, **be a storyteller**, pick the right format, **stay consistent**, adapt using feedback, and collaborate for credibility

C. Storytelling (highly effective)

- Local, relatable storytelling builds emotional familiarity and makes a brand memorable; it also guides people toward actions like buying, signing up, or sharing

- Key idea: **"Facts are forgotten. Stories stick."**

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D. FAST framework for content creation (quick method)
Use **F.A.S.T.** to plan any blog/video/post:

- **S = Story Spark (Hook)**

- **T = Takeaway (What they should remember/do)**

- **A = Audience (Who it's for)**

- **F = Feeling (Emotion: joy, urgency, pride, FOMO, etc.)**

E. Common content formats (practical examples)

- Blog posts, reels/shorts, podcasts

- Informative videos, customer testimonials, vlogs

F. Connect content to marketing goals

- Awareness → short videos, blogs

- Engagement → polls, Q&As

- Sales → testimonials, product posts

Content Calendar and Scheduling

What is a content calendar?
A plan that shows **what to post, where, when, and why** (goal + CTA). It helps you stay consistent

What a calendar should include

- Date & time

- Platform (Facebook/Instagram/Website/YouTube)

- Content type (blog/reel/infographic)

- Topic/hook + key message

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- CTA (visit site, call, DM, sign up)

- Asset link (Canva/Drive)

- Owner (who posts) + status (draft/scheduled/published)

Simple scheduling workflow

1. Decide weekly goal (awareness/engagement/sales)

2. Choose formats that fit the goal (reels/blogs/polls/testimonials)

3. Draft content in batches

4. Schedule posts (Meta Business Suite, Buffer, etc.)

5. Track performance and improve ("adapt based on feedback")

Basic KPIs to track for your content

- Reach, engagement rate, website traffic, lead generation, conversion rate

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✅ **Assignment Task (Module 3): Content Creation + Static Website Hosting**

Title: Build & Host a Simple Static Website for Content Marketing

Objective

Create engaging content (blog + infographic/video idea), organize it in a content calendar, and **publish it on a hosted static website** to support marketing goals (sales, profitability, growth, market share).

Task Requirements (What to do)

1) Choose a Brand/Topic

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Pick **one** (example):

- Local business (cafe, clothing store, trekking, salon)

- Personal brand (portfolio / freelancer service)

2) Create Content (Module 3 Focus)

Create **3 items**:

1. **1 Blog post** (400–600 words)

   o Use **FAST**: Hook (Story Spark) → Takeaway → Audience → Feeling

2. **1 Infographic** (Canva) OR **1 short video script** (30–45 sec)

3. **2 Social captions** (FB/IG style) with CTA (DM / Visit site / Call)

3) Make a Content Calendar (1 Week)

Create a simple table including:

- Date & time

- Platform

- Content type

- Topic/hook

- CTA

- Status (draft/scheduled/published)

4) Build a Simple Static Website

Create a static website with **at least 3 pages**:

- **Home** (brand intro + goal)

- **Blog** (publish your blog post)

- **Contact** (phone/email + CTA)

Tools allowed: **HTML/CSS** OR **Google Sites / Wix (static)**

5) Host the Website

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Host using **any one**:

- **GitHub Pages** (recommended)

- Netlify

- Vercel

✅ Final output must include a **live URL**.

Submission (What to submit)

1. Website live link (URL)

2. Blog text (Doc/PDF or included on site)

3. Infographic file / video script

4. Content calendar (table)

5. Short note (5–6 lines):

   o Which marketing goal you targeted and why (Sales / Profitability / Growth / Market share)

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