

Developing a Content Strategy

Step 1: Identify the Target (Buyer persona) -Identify one of the three buyer persona from your last assignment and keyword themes you will be developing content for.



1. ***Trendy Youngin's***

A.Lifestyle-Young, goes to school, parties in moderation, works at retail, goes to concerts, and loves to have wholesome hangouts with friends.

B.Habitats and Hobbies-Still lives with parents, dorming in college, moved out with friends. Their hobbies are listening to music, traveling, taking pictures, makeup, and spending time with friends.

C.Digital Life-Always on instagram, snapchat, and twitter. Always try to post high quality/ "instagram worthy," posts. Retweet tweets on twitter that are entertaining, relevant, aesthetic, and informative.

D.Priorities-Education, relationships (family, friends, and partner), inner peace, and financial success.

E.Goals-Obtain a bachelor's degree. Find a happy and stable career related to their major. Find a long term partner. Be at peace with themselves. Have the ability to give back and take care of family.

F.Frustrations-Juggling school, work, bills, relationships, social life, and hobbies all at once. People who do not support or believe them. Being stereotyped as a another "lazy," millennial/generation Z.

G.Type of content/themes each persona might be interested in-Fun, inclusive, adventurous, creative, and easy to use.

Step 2: Identity Keywords and Keyword Themes

A.To develop an organic search-friendly content marketing strategy, you must first have a core set of keywords that are the focus of the business. What are the 20+ key words you can use to relevant to your business and person? Write them down.

- | | |
|-----------------------|---------------|
| -Fun | -Good quality |
| -Inclusive | -Organized |
| -Creative | -Innovative |
| -Easy to use | -Responsive |
| -Valuable | -Good worth |
| -Authentic | -Relatable |
| -Confidence | -Inspire |
| -Environment Friendly | -Fresh |
| -Clever | -Updated |
| -Enthusiastic | -Aesthetic |

Step 3: Create a Mind Map- Think systematically about content and create a content mind map. Include what type of content your persona may want. What type of content seems to be shared with regards to your brand? Draw a content mind map.

Step 4: Develop an Empathy Map- Empathy Map- What does your audience (persona) care about, not what you care about?





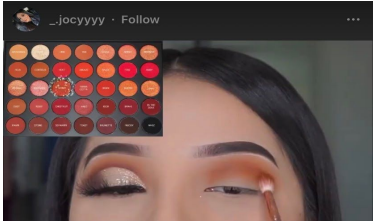

- What is this person **thinking** about every day?
- What are they **feeling**?
- What are they **hearing** (from friends, colleagues, the media)?
- What are they **seeing** (media, events, posts)?
- What are they **talking** about (to friends, family, colleagues)?
- What are they **doing** with their days, evenings, weekends?
- What is their **pain**, fears, frustrations, obstacles?
- What are they hoping to **gain**, accomplish, success?
- Answer these questions as they relate to your persona, not your topic.

Step 5 : Produce a 30-day content schedule

-Now that your buyer personas and keyword themes in hand, you can return to your list of content that's easy for you to product and look for opportunities.

-You want to make content that's easy to produce with content that your customers want.

Tru Beauty's 30 Days of Fun Calendar

<p>1 Kicking off Tru Beauty's 30 Days of Fun with getting to know where you lovelies are from! Our founder Shauntel Guinto is from San Francisco. What city are you from?</p> 	<p>2 If you only had to choose one for the rest of your life, which would it be?</p>  <p>We know just what you're thinking: "Ahh just one" :(</p>	<p>3 <i>Quote of the Day</i> This quote is inspired by an iconic beauty, the one and only Marilyn Monroe.</p> 
<p>4 Him: Wyd? Me: Baking. Him: I love a woman who can cook. Me:</p>  <p>Who can relate? 🤔👩</p>	<p>5 We love a holiday vibe makeup look! @_jocyyyy Slays her eyelook with our matte palette! Tap the link in our bio to get your hands on this amazing palette!</p> 	<p>6 <i>Transformation Thursday</i> Makeup can be hard at first, but fear not, more practice and patience is the solution. Show us how you did your makeup before vs. now! Tag us using the hashtag #TRUBEAUTYTRANSFORMATION</p>
<p>7 <i>Would you rather?</i> 1. Use ONLY lipsticks for your whole makeup routine for one week OR 2. Not be able to prime and set your makeup for one week</p>	<p>8 Get a behind the scenes look of the backbone of Tru Beauty, our beautiful workers. Click the link ---> https://backboneoftrubauty</p> 	<p>9 You know the saying "Sunday Funday," well we've just kicked it up a notch with a giveaway! 7 lucky winners will win an exclusive tour of Tru Beauty Headquarters with of course an amazing gift bag with full size products! See more details here! See you there lovelies. 💚</p>

10 *Quote of the Day*

Having a hard time coping with the fact that it's Monday? Here's some motivation

THE ATTITUDE YOU
BRING TO THE DAY IS
WHAT THE DAY WILL
BRING TO YOU. GREAT
ATTITUDE. GREAT DAY.



11 Heading to Beautycon this weekend? Tru Beauty will have a booth on the G Side, Lane 5! Be there to be one of the first to get your hands on exclusive products. First 50 to show up to our booth will get a free swag bag consisting of 2 full size and 2 mini size products of your choice! Booth will be open at 1:00pm, Hurry while supplies last!



12 *Makeup Hacks* 101

Shauntel's skin has never liked foundation (until of course she made her own *wink*). Since 17 she began to use concealer where it was needed, set with translucent powder, and use powder that matched her skin tone. This would give the illusion that she used foundation. For all those whose skin hates foundation, there's hope!!!

13



And that's on PERIOD 😂

14 *Flashback Fridays*

Are flashback Fridays still a thing? Well we declare that it still is! Here's this throwback iconic look by Zendaya using our matte palette and lip liner in shade "Cocoa"



Show us your most iconic looks using #TBeautyiconic

15

We seriously need some new music in the office :/
Let us know what songs we should add to our playlists!



16

Fill in the Blank!

Tru Beauty's mission statement is to

_____, _____, and Spark _____ in ALL



17 *Quote of the Day*

Whenever you are going through a difficult time remember this:

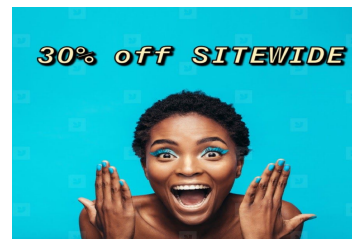
"What doesn't kill me makes me stronger and GIRL do I look dead??"

-Bretman Rock: singer, songwriter, actor, actress, athlete, activist, a scientist on the **** side, star of crystal of the daAAaAaAy, and a coconut water connoisseur

18

THIS IS NOT A DRILL

30% Off Sitewide on behalf of our "*Tru Beauty's 30 Days of Fun Calendar*" on its 3rd week (see what we did there *wink*) Use code "30FUN"



19 Do you prefer a Nude or Bold eyelook? Let us know below by voting for either poll!

NUDE

50 Votes In

BOLD

46 Votes In

20



For all the endless support to help us fulfill our mission: To Revolutionize, Empower, and Spark a Fire In All

21

It's Mother's Day! Happy Mother's Day to all who have taken the role of a mother. Share with us your favorite memory of your mom or the person who stood as your mom

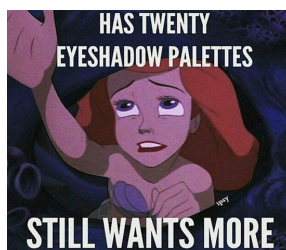
MOTHER'S DAY <3

22 *GOING LIVE*

Hey Lovelies, we are going live in 2 hours. We will be hosting a Q&A, Ask us any questions, and tune in at 3:00pm

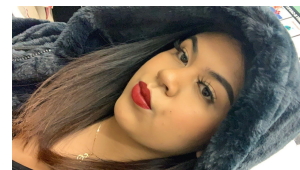


23



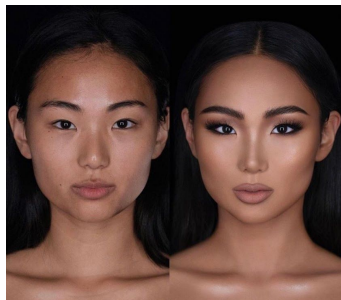
Literally me! Comment if you can relate! 😂😂

24 Shauntel wearing our satin lipstick in shade "*Classic Hollywood.*" She has always loved the classic red lipstick look that was popular during the Golden Hollywood Era, hence the name "Classic Hollywood." Available on our website!



25 *Tutorial Tuesday*

We have the amazing Jillian Lee as our model for today's tutorial, a soft smokey glam look. Click the video down below to see how to achieve this look <3



26 **Da Baddest Take Over**

“Hey guys it’s Bretman Rock aka Da Baddest and I will be taking over Tru Beauty’s Instagram for the day!”



27 Tru Beauty is **GREEN**

All products are cruelty free and packaging is made from recycled material. How are you green? Let us know with the hashtag **#TruGreen**



28

F U N FACT:

Although the name “Tru Beauty,” was created due to our founder constantly saying the phrase “True,” it was her aunt who rubbed off the catchy phrase “True,”



29 *ROLL CALL*

We know our educated lovelies are stuntin’ on a budget. Did you know that if you are a highschool or college student, Tru Beauty offers 15%. Check out our website for more details.



30 We would like to thank you all for tuning in *Tru Beauty’s 30 days of Fun*. Shauntel and her team has made a special video, watch until the end for a surprise! **xoxo**



