

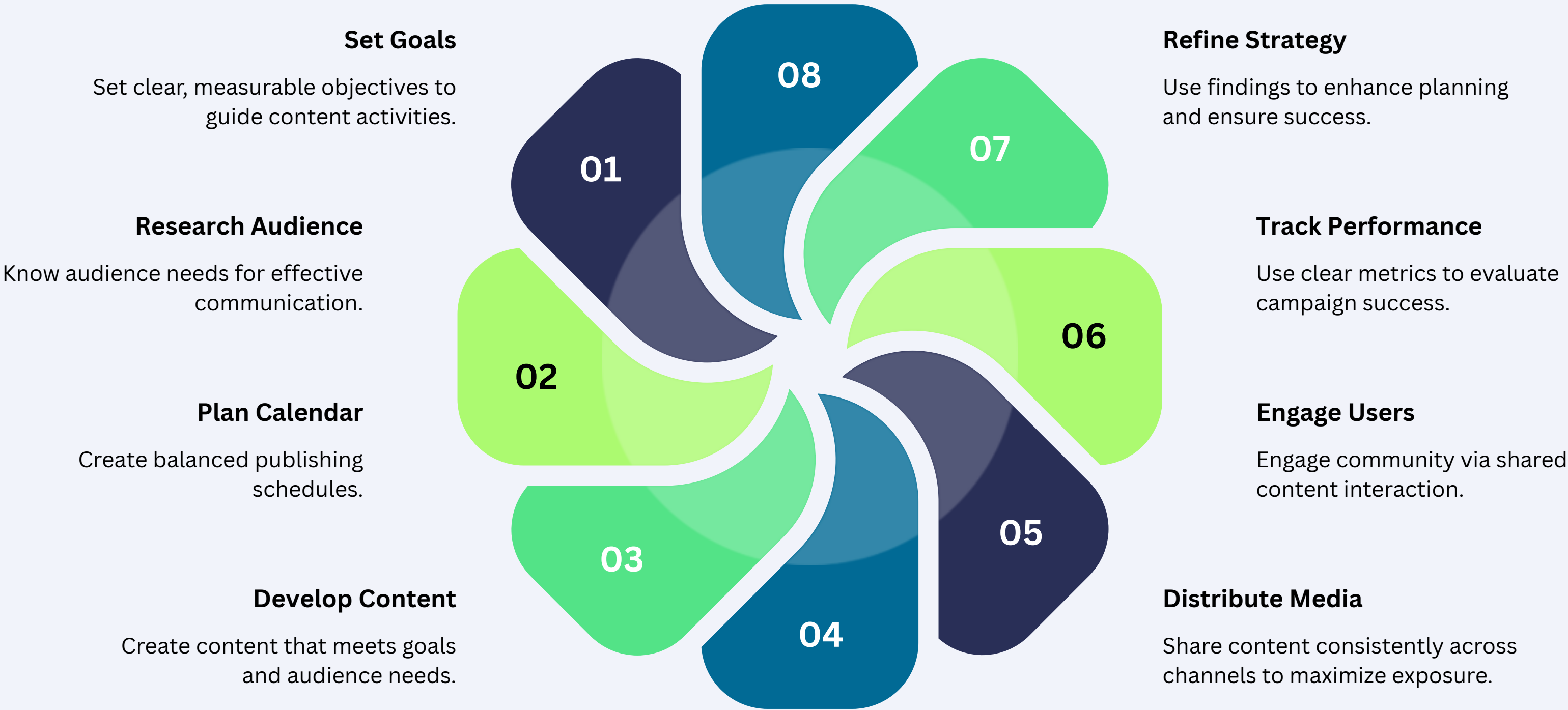
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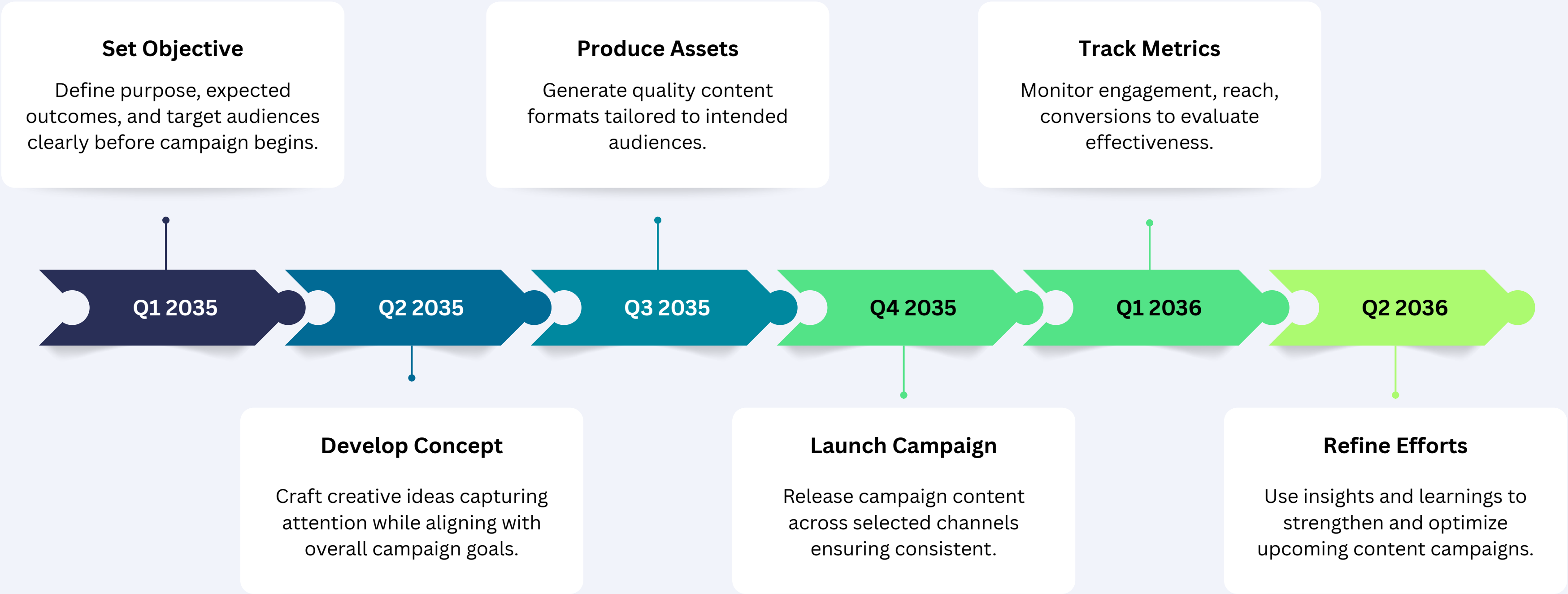
Full Content Workflow

Eight steps create a seamless content system.



Campaign Steps Timeline

Running content campaigns: concept to evaluation.



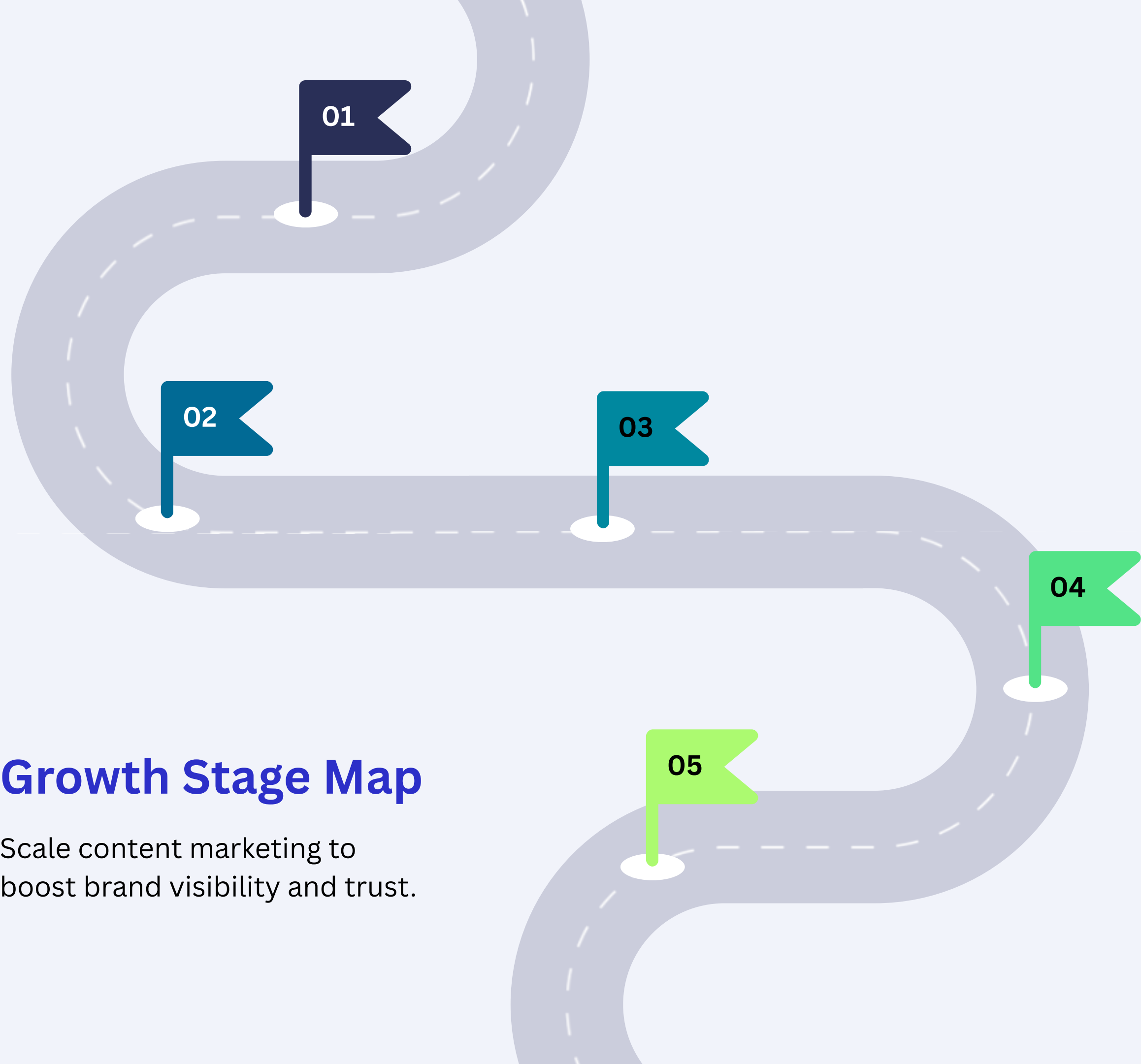
Strategy Setup Timeline

Set up a strong content marketing plan and measure.



Growth Stage Map

Scale content marketing to boost brand visibility and trust.



Research Trends

Identify market trends and competitors to guide growth decisions.



Map Journey

Map audience journey from awareness to loyalty.



Build Assets

Build scalable resources to boost campaigns and brand engagement.



Promote Value

Highlight benefits that resonate and build trust.

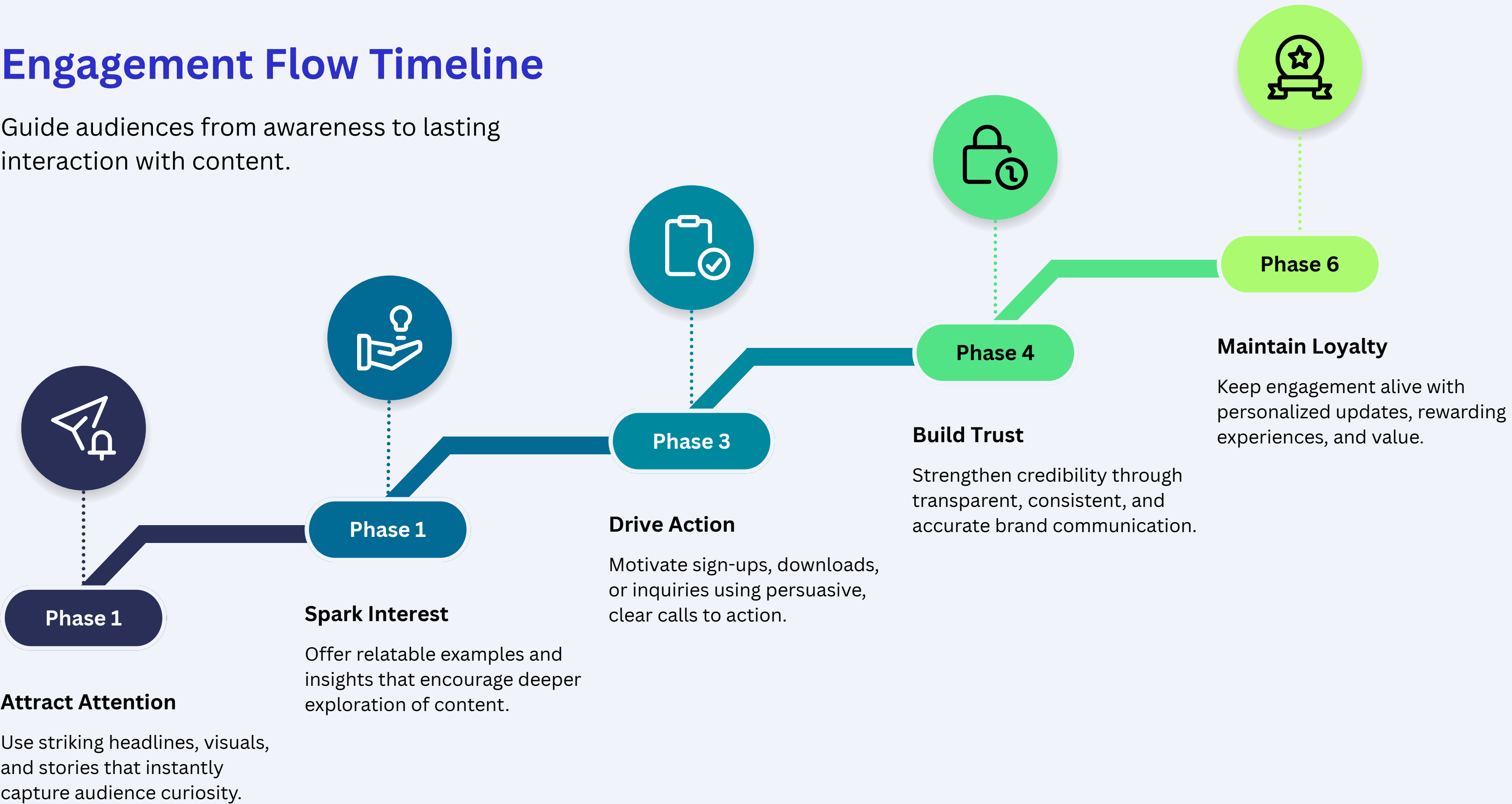


Refine Tactics

Test variations, apply feedback, optimize strategies for improvement.

Engagement Flow Timeline

Guide audiences from awareness to lasting interaction with content.



Optimization Strategy Process



Review Data

Evaluate metrics carefully to identify successes and necessary improvements.

01



Test Variations

Experiment with formats, visuals, and headlines to maximize engagement.

02



Adjust Content

Refine messages for clarity, stronger impact, and audience relevance.

03



Optimize Channels

Enhance distribution strategies to reach wider audiences more effectively.

04



Maintain Consistency

Keep messaging clear, accurate, reliable across all media platforms.

05



Apply Insights

Use lessons learned to shape future strategies and performance.

06

Six ongoing practices to refine content marketing performance and sustain audience growth.

Content Path Map

Plan, produce, and distribute content for audience connection.

01

Plan Goals

Set clear marketing objectives that align with business priorities and define success measurement across campaigns.

02

Create Content

Develop relevant and engaging material that addresses audience needs and fits platform strengths effectively.

03

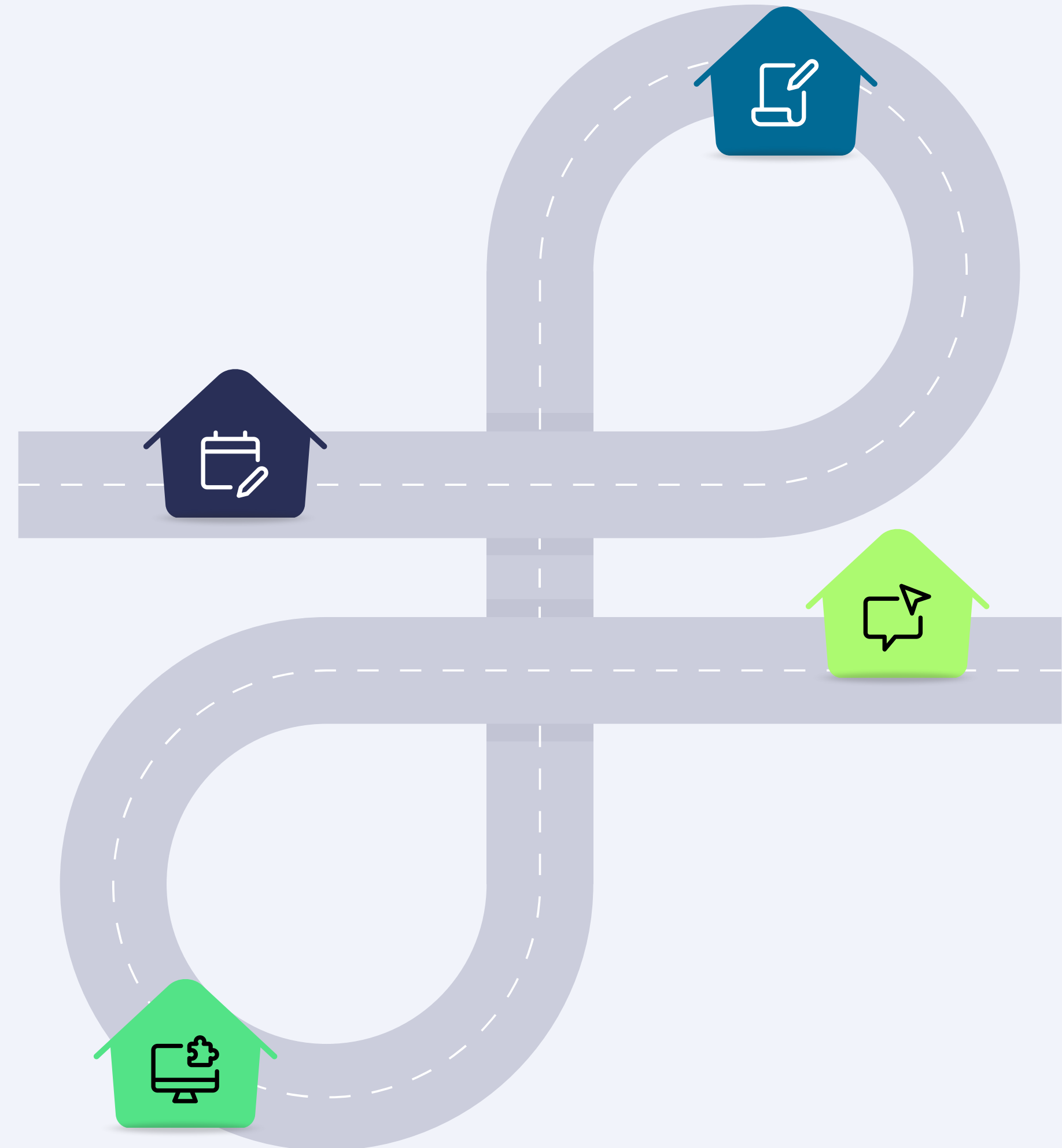
Distribute Media

Share content across selected channels to maximize visibility, strengthen presence, and reach intended audiences.

04

Review Results

Track campaign outcomes regularly to identify improvements and measure effectiveness against objectives.



Creation Steps Process

Essential steps for producing content that is high quality, consistent, and impactful.



Planning Core Process

Four key actions for building a structured and effective content marketing plan.



Research Market

Gather insights into audience behavior, competitors, and content trends for informed planning.

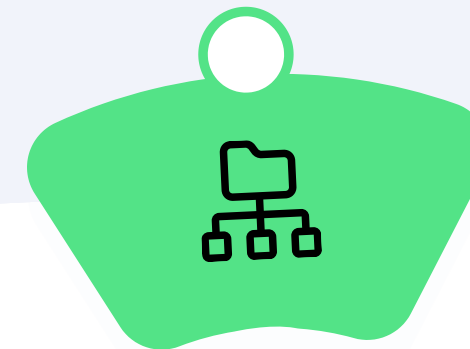
01



Set Priorities

Define which messages and channels are most important for current goals and needs.

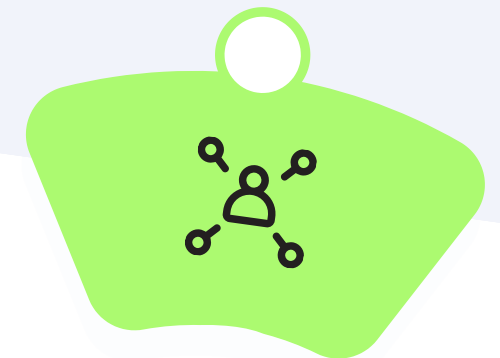
02



Draft Plan

Outline strategies, publishing schedules, and roles for smooth execution and delivery.

03



Align Team

Ensure all contributors understand responsibilities and collaborate effectively toward shared objectives.

04

Distribution Flow Process

Core actions for delivering content across multiple channels to maximize exposure and impact.

01



Select Platforms

Choose media channels where the target audience is most engaged and active.

02



Schedule Posts

Plan publishing dates and times to reach audiences at their most responsive moments.

03



Share Widely

Promote content across multiple touchpoints to build awareness.

04



Encourage Sharing

Motivate audiences to amplify reach by making content easy to share and spread.

05



Track Delivery

Monitor distribution performance to confirm reach and identify opportunities for improvement.