



Content Marketing Recommendations for CPU

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OPERATIONAL RECOMMENDATIONS



1. CREATE A CONTENT PLAN FOR A GOOD CONTENT MIX

[illegible]

		Website	Facebook	Instagram	LinkedIn	Videos	Online/Print Media	Influencers
	01/10/2020							
	02/10/2020							
	03/10/2020							
	04/10/2020							
	05/10/2020	Add new product jewellery	Product Jewellery	Product Jewellery				
	06/10/2020		Have you seen our new cat on the website?	Have you seen our new cat on the website?				
	07/10/2020		We proud to be part of project XY	We proud to be part of project XY	We proud to be part of project XY			
	08/10/2020		Upcycled clothes: the new trend article	Upcycled clothes: the new trend article	Upcycled clothes: the new trend article			
	09/10/2020		New garage store in Ljubljana	New garage store in Ljubljana				
	10/10/2020							
	11/10/2020							
	12/10/2020		Our mission to make the world a better place	Our mission to make the world a better place	Our mission to make the world a better place			
	13/10/2020		Autumn tip for rainy days: our latest bag	Autumn tip for rainy days: our latest bag				
	14/10/2020	Making of our masks	Making of our masks	Making of our masks	Making of our masks	Making of our masks		
	15/10/2020		Info graphic - increasing waste in fashion industry, we all can help	Info graphic - increasing waste in fashion industry, we all can help	Info graphic - increasing waste in fashion industry, we all can help			
	16/10/2020		5 projects that are close to our heart: project 1	5 projects that are close to our heart: project 1				
	17/10/2020							
	18/10/2020							
	19/10/2020							
	20/10/2020							
	21/10/2020							

1. Define important Content Categories.

1. Collect ideas for each categories.

3. Create a Content Plan.

4. ... and follow it :).

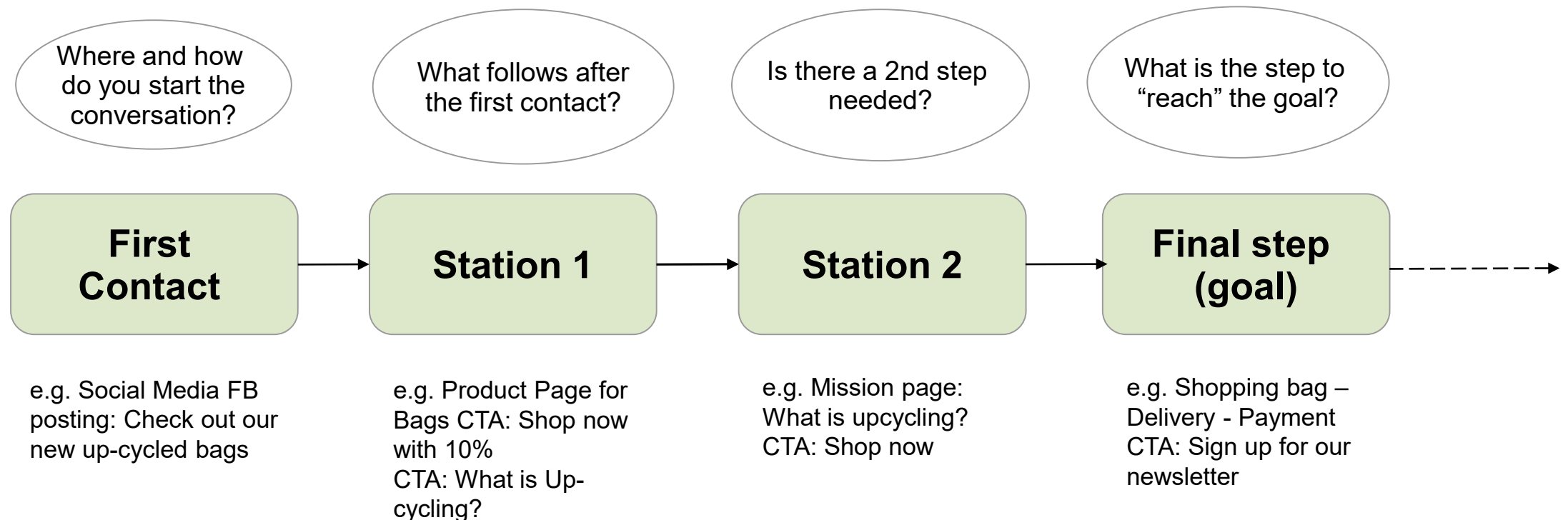


2. ALWAYS CREATE AN ONLINE CUSTOMER JOURNEY

How to create a Customer Journey Step-by-step:

1. Start conversation with the target persona with a “pick-up” message.
2. Add a CTA (Call-to-Action) that is connected to the message of the “Pick up” message.
3. Link to the next step(s) of the Customer Journey based on the Funnel stage, the target persona is in.
4. End Customer Journey with a final CTA that leads to one your goals.

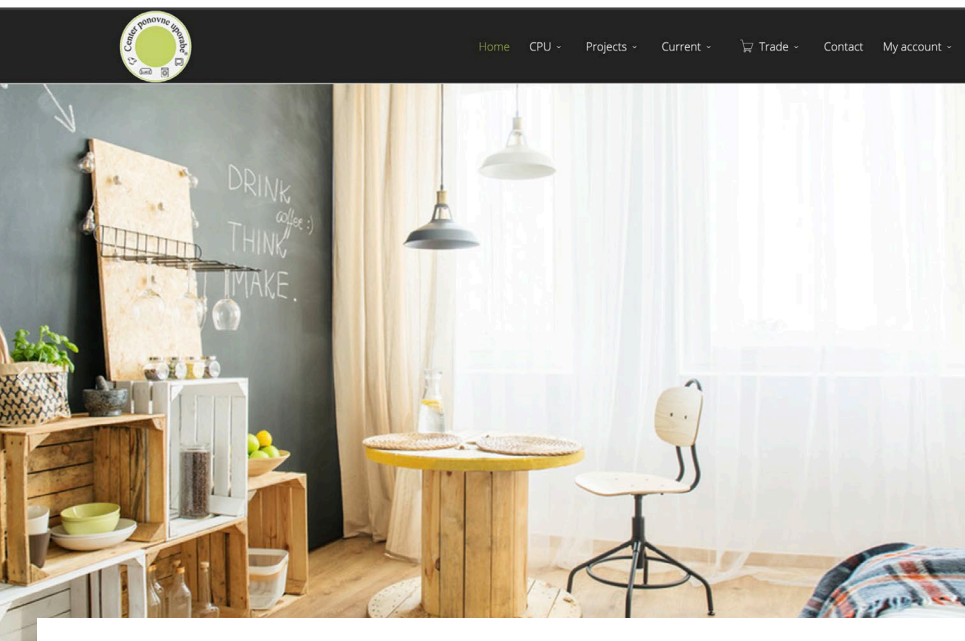
Please note: From the Pick-up message to the final CTA, the persona must not have more than 3 clicks.



CONTENT RECOMMENDATIONS



1. WEBSITE



1. Make sure your website images lead to your most important features (add links to images).

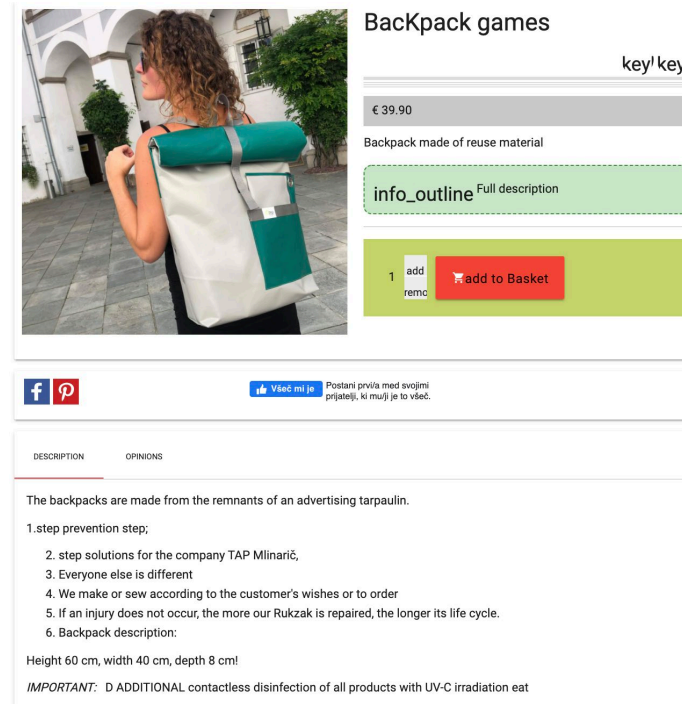
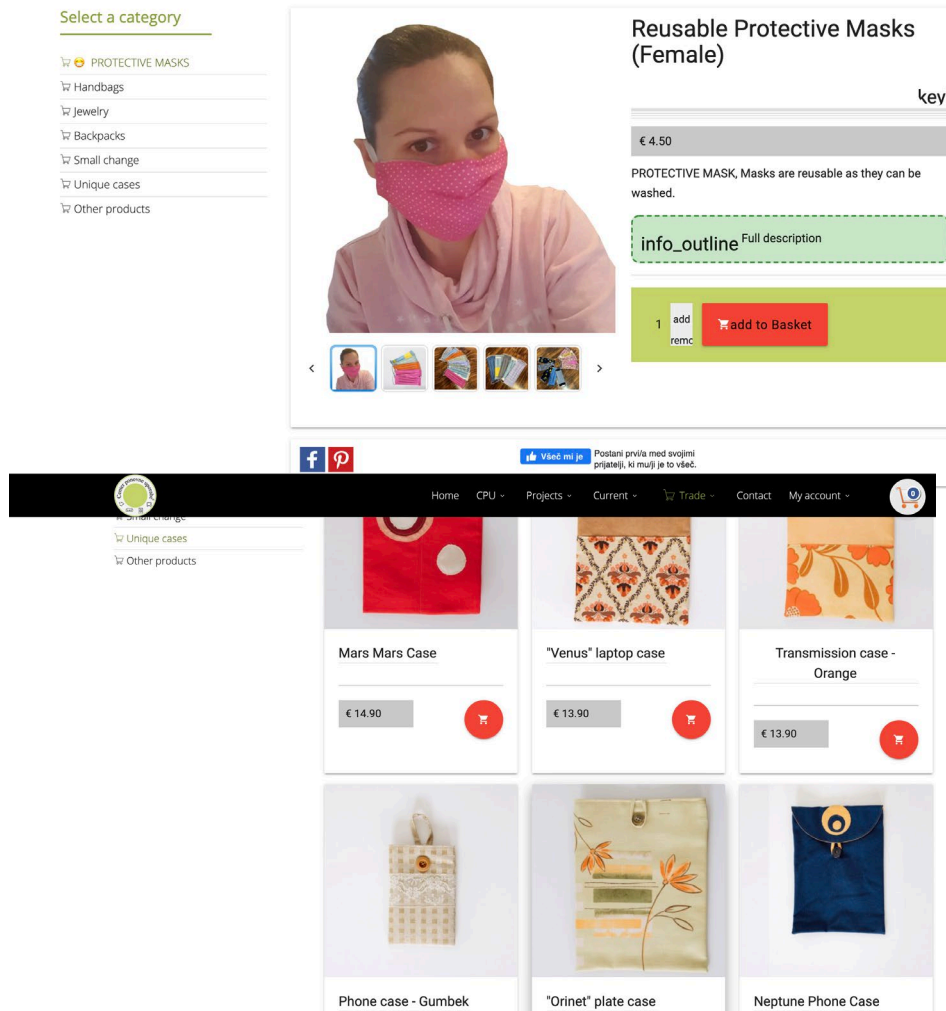
2. Make sure video or other materials are up to date and align with your target personas. => Create a video section.

3. Link between pages with CTAs (buttons) or in text.

4. Be up2date all with all content.



2. VISUALS / STYLE



1. Have consistent product photography.

2. Show variety of product pictures.

3. Correct any in-consistency in product pages.

4. Make sure all images are on brand, message but also design-wise (same or similar backgrounds).



Create event related and seasonal Content

Event content:

- new masks
- new jellerwy
- new project
- new materials
- workshop
- CPU birthday

...

Seasonal content:

- Christmas
- Easter
- Start of school
- International Earth Day

...

Introduce Content Series

Examples:

- Once a week “**Reuse tip for your daily life**” e.g. for work, for household, for wardrobe, for car ...
- Once a week **Wednesday Waste Number** e.g. how much waste do we produce a week, how much clothes is donated in a week to CPU, ...
- Once a week **highlight from a CPU shop** (new products, opening of garage shop)

Create Content Campaigns

- Examples: Christmas offers, limited edition jewellery, father-kid collection, Mask-dress outfit, CPU team member intro etc...
- Follow Campaign structure as introduced in one of our workshops and always connect to your Target Persona
- implement 4 campaigns/year
- Make Campaign stand out visually (extra design element)



STRATEGICAL RECOMMENDATIONS



Define strength of each CPU store and promote it

Try to
 => define what is the strength of every CPU store
 => define why the local community needs and the store
 => promote store for what it is
 e.g.
 => **Ljubljana** is like a **re-use world**, big territory, highest number of products, biggest target group, etc.
 => **Ormoz** is the **heart&soul** of CPU, community builder, production facility, etc.

Equal presence for all stores / cross-marketing

=> It is crucial to give each store **equal presence, in order to make the size, impact and importance of CPU visible**
 => Try to make the WHOLE CPU visible online e.g. with a CPU team member series
 => Try to promote an internal communication between the stores for potential cross-marketing
 => Have unified (large!) elements in your stores e.g. written mission on a wall – “what is up-cycling” on a wall.

Grow as opinion leader for “daily re-use” (and start a movement)

- Take your role as leaders and experts in re-use very seriously and communicate it. (see *content tips*)
- If there is an opportunity to engage with local communities do so and try to start a movement with your #hashtag. (*long term*)



RESOURCES RECOMMENDATIONS



- 1 person (Content Manager) should be full time.
- CM is the go-to-person for everyone else but also communicates with everyone in order to get the best stories.
- CM makes in charge of the Content Plan.
- CM does quality check on designs, Brand Voice, quality of postings.
- Additionally, 1 person should be responsible for design (50% part time).



**Thank you – and good luck!
Let's stay in touch :)**



Christina Forster
Co-founder and Managing Partner
www.weareheartbeats.com
FB @HearbeatsInCo
Insta @heartbeats_inco
LinkedIn Heartbeats Innovation & Communication

*“If we change the way we communicate, we change society.”
- Clay Shirky*

