

Content Marketing Strategy– Bata

Industry: Footwear and Accessories

Type: B2C (Business to Consumer)

1. Objective:

Develop a strategic content marketing plan to increase brand engagement, online sales, and customer loyalty for Bata, especially among Gen Z and Millennial customers.

2. Target Audience:

Segment	Age Group	Interests	Goals
Students	16–25	Trendy sneakers, affordable fashion	Style + Budget
Working Professionals	25–40	Formal & casual shoes, durability	Professional look
Families	30–50	School shoes, family shopping	Comfort & convenience

3. Content Pillars:

1. Product Highlights
2. Behind-the-Scenes (BTS)
3. User-Generated Content / Reviews
4. Fashion Tips & Shoe Care
5. Offers & Announcements

■ 4. Blog Topics:

Week 1 : “Top 5 Must-Have Shoes for College Students in 2025”

Week 2 : “How to Style White Sneakers for Every Occasion”

Week 3 : “Why Comfort Matters: Choosing the Right Work Shoes”

Week 4 : “School Shoes Buying Guide for Parents”

■ 5. Content Types & Platforms:

Content Type	Platform	Frequency
Reels (OOTD with Bata shoes)	Instagram, YouTube Shorts	3x/week
Blog Articles	Website, LinkedIn	Weekly
Product Carousels	Facebook, Instagram	2x/week
Polls & Quizzes	Instagram Stories	Weekly
Testimonials & Reviews	Facebook, Website	Monthly

■ 6. Promotion Channels:

- Instagram Ads for trendy collections
- Google Ads for branded search and school shoe campaigns
- Influencer Collaborations with fashion creators
- Email Marketing (monthly newsletter with deals)
- WhatsApp Broadcast (store updates for loyal customers)

■ 7. KPIs to Track:

Metric	Goal
Website Traffic	+30% in 1 month
Engagement Rate (IG/Fb)	5-8%
Blog Click-throughs	10%+
Sales from Campaign	15% increase