

Content Marketing Strategy Plan

1. Brand Overview

Brand Type: Fashion & Lifestyle E-commerce Brand

Brand Goal: Build strong online presence, attract qualified traffic, and convert audience into loyal customers through value-driven content.

2. Objectives (SMART Goals)

- Increase website traffic by 40% in 6 months
- Grow social media engagement rate to 5% within 90 days
- Generate 1,000 qualified leads per month through content
- Improve brand trust and authority in the fashion niche

3. Target Audience

Primary Audience:

Age: 18–35 years

Location: India (Urban & Semi-urban)

Interests: Fashion trends, online shopping, styling tips

Pain Points: Trend confusion, budget styling, trust issues

Secondary Audience:

Working professionals, college students, fashion-aware buyers

4. Content Pillars

1. Fashion Education
2. Trend Awareness
3. Product Content
4. Brand Trust
5. Promotions & Offers

5. Blog Content Strategy

Blog Goal: Improve SEO, educate customers, support marketing channels

Posting Frequency: 2 blogs per week (8–10 per month)

Sample Blog Topics:

- How to Style One Outfit in 5 Ways
- Top Fashion Trends for 2025
- Best Budget-Friendly Fashion Picks
- Affordable Women's Clothing Online

6. Content Distribution Channels

Owned: Website, Blog, Email Newsletter

Social Media: Instagram, Pinterest, Facebook, YouTube

Paid: Instagram Ads, Facebook Ads, Pinterest Ads

7. Promotion Strategy

- Share blogs on social media and email newsletters
- Repurpose blogs into reels, posts, and carousels
- Collaborate with micro■influencers

8. Content Calendar Framework

Monthly planning includes blog topics, social posts, reels, and campaigns.

Calendar fields: Date, Platform, Content Type, Topic, Visual, CTA

9. SEO & Hashtag Strategy

SEO using keyword research, on■page optimization, and internal linking.

Hashtag mix: High■volume, medium, and niche hashtags

10. Performance Measurement (KPIs)

Website Traffic (Google Analytics)

Engagement Rate (Instagram Insights)

Conversions (Shopify / GA)

11. Conclusion

This strategy focuses on consistent, audience■centric content to drive growth, build authority, and increase conversions.