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CAMPAIGN SUMMARY

(June, 2019)

CAMPAIGNS:

1. Content Marketing
2. Search Engine Optimisation (SEO)
3. Social Media

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CONTENT MARKETING

CONTENT MARKETING EFFORTS

A	B	C	D	E	F	G	H	I	J	K	L	M	N
SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
				1		2		3		4		5	
				Blog post: 10 guilt-free snacks to start the new year		Social Media post: National Cream Puff Day! Videos of ylvia making cream puffs. Food porn		Email newsletter: How to Make Quick, No-Bake Cookies with the Kids					
6		7		8		9		10		11		12	
				Blog post: Our Ingredients and where they come from				Email newsletter: Time saving cooking tips					
13		14		15		16		17		18		19	
				Blog post: Video of Sylvia baking				Email newsletter: 5 ways to make your sweets healthier					
20		21		22		23		24		25		26	
				Blog post: National Blonde Brownie Day! Videos of Sylvia making Blonde Brownies. Food				Email newsletter: End of January sales! Ends in 1 week					
27		28		29		30		31					
				Blog post: Video of Sylvia baking blueberry muffins				Email newsletter: National Hot Chocolate Day! Sylvia's Sweets					

CONTENT MARKETING NEXT STEPS

1. Do more research on content before going to write it, especially for blog posts, then you won't be stuck on what to write, when you have to write it
2. Research more about what types of content appeals to Denise and your other ideal customers, for example more time saving tips, or ways to consume more visual content that helps to sell your delicious baked goods, ie videos of your baking.
3. Also learn more about what platforms and times Denise and your other ideal customers likes to consume that content in order to increase your sales and engagement.

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SEO CAMPAIGN

SEO CAMPAIGN METRICS

BEFORE OPTIMIZING:

69

AFTER OPTIMIZING:

79

SEO NEXT STEPS

1. Take into account where your off page SEO will come from (eg what specific website) and then create content based on that, to attract the specific kind of off page SEO that you want. eg. research some specific blogs and youtube channels that are already producing great content and have your same ideal customer type.
2. Take the on page SEO into account and the SEO audit, when you are planning your content, so that you know it will have good SEO before you commit, plan it and start writing it.

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SOCIAL MEDIA MARKETING CAMPAIGN

SOCIAL MEDIA MARKETING CAMPAIGN

The image shows a screenshot of a Facebook page for 'Sylvia's Sweets'. The page header includes the name 'Sylvia's Sweets' and navigation options like 'Home', 'Create', and 'Settings'. A blue notification banner at the top reads 'Your ad results are now in one place!'. The main content area features a large image of six donuts with various toppings, arranged in two rows of three. Below the image are interaction buttons for 'Like', 'Follow', 'Share', and 'Add a Button'. On the left sidebar, the page name 'SYLVIA SWEET' is displayed with a plus sign, and options for 'Home', 'Posts', 'Reviews', and 'Promote' are visible. The right sidebar contains several informational cards: 'Automatically respond to new messages' with a toggle switch, 'Turn on instant replies', 'Turn on away message', 'Page Transparency', and language options. The bottom of the page shows a 'Chat (12)' button and a copyright notice for Facebook © 2019.

SOCIAL MEDIA MARKETING NEXT STEPS

1. Work to increase page views, by creating more specific engaging content for Denise and your other ideal customers
2. Work to increase recommendations, perhaps by creating a refer a friend campaign, where existing customers get a discount if they refer people who purchase from Sylvia's Sweets.

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IDEAS & KEY TAKEAWAYS

KEY TAKEAWAYS

1. Do more research on content before going to write it, especially for blog posts, then you won't be stuck on what to write, when you have to write it
2. Research more about what types of content appeals to Denise and your other ideal customers, for example more time saving tips, or ways to consume more visual content that helps to sell your delicious baked goods, ie videos of your baking.
3. Also learn more about what platforms and times Denise and your other ideal customers likes to consume that content in order to increase your sales and engagement.
4. Take the on page SEO into account and the SEO audit, when you are planning your content, so that you know it will have good SEO before you commit, plan it and start writing it.
5. Take into account where your off page SEO will come from (eg what specific website) and then create content based on that, to attract the specific kind of off page SEO that you want. eg. research some specific blogs and youtube channels that are already producing great content and have your same ideal customer type.
6. Work to increase recommendations, perhaps by creating a refer a friend campaign, where existing customers get a discount if they refer people who purchase from Sylvia's Sweets.