

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=ZWdrxpS3K0qE7YRbNBwlalP2vIMiZ2hlieRgcP1ytjRUNDVVRVVRQ1EyVUVXOfczWVIGS01CQzVDQy4u>



I'M HERE TO HELP

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

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

