Content Strategy - Q3/2021 June-Sep

Kashier

OBJECTIVES



BRAND AWARENESS

SETTING FOOT ON CREATING AWARENESS CAMPAIGN TO BE KNOWN TO TARGETED AUDIENCE



RANK HIGHER ON SEARCH ENGINES

BUILDING A HIGHER VISIBILITY IN SEARCH ENGINES BY RANKING HIGHER ON LONG TAIL KEYWORDS



BUILDING A COMMUNITY

Create a whatsapp group, a customer service live chat, and a FAQ ab on website, to add more value and credibility to our brand



ENGAGEMENT

CREATE A CONSISTENT PATTERN OF ENGAGEMENT BY OUR TARGET AUDIENCE TO MAINTAIN OUR BRAND AUTHENTICITY

KEY RESULTS



BRAND AWARENESS

3 Million Reach - by our brand awareness campaign



RANKING SEARCH ENGINES

Increase organic reach, have a higher number of clicks, gain more trustworthiness by ranking higher on SERP, and Increase E-BOOK downloads, blog views, and website's authority score



BUILDING A COMMUNITY

Build a great brand, increase value, increase word of mouth regarding our services, and help guide our customers to their financial needs.



ENGAGEMENT

Increase engagement and gain higher rach with a percentage of 50% per month

GOALS

STRENGTHEN OUR POSITION IN THE MARKET

EXPOSURE OUR SERVICES TO GAIN MORE CLIENTS AND BUSINESS COLLABORATIONS, AND AS A RESULT, GAIN A MORE STABLE AND STRONGER PRESENCE IN MARKET

POWER UP OUR BLOG

INCREASE BRAND AWARENESS BY UPDATING BLOG CONTENT IN BOTH ARABIC AND ENGLISH

HIGHLIGHT OUR SERVICES

HIGHLIGHT THE KIND OF SERVICES WE PROVIDE TO MAINTAIN BRAND AWARENESS

BUILD CONSISTENCY

THROUGH OUR EMAIL MARKETING AND AUTOMATION

EXPAND SOCIAL MEDIA PRESENCE

CREATE A CONSISTENT PATTERN OF MONTHLY SOCIAL MEDIA DIRECTIONS TO MAKE SURE WE INCREASE REACH

TARGETING



Small and medium businesses



Egypt

PLATFORMS & TOOLS

FACEBOOK

- INCREASE FAN BASE
- CREATE BRAND AWARENESS
- INCREASE ADS SALES CONVERSION
- ENGAGE AND INTERACT WITH OUR CUSTOMERS
- INCREASE PROMOTIONS

INSTAGRAM

- INCREASE FAN BASE
- CREATE BRAND AWARENESS
- ENGAGE AND INTERACT WITH OUT CUSTOMERS
- MOTION GRAPHIC VIDEOS EXPLAINING OUR SERVICES
- USE IGTV to gain more reach and for uploading more videos on IG

Kashier WEBSITE

- INCREASE CONVERSION
- INCREASE SALES
- CREATE BRAND AWARENESS THROUGH BLOGS
- CREATE AN E-BOOK

YOUTUBE

- INCREASE FAN BASE
- CREATE BRAND AWARENESS
- INCREASE ADS SALES CONVERSION
- ENGAGE AND INTERACT WITH OUR CUSTOMERS



PUBLISHING BREAK-DOWN

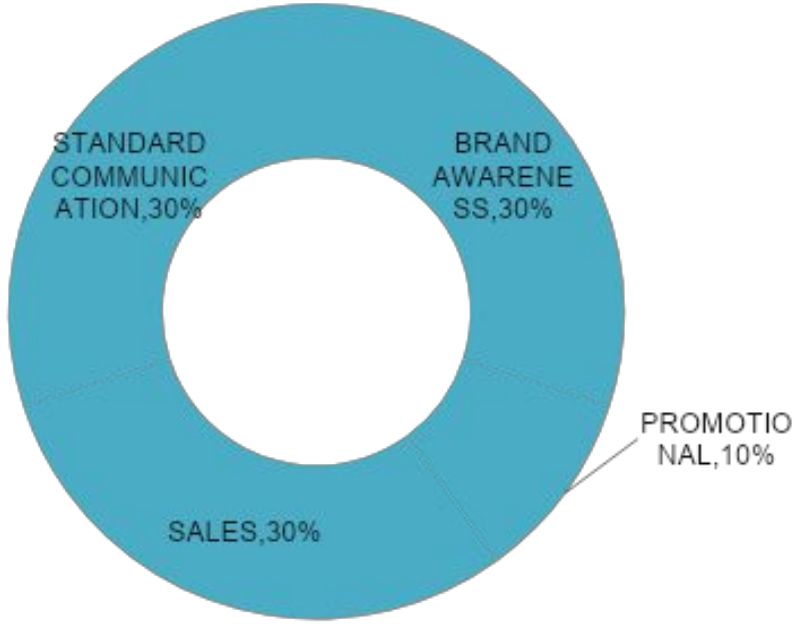
01| SALES

02| BRAND AWARENESS

03| STANDARD COMMUNICATION

04| PROMOTIONAL

THE MONTHLY PUBLISHING ASPECTS WILL BE DIVIDED TO THE FOLLOWING:



SOCIAL MEDIA DIRECTIONS

01

Kashier's features and services

Introduce our features and explain their importance to small businesses an and large enterprises. This will be done through creative and variable posts on FB and IG (Infographics, motion graphic videos) and videos on YouTube of the business owners and their partners. We can also make a video series on YouTube covering a certain topic each month.

02

BLOG POSTS AND E-BOOK

Share our blog posts on social media, and make sure to regularly update blog's content and write topics about finance, businesses, payment solutions, and even an explanation of our services. We can post blogs on website 3 times a week.
Regarding the e-book, it will contain a guide to kashier's services and features for businesses to download.

03

Introduce our clients and partnerships

Showcasing them will ignite credibility and trust from other businesses

Kashier

SAMPLE POSTS













FACEBOOK SAMPLE POST

CAPTION:

مع كاشير، متشيلش هم الدفع! كاشير عملتلك حلول كتير لتسهيل الدفع أونلاين ليك ولعملائك. حتعرف ده واكتر بكتير من خلال موقعنا:
https://kashier.io/ar/home



INSTAGRAM SAMPLE POST

(IT WILL BE IN THE FORM OF GRID)



CAPTION:

كاشير بتقدملك نظام إدارة المدفوعات المتكامل لتنمية نشاطك التجاري. وبالتالي:

حتقدر توسع نطاق نشاطك
حتختبر تجربة دفع سلسة
حنقدملك حقيبة أدوات متعددة لإدارة الأعمال

كل ده وأكتر من خلال موقعنا:
https://kashier.io/ar/home

INFOGRAPHIC SAMPLE POST

This infographic design can be used as a motion graphic video or a still design. It can also be incorporated in instagram's IGTV if it'a a video, or on youtube channel. It can also be used as a normal design to be posted on FB and IG.

The design will show the percentage of people who pay online comparing diff methods together, and explaining why Kashier is among the most trustworthy and how it offers unique and flexible payment solutions.



YOUTUBE VIDEO SAMPLE

Check it here:
https://www.youtube.com/watch?v=gG5kLIfZcik

E-BOOK BEST PRACTICES

1- Understand your market to write relevant and clear information

2- Choose high quality images to insert in your ebook

3- Create an appealing cover to catch people’s eyes and interest

4- Ensure an effective and consistent branding

5- Create it in PDF and offer to customers to download it from your website after they subscribe with their emails to gain more leads

6- Promote your ebook through a marketing plan

7- Include all the important info and content and avoid repetition

SAMPLES FOR E-BOOK

