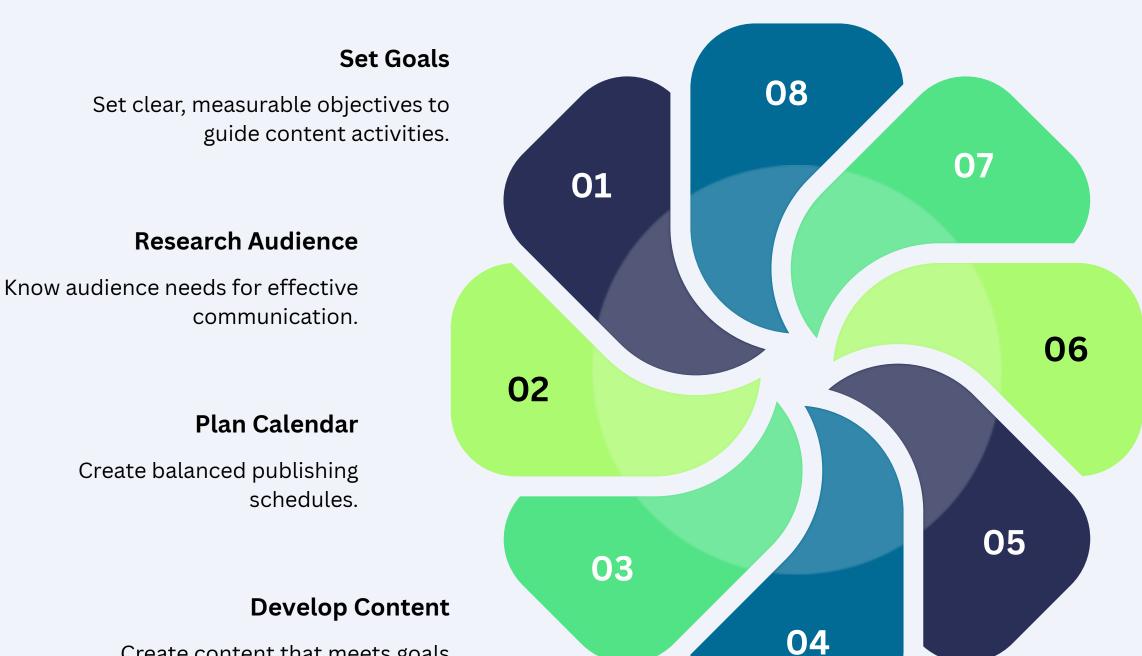
## TALK TO US

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# **Full Content Workflow**



Eight steps create a seamless content system.



Create content that meets goals

and audience needs.

# **Refine Strategy**

Use findings to enhance planning and ensure success.

#### **Track Performance**

Use clear metrics to evaluate campaign success.

## **Engage Users**

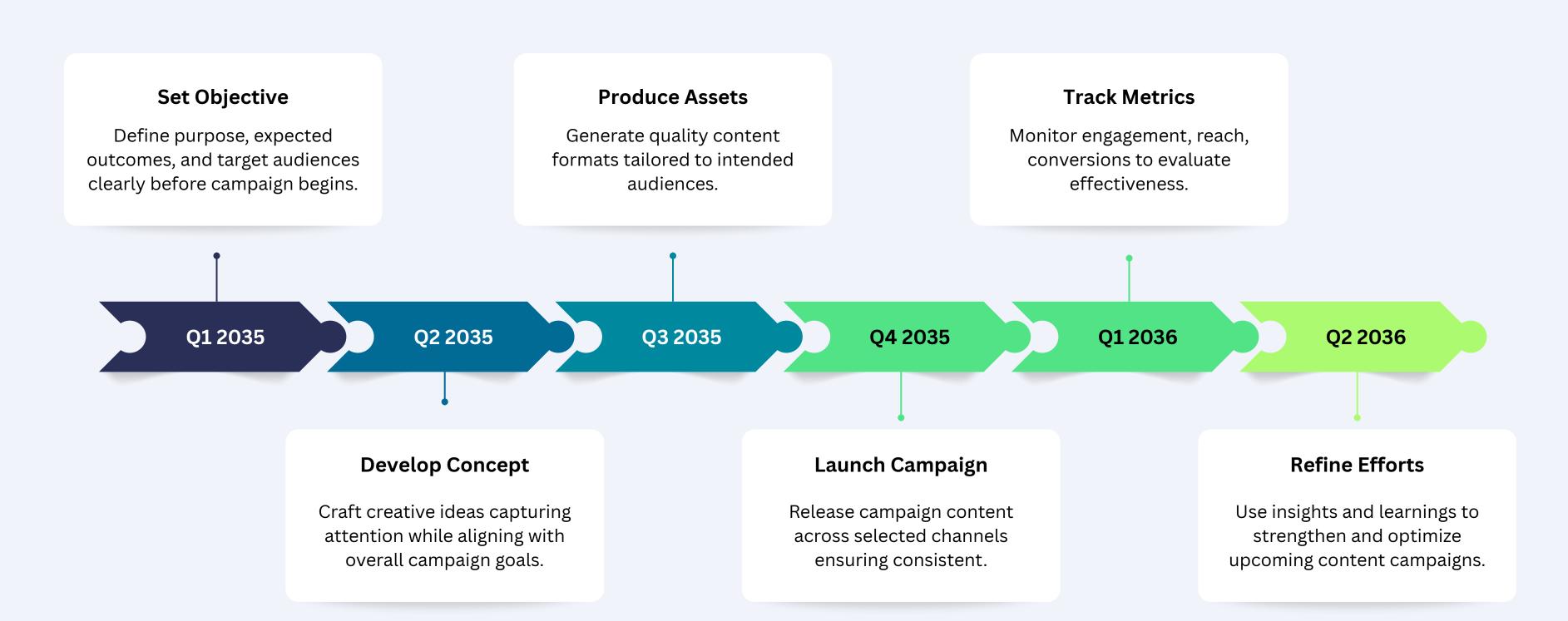
Engage community via shared content interaction.

#### **Distribute Media**

Share content consistently across channels to maximize exposure.

# Campaign Steps Timeline

Running content campaigns: concept to evaluation.



# **Strategy Setup Timeline**

Q5 2035 Q4 2035 Q3 2035 Q2 2035 Q1 2035

#### **Define Audience**

Identify audience groups, preferences, and behaviors to guide content relevance effectively.

#### **Choose Channels**

Select platforms where audiences engage most for consistent, meaningful content distribution.

#### **Set Calendar**

Plan publishing schedules with clear themes ensuring timely, reliable communication delivery.

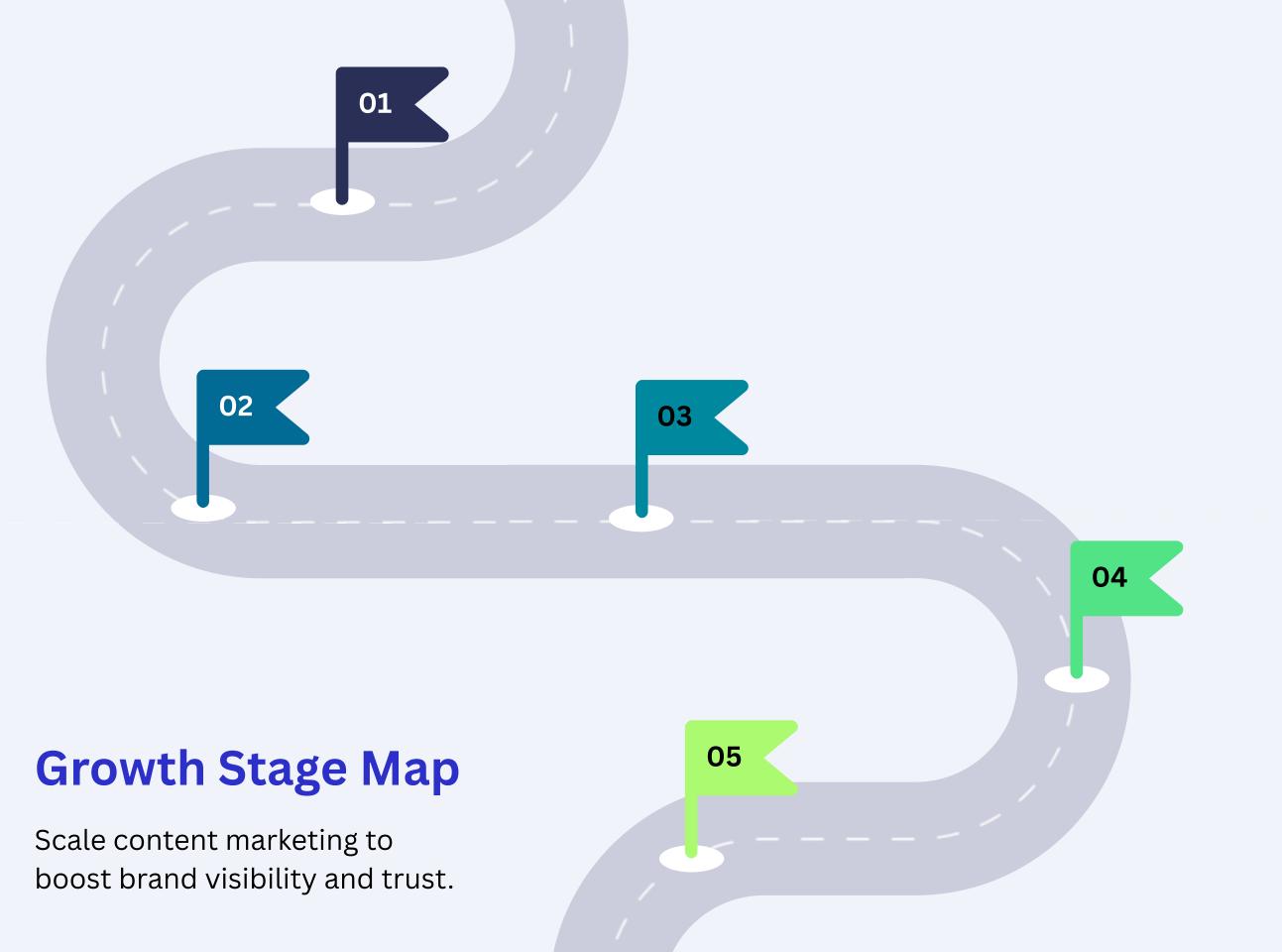
#### **Publish Content**

Deliver valuable content consistently to capture, engage, and retain audience interest.

# **Measure Impact**

Track metrics, analyze performance, and refine strategies for stronger future effectiveness.

Set up a strong content marketing plan and measure.





## **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.

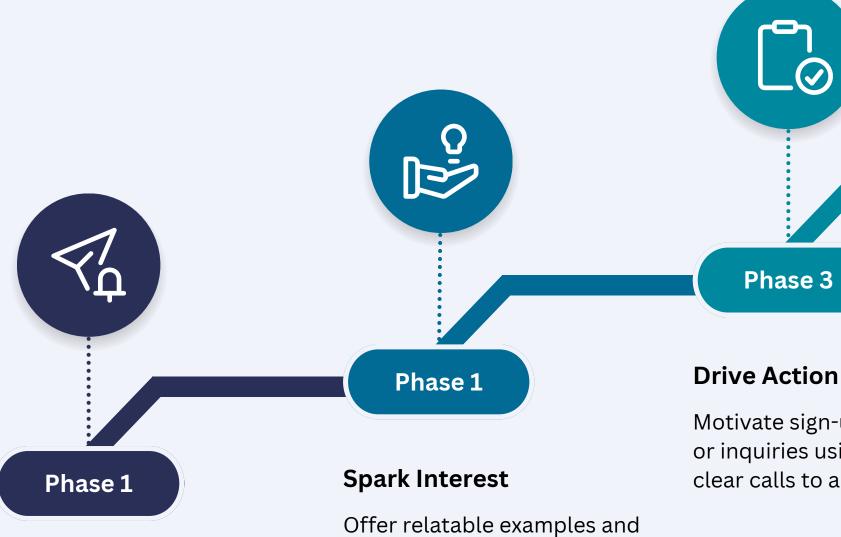


## **Refine Tactics**

Test variations, apply feedback, optimize strategies for improvement.

# **Engagement Flow Timeline**

Guide audiences from awareness to lasting interaction with content.



insights that encourage deeper

exploration of content.

#### **Attract Attention**

Use striking headlines, visuals, and stories that instantly capture audience curiosity.

Phase 3

Motivate sign-ups, downloads, or inquiries using persuasive, clear calls to action.

# **Build Trust**

Phase 4

Strengthen credibility through transparent, consistent, and accurate brand communication.



## **Maintain Loyalty**

Keep engagement alive with personalized updates, rewarding experiences, and value.

# **Optimization**



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



#### **Review Data**

Evaluate metrics carefully to identify successes and necessary improvements.





# **Optimize Channels**

Enhance distribution strategies to reach wider audiences more effectively.





#### **Test Variations**

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





# **Maintain Consistency**

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





## **Adjust Content**

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





# **Apply Insights**

Use lessons learned to shape future strategies and performance.

# **Content Path Map**

Plan, produce, and distribute content for audience connection.

Plan Goals

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

Create Content

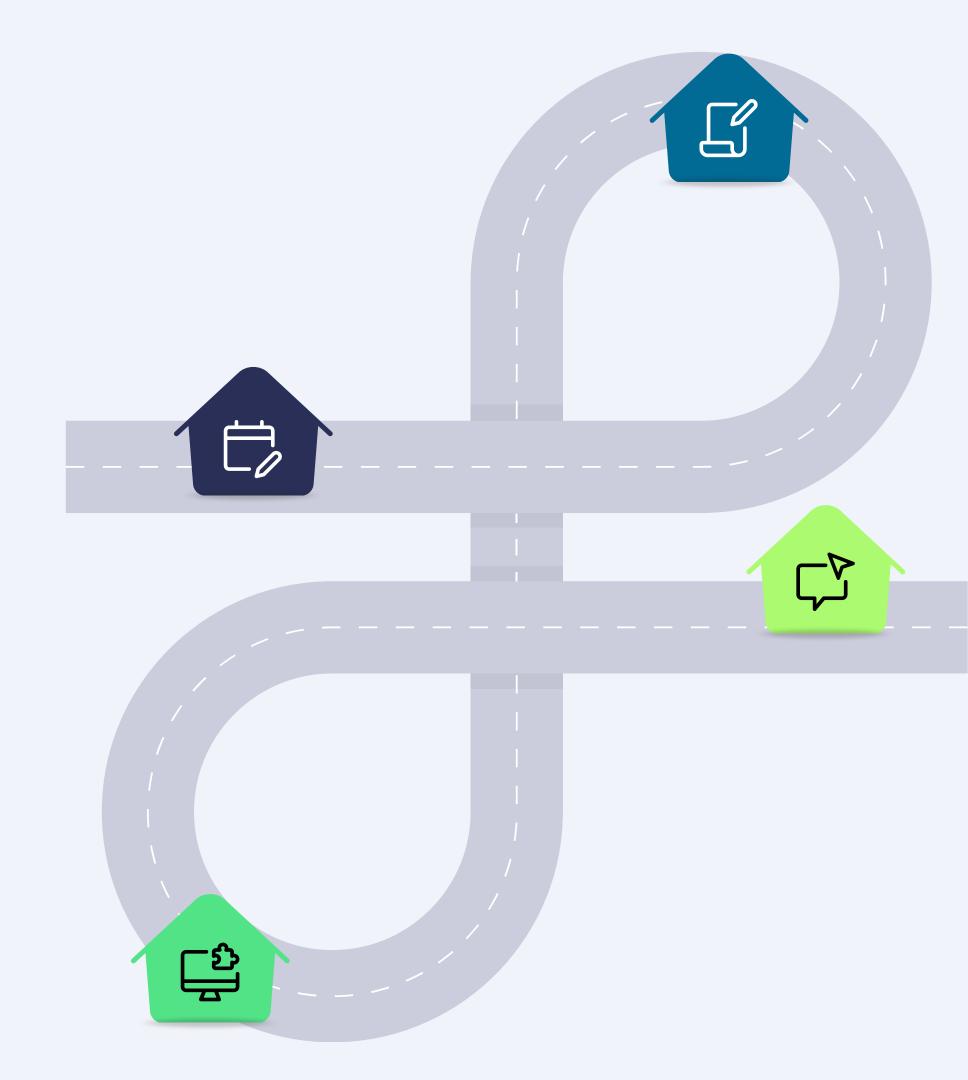
Develop relevant and engaging material that addresses audience needs and fits platform strengths effectively.

03 Distribute Media

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

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.



## **Brainstorm Ideas**

Define purpose, expected outcomes, and target audiences clearly before campaign begins.

1



### **Draft Outline**

Organize ideas into a structured format to guide content development effectively.





# **Produce Content**

Write, design, or record content that delivers value while maintaining clarity and professionalism.





# **Refine Quality**

Edit and review all material to ensure accuracy, readability, and alignment with goals.





## **Finalize Assets**

Approve final versions and prepare files in correct formats for smooth distribution.



# **Planning Core Process**

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



# Research Market

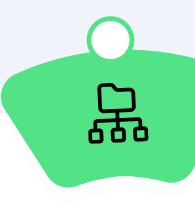
Gather insights into audience behavior, competitors, and content trends for informed planning.



# **Set Priorities**

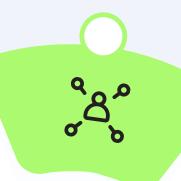
Define which messages and channels are most important for current goals and needs.

02



# **Draft Plan**

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



# 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

02

03

04

05



#### **Select Platforms**

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



#### **Schedule Posts**

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



# **Share Widely**

Promote content across multiple touchpoints to build awareness.



# **Encourage Sharing**

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



## **Track Delivery**

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