



# CONTENT MARKETING STRATEGY AND PLAN

Moumita Islam

# About the Presentation



MY STORY



BRAND VOICE



CONTENT MISSION

# My Story

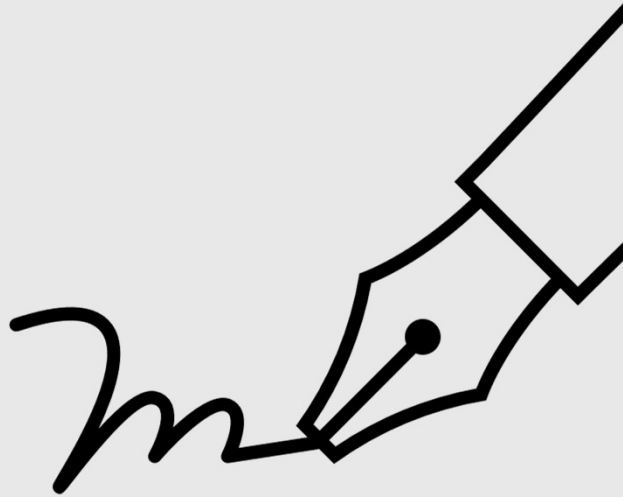
I am Moumita, a digital marketing thought leader focusing on content marketing strategies. I am Passionate About helping brands navigate the complexities of the digital world. In a time when people are often overloaded with information and juggled with competitions, I offer clarity amid the chaos, creating symmetry where it's needed.

My strategic approach empowers businesses to rise above the noise and connect meaningfully with their audience. I believe in blending creativity with data-driven insights to craft content that engages and drives measurable results. My goal is to simplify the overwhelm, turning chaos into opportunities.

As a Thought leader, I continuously explore new trends and strategies, sharing my knowledge to guide others who are looking for balance and purpose in an ever-changing landscape. Together, we can transform information overload into clear, impactful narratives that resonate and inspire.



# Brand Voice



- *Reliable*
- *Mindful*
- *Interactive*

## Explanation:

My brand voice is informative as it is meant to showcase my professionalism, but in today's world, if we have something in plenty, that is information. Therefore, I aim to be seen as someone who goes above and beyond information and is not an average everyday guide. I prefer to be that comforting cup of tea for my viewers where every sip unfolds knowledge while knitting the threads of relations. This mindful approach opens up windows to interact and communicate with each other. This blend of information and empathy helps me connect with humans who need guidance for their goals in a more humanistic way while keeping the content reliable and accessible.

# Content Marketing Mission



Primary Goal



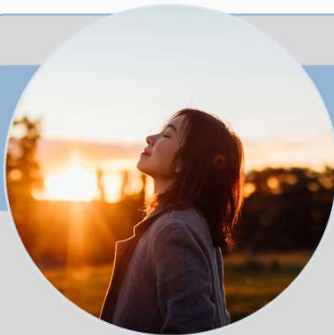
Mission Statement



Smart Goal

# Primary Goal

- **To build a strong day-to-day handy personal brand Identity by consistently sharing interactive and insightful content on content marketing best practices**



- **To gain credible authority in the field and open opportunities for journaling, conversational and speaking engagements towards growing a fanbase.**





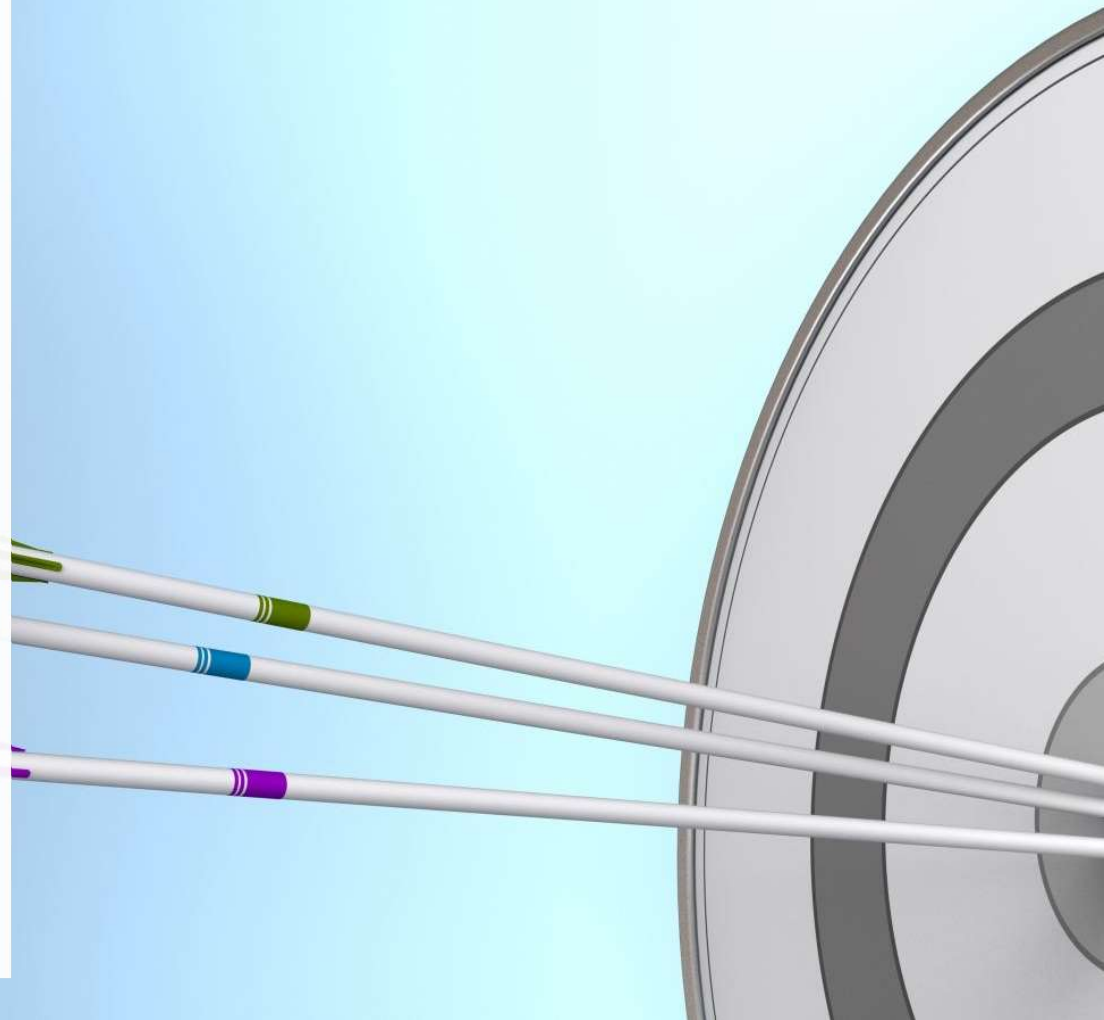
# Mission Statement

In today's world, every home has a digital marketer in their dreams and aspirations, if not in the field. As one of them, I understand the importance of effective strategies in growing our online presence. This understanding drives me to create and distribute high-quality content that helps aspiring marketers and business owners navigate the maze of vague concepts. With the right strategies, we can all take control of our online presence, engaging our target audience meaningfully and shaping our digital future.



# Smart Goal

- **Increasing website traffic:** I aim to increase website traffic by 15 % within the next four months by publishing two long-form articles per month.
- **Growing LinkedIn following:** By posting twice per week on LinkedIn, I will grow my following by 30% in the next three months.





# Key Metrics

## **Main Metric (KPI)**

- **Reach:** Number of website visitors driven by content pieces. This will be tracked through Google Analytics.

## **Supporting Metrics**

- **Engagement Rate:** Measured through LinkedIn post reactions, comments, and shares.
- **Time on Page:** To ensure the content is engaging, I will track the average time spent on each article.



# Target Audience Persona

- **Name:** Subah
- **Age:** 30
- **Occupation:** runs a small business on handcraft (E-commerce)
- **Demographics:** Female, 30-40, small business owners, primarily in e-commerce.
- **Psychographics:** Sarah wants to learn and upskill herself but needs step-by-step guides rather than a stack of information. She wants to learn from a less commercial source and likes a voice she can rely on to communicate quickly and comfortably. She needs a guide that addresses her needs and simplifies the complex world of content marketing.





# Target Audience Persona

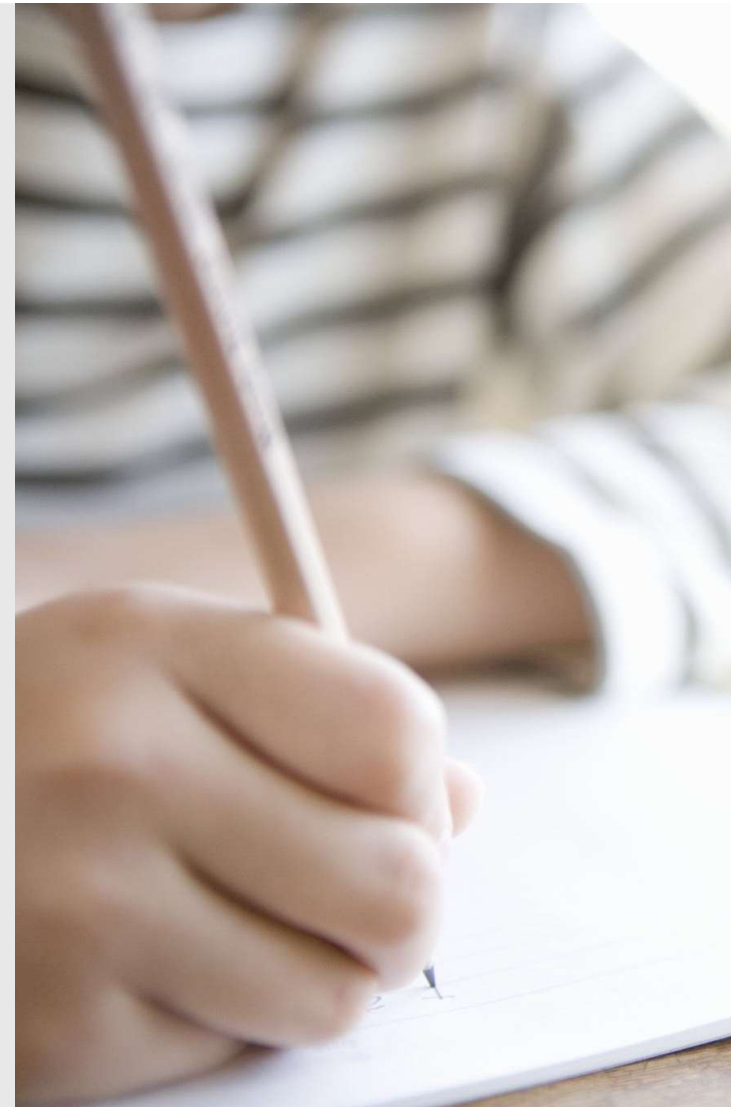
## **Needs/Challenges:**

Subah is looking to scale and spread her business online. She knows about content marketing but needs help understanding and planning how to create content that attracts and retains customers. She is a mother who takes care of her business and baby simultaneously. She needs some accessible and actionable marketing advice that fits within her limited budget. She thinks cluttering information makes her stressed away so she prefers to read relaxing and informative articles.



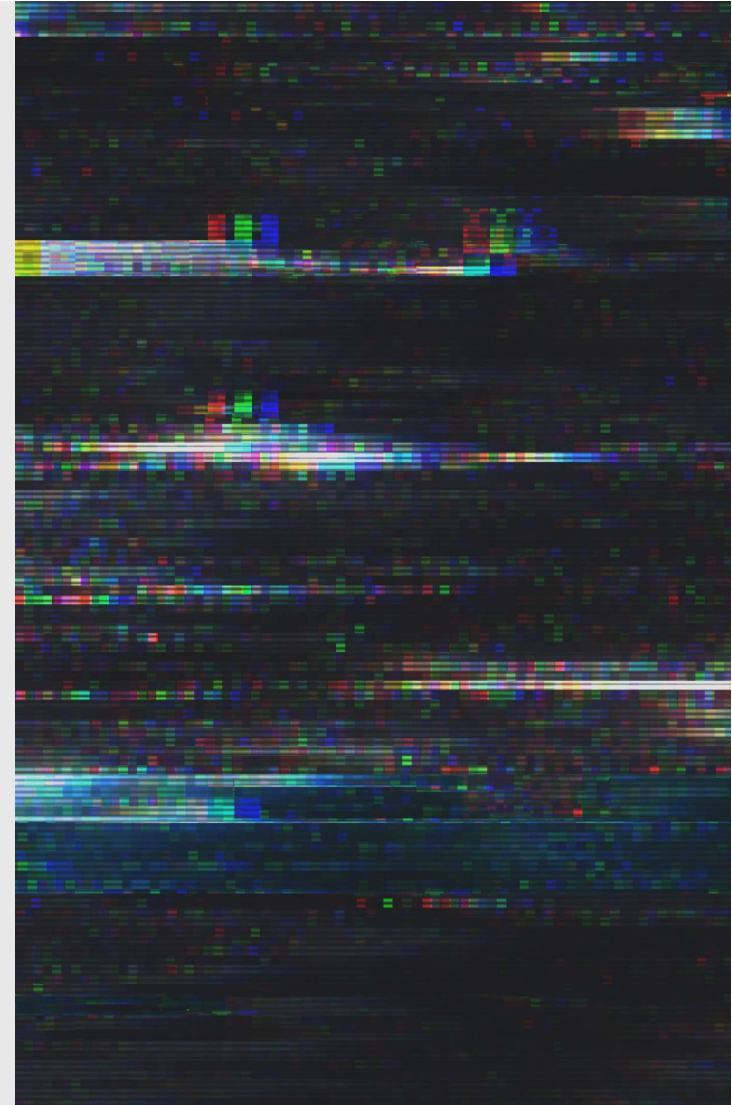
# Content Idea

- **Content Idea** (Long-form Article)
- **Title:** 7 Content Marketing Strategies to grow your E-Commerce business
- **Format:** 1,200-word article
- **Description:** This piece will serve as a comprehensive guide for small business owners on creating a content marketing strategy from scratch, with easy-to-follow steps, examples, and actionable tips. It will include visuals such as charts and checklists to aid readability. This piece of content will act as a day-to-day guide, which makes things simpler for the target audience



# Content Idea

- **Title:** 5 Content Formats Every Small Business Should Try"
- **Format:** Video with a supporting 500-word blog post
- **Video :**
- **Description:** A short video that introduces five different content formats (blogs, videos, infographics, etc.) that small businesses can experiment with. The accompanying blog post will outline key takeaways from the video and provide additional resources to optimize for organic SEO. The video has a voice-over suitable for intermediate listeners, along with comforting music that helps them remain calm and comfortable while learning.





# Publishing plan

## Home Platform

- I will publish the long-form article on my personal website, which serves as my hub for content. The multimedia post will be published on my LinkedIn page to engage my professional audience.

## Micro-Content Plan:

- **LinkedIn:** Share one post for each piece of content. I'll post a summary of the long-form article with a link to the full article. For the video, I'll share a clip with a call to action to watch the full content on LinkedIn.
- **Instagram:** Post engaging visuals with key takeaways from each content piece to increase reach and interaction.



# Content Calendar

Date	content	platform	Social network post	
October 10, 2024	7 Impactful Content Marketing Strategy	Personal Website	LinkedIn post promoting the Article	
October 17, 2024	5 content format every small business should try	LinkedIn	Instagram and Linked in post with snippets of the video	

# Content



**LINKEDIN POST**



**THE ARTICLE**



THANK YOU