

# Branding & Content Strategy

## 1. CONTENT APPROACH

Types of Content:

- **Text:** Clear, dyslexia-friendly, and easy-to-understand messaging.
- **Visuals:** Engaging images, promotional posts, and infographics to enhance accessibility.

## 2. PROMOTION STRATEGY

- **Primary Platforms:** Facebook & Instagram.
- **Content Formats:**
  - Engaging promotional posts highlighting services.
  - Testimonials from satisfied clients.
  - Informational posts about common IT problems and solutions.

## 3. MEASURING SUCCESS

- **Key Performance Indicators (KPIs):**
  - Number of new client inquiries.
  - Engagement rates on social media (likes, shares, comments).
  - Conversion rate from social media promotions to direct business inquiries.

## 4. TARGET AUDIENCE

- **Primary:** Elderly individuals who struggle with technology.
- **Secondary:** Small businesses and freelancers needing reliable IT support.

## 5. CORE BRAND MESSAGE

"Less tech stress, more life moments."

## 6. MEDIA & EXECUTION PLAN

- **Promotional Strategy:**
  - **Facebook & Instagram Ads:** Targeted campaigns to reach small businesses and local communities.
  - **Educational Content:** Tutorials and troubleshooting tips tailored for elderly users.
  - **Brand Testing:**
    - Create two design versions (one with bright colors, one desaturated).
    - Conduct a survey to gather preferences.
    - Refine the final brand identity based on received feedback.

## 7. TIMELINE (2-3 WEEKS PLAN)

1. **Brand Guide Development** (1st Week)
  - a. Define visual identity (colors, typography, logos).
  - b. Refine brand messaging.
2. **Client Feedback & Refinements** (1st - 2nd Week)
  - a. Gather insights from potential users.
  - b. Adjust visuals and text based on feedback.
3. **Prototype & Testing** (2nd - 3rd Week)
  - a. Develop a website prototype.
  - b. Test with small businesses and elderly users for accessibility.
4. **Social Media & Marketing Launch**
  - a. Set up separate Instagram and Facebook accounts (business vs. professional).
  - b. Roll out content and promotional videos.

## 8. COMPETITIVE ANALYSIS & INSPIRATIONS

- **Industry Best Practices:**
  - Research competitors' branding strategies.

- Ensure messaging is clear and customer friendly.
- **Reference Websites for Content Strategy:**
  - [MarketMuse Content Strategy](#)
  - [Siege Media Strategy Examples](#)

## 9. BRANDING & CONTENT STRATEGY DELIVERABLES

- **Brand Voice & Tone** – Friendly, trustworthy, and accessible.
- **Product Messaging** – Clear and simple explanations of services.
- **Persona Development** – Understanding customer needs and pain points.
- **Benchmarking Goals** – Establish a Brand and increase potential clients.
- **Style Guide** – Ensuring consistency in design and branding.
- **Operational Process** – Clear workflow for service delivery.
- **SEO & Keyword Strategy** – Optimizing content for searchability.

## 10. Brand Testing:

- **Survey:** <https://forms.office.com/e/WWgz0975XG>
- **Results:**  
<https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=vmsiGkB2bAL2L0uEtzIQ40Y3dPfBxoxB&id=ZWdrxpS3K0qE7YRbNBwlalP2vIMiZ2hlieRgcP1ytjRUNDVVRVVRQ1EyVUVX0FcZWVIGS01CQzVDQy4u>



## I'M HERE TO HELP

I provide IT solutions for seniors and startups—clear, effective, and hassle-free.

**Less tech stress,  
more life moments.**

