

CONTENT STRATEGY

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GUIDING PRINCIPLES

This content strategy is the high-level vision guiding all content development — it's a framework used by content creators to achieve business goals while simultaneously embracing ethos, values and voice.

1. DEFINE GOALS

We start by defining business goals and articulating our audiences and platforms.

2. CRAFT GUIDELINES

We then craft our editorial guidelines, voice and a “Content North Star” – a powerful statement that ensures all content and social activity are relevant, clear and tied to our brand promise.

3. DEVELOP EDITORIAL PLAN

We use the high-level content strategy to flesh out the development of a cross-platform editorial plan that includes all marketing initiatives.

4. ACQUIRE CUSTOMERS

Through thoughtful content placement and a deep understanding of your personas, we'll help you acquire customers at the various stages of the lifecycle and ecosystem.

Automotive Marketplace



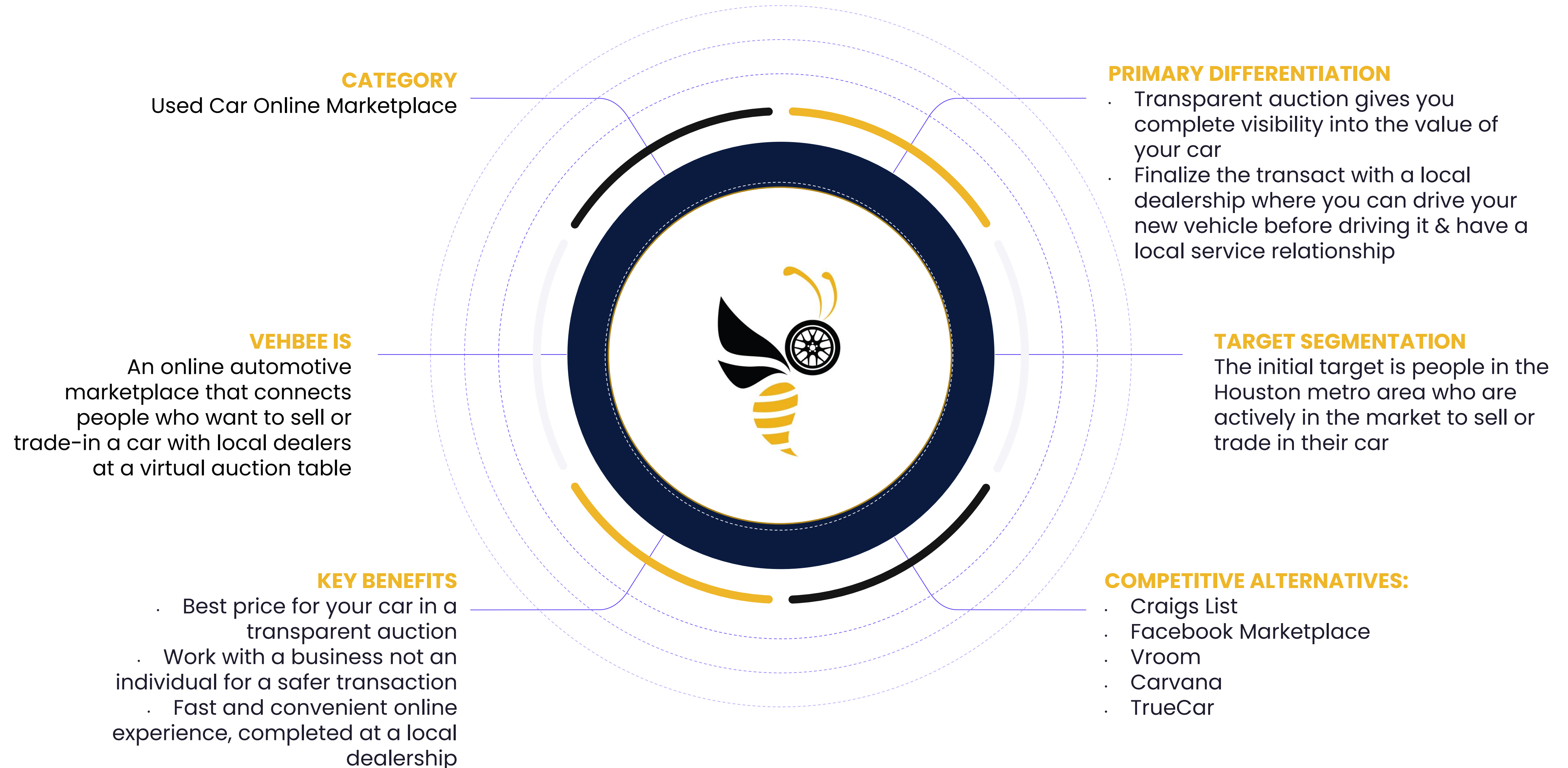
MARKETING GOALS

VehBee's content across all platforms is focused on our primary marketing goals:

1. Improve search engine ranking
2. Increase organic traffic
3. Build brand value and awareness

PRODUCT

Product Positioning



AUDIENCE

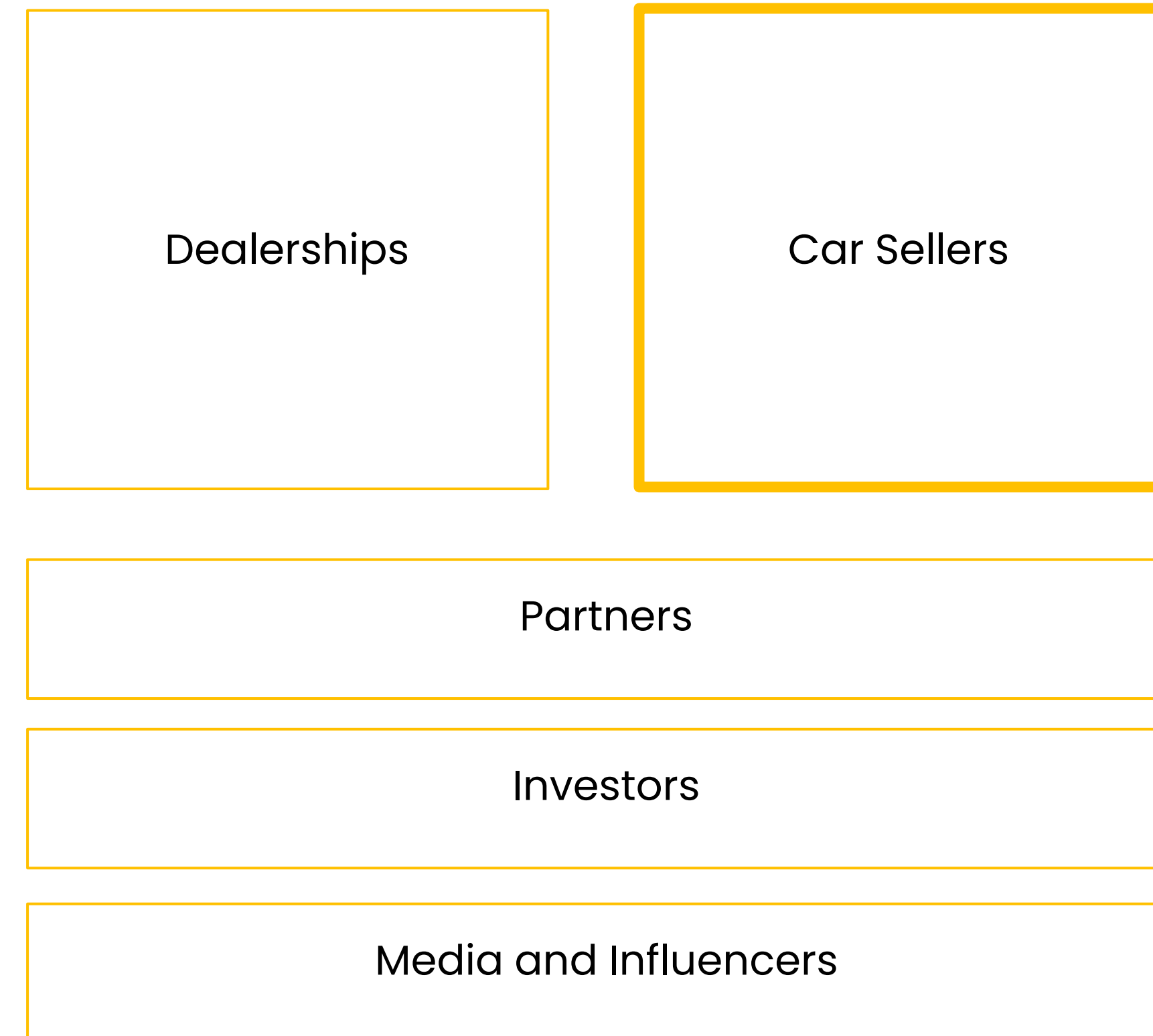
brand audience hierarchy

Two Core Audiences

- Dealerships and Car Sellers are the two sides of the marketplace. They are balanced and related audiences.
- Our aim is to build a brand that will resonate with both groups.

Three Supporting Audiences

- These audiences are also important and essential.
- Our task here is to translate and amplify the brand for these audiences.



Segment Persona

Overview of the segment persona details



Gender: Male (81.33%)
Age 18-24 (31.64%)

- Speaks English (87.65%)
- Houston (5.36%)
United States Of America (69.80%)

Personality

This graph shows the most relevant interests, needs and values of the audience

Values

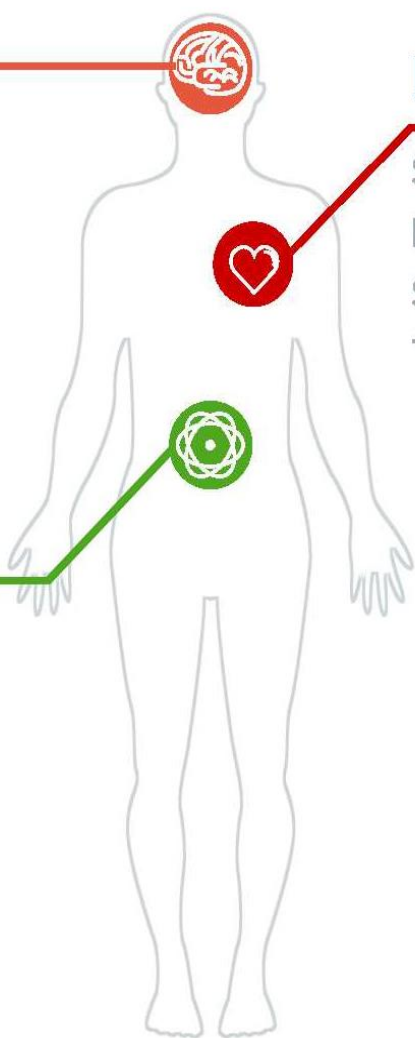
- Constancy
- Egoism
- Stagnation
- Stoicism

Interests

- Science
- Movies and tv
- Sports
- Travel

Needs

- Flexibility
- Complacency
- Contentment
- Restraint



Influenced by

These are the most influential people for the audience



Elon Musk
[@elonmusk](#)
48.41%



President Biden
[@POTUS](#)
27.71%



Edward Snowden
[@Snowden](#)
16.53%



Joe Biden
[@JoeBiden](#)
26.88%



Charles V Payne
[@cvpayne](#)
13.86%

Affinities

This graph shows the brands and people the users within the audience have more affinity with



Elon Musk
@elonmusk
48.41%



SpaceX
@SpaceX
29.38%



NASA
@NASA
26.54%



Joe Biden
@JoeBiden
26.88%



Donald Trump Jr.
@DonaldJTrumpJr
17.03%



Tesla
@Tesla
25.71%



Edward Snowden
@Snowden
16.53%



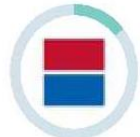
Charles V Payne
@cvpayne
13.86%



Tucker Carlson
@TuckerCarlson
16.19%



President Biden
@POTUS
27.71%



Car and Driver
@CARandDRIVER
13.69%



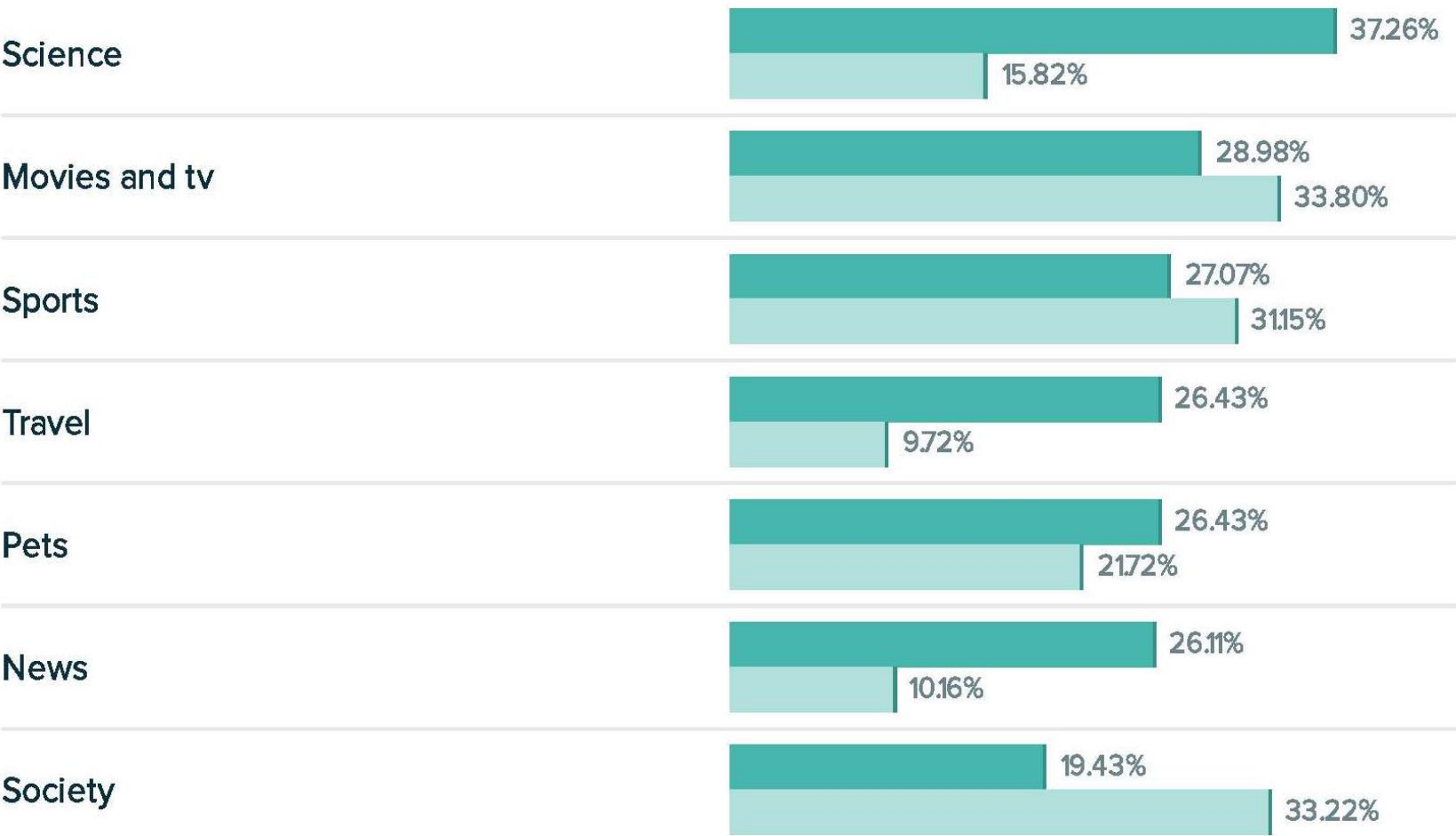
Alexandria Ocasio-Cortez
@AOC
22.54%



The White House
@WhiteHouse
16.86%

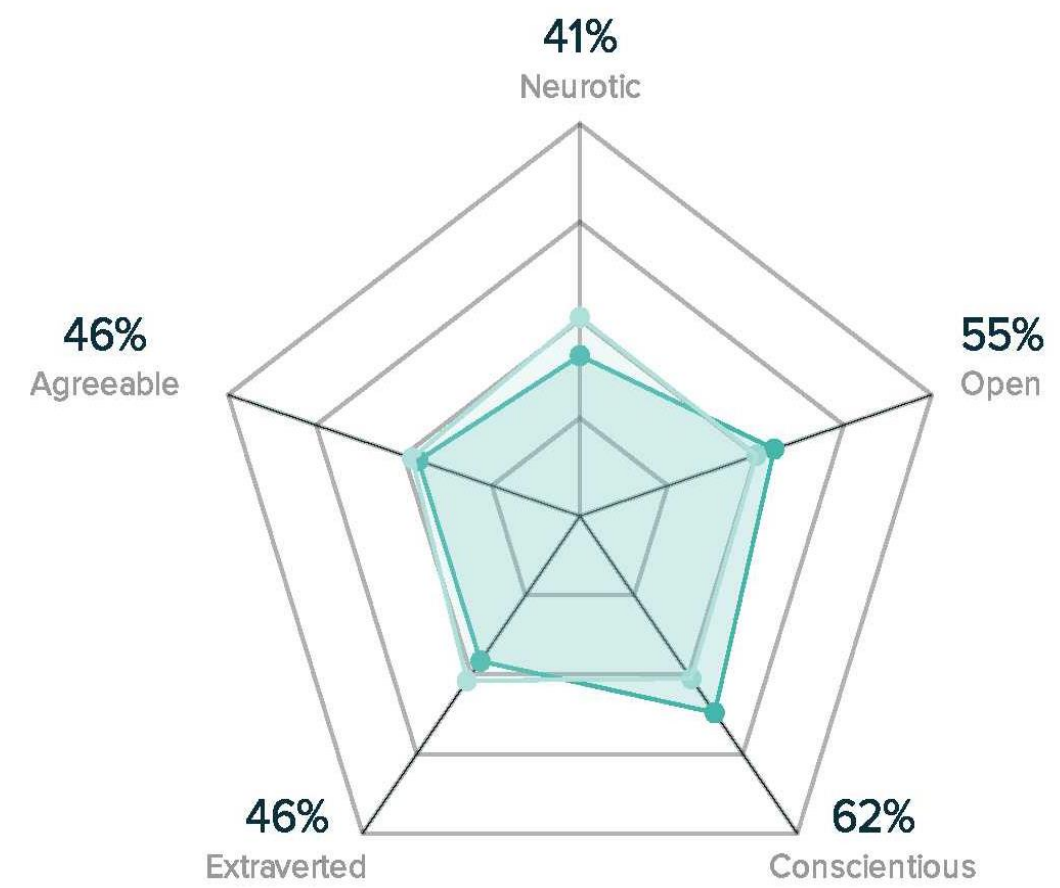
Interests

This graph shows the interests the users within the audience have



Personality

This graph shows the most relevant personality traits for this audience



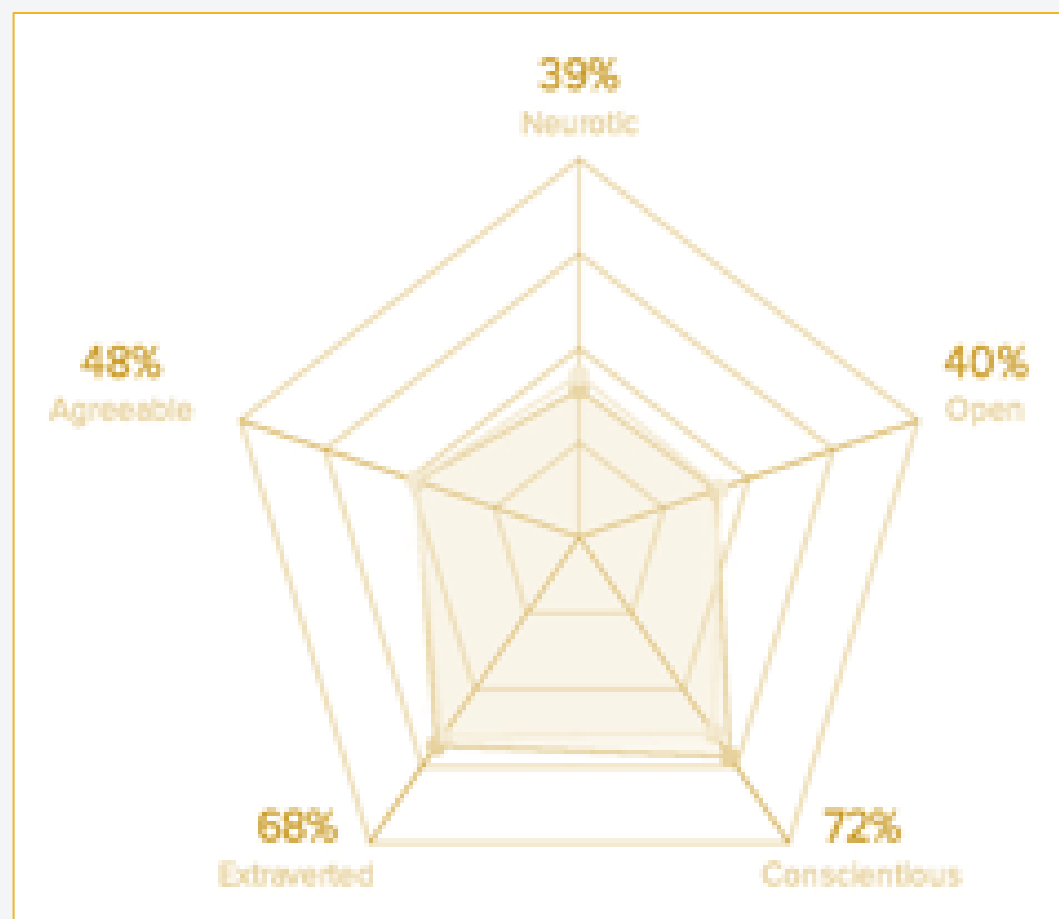
Personality

They are analytical, genial and social.

They are philosophical: they are open to and intrigued by new ideas and love to explore them. They are deliberate: they carefully think through decisions before making them. And they are assertive: they tend to speak up and take charge of situations, and they are comfortable leading groups.



how to talk to our audience



👍 INFLUENCE

- Have a strong, utilitarian argument
- Use duty and tradition to influence them, and likewise commitment
- Similarly, use group loyalty nudges (what they should do for the collective good)
- Use religious leaders and colleagues as messengers
- Present the purchase as a means to happy life experiences with friends and family

😊 EMOJIS



how to talk to our audience

WORDING

Be impersonal (e.g., avoid “you”, talking about people); talk about time / the future; talk about family, home and work; don’t be over-emotional (e.g., swear); be positive and optimistic; avoid negations or negative language.

IMAGERY EXAMPLES

Keywords Sensible Portrait Organised



BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)

STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

EXAMPLE AD



<https://www.youtube.com/watch?v=C06KzLFLLCo>

ILLUSTRATIVE INTERESTS

- Finances
- Work
- Self-Care
- Utilities and Upkeep
- Light Exercise
- News / Current Affairs
- Time Management
- Tradition / Patriotism

SELLER ECOSYSTEM

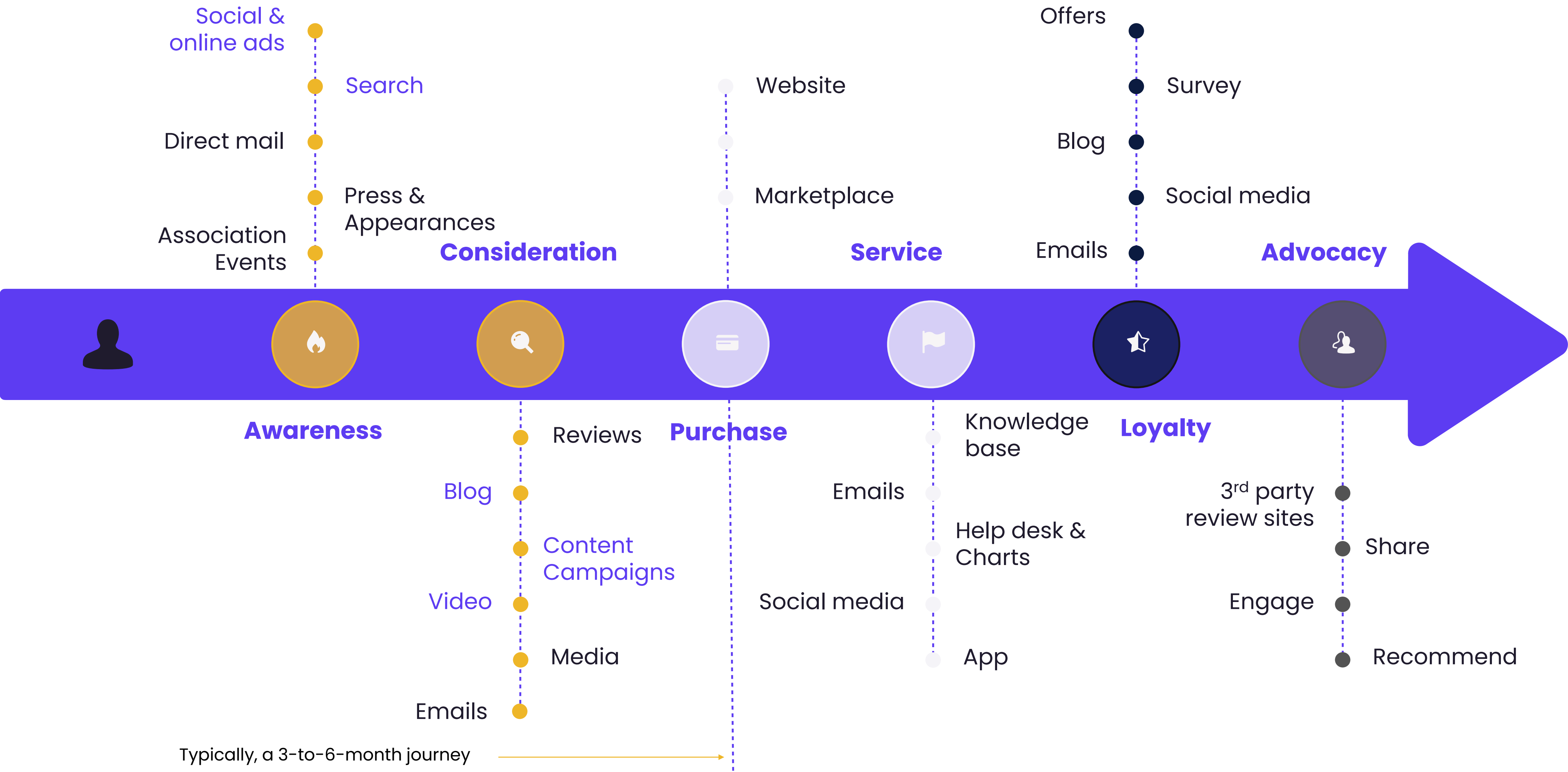


how the ecosystem works

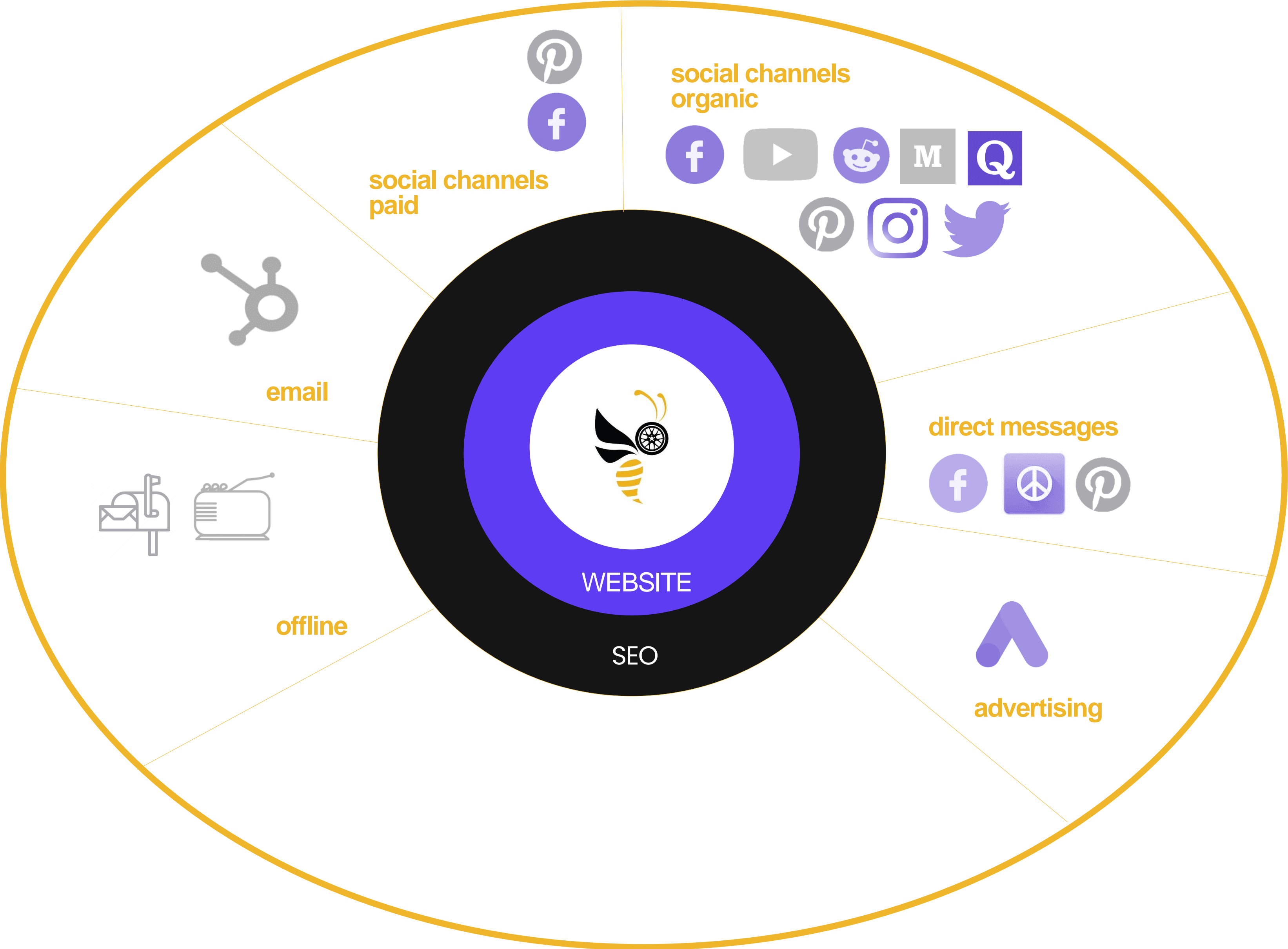
- ▶ As a rule, each content channel's audience has specific needs and expectations and seeks content that makes sense for that channel. Therefore, every content channel has an individual strategy. These distinctive strategies all work together to create the EO content ecosystem.



seller journey path



seller ecosystem



Phase 1 In-market audience

How content flows

Each piece of content is designed with its own channel and audience in mind, while strategically working together with other pieces of content to maximize reach and engagement across the entire ecosystem.



CONTENT STRATEGY

TONE & VOICE

Content will be aligned
with the
brand tone & voice:



Our brand is friendly, conversational, and straightforward. We use language that is easy to understand. We don't use long words when short ones will do. Our tone is confident and encouraging, making our audience feel capable and empowered to take charge of their trade-in or selling process. Overall, our brand's tone of voice is approachable and relatable, making it easy for customers to trust and connect with our brand.

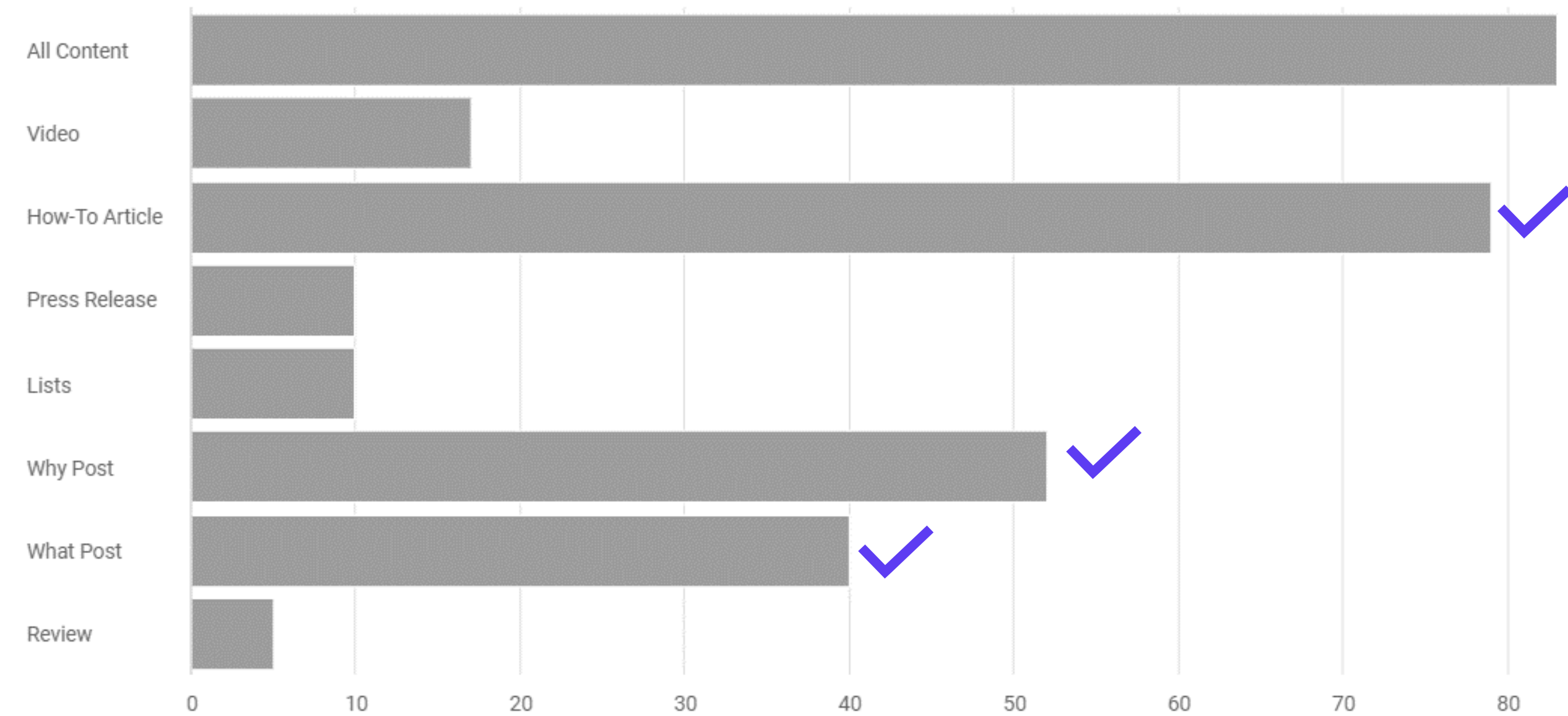
- We're honest, and sometimes inconveniently so, but we're never tone deaf.
- We never exaggerate.
- We're empathetic to the pressures people feel.
- We're unwaveringly positive.
- We love fun facts and back our content with data.
- We're structured and organized.

Themes – Sellers

- Dealerships
- Tips & Tricks
- Vehicle Valuation
- Affordability
- Safety & Security

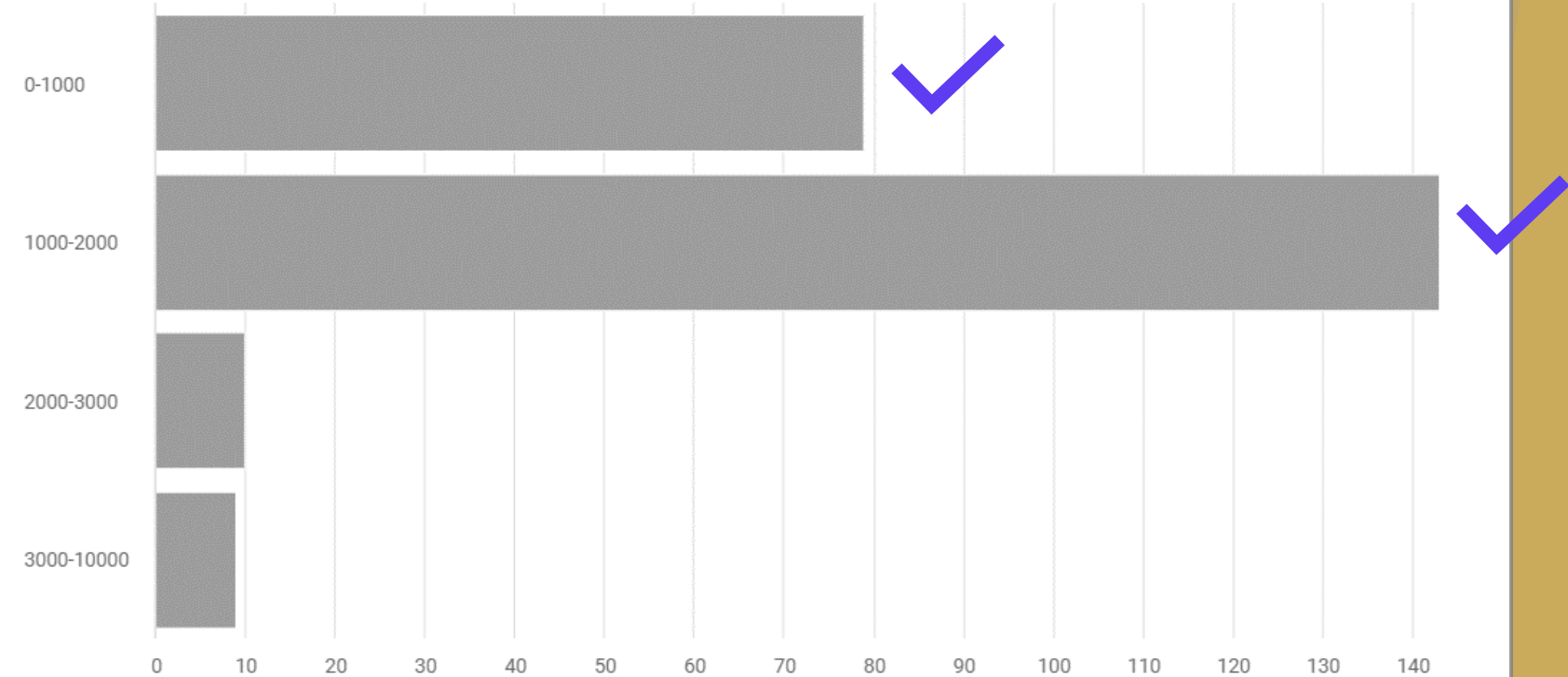
In addition to helping us to create relevant content, we make it easy to find relevant content on our website by using these themes to categorize our posts.

Average engagement by content types ⓘ>

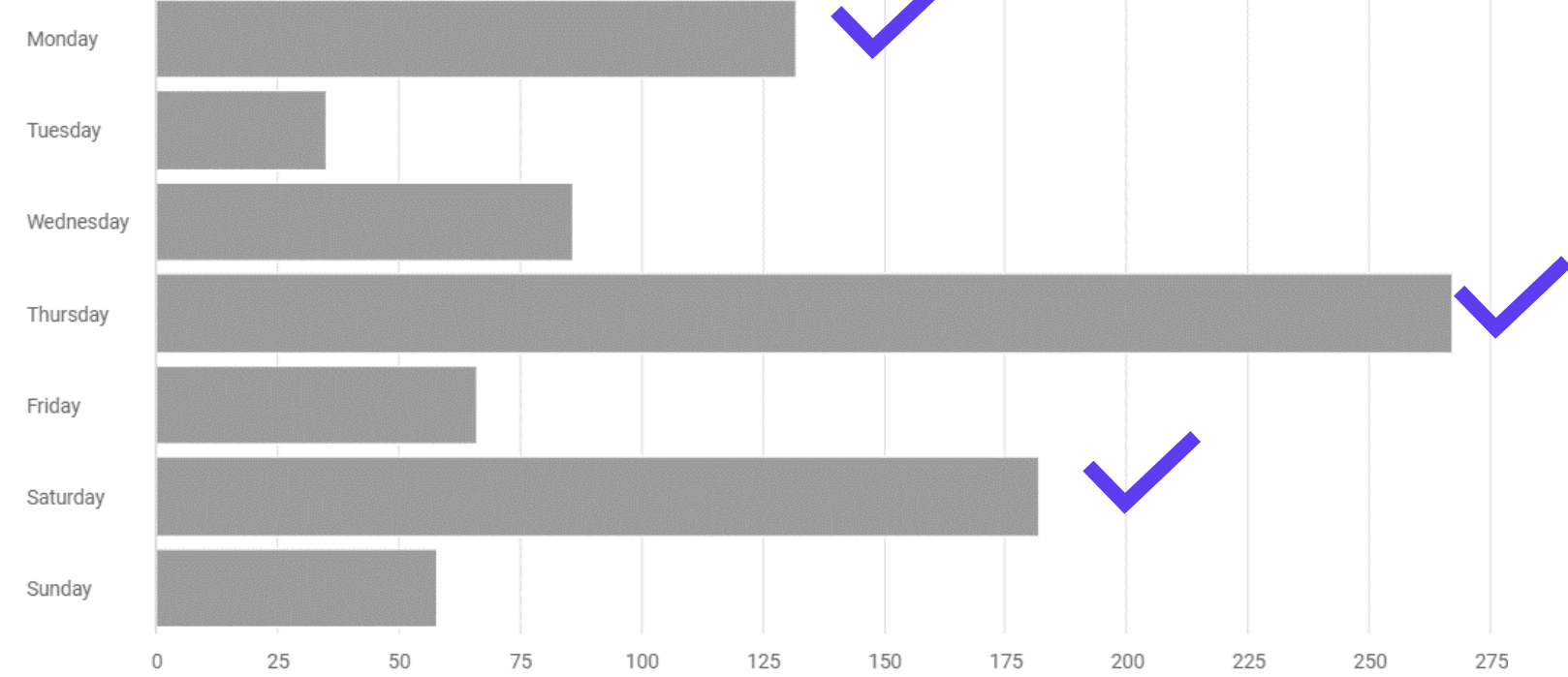


What and Why Posts ⓘ

Average engagement by content length ⓘ



Average engagement by day published ⓘ



CONTENT STYLE

Creating content that is tailored to our audience's needs and interests is essential for our digital strategy. By customizing the date, length, and format of our content, we ensure that it resonates with our target audience and serves their interests as well as ours. Tailoring the content also allows us to communicate more effectively with different types of people in different contexts. This helps to create an even more personalized experience for our readers and fosters loyalty by showing that we care about their needs.

LENGTH

- We aim for 30% of our content to be 1000 words or less and 70% of our content to be between 1000 – 2000 words.
- Content is not long for the sake of being long. Longer form content requires quotes, statistics, and other research-based proof points.

TYPES

- Written core content varies across how-to, why and what posts.
- Occasionally, we may use lists or listicle posts, but no more than 10% of the time.
- When we have newsworthy moments, we amplify our reach with earned PR. We anticipate one or more newsworthy moments each month.

TIMING

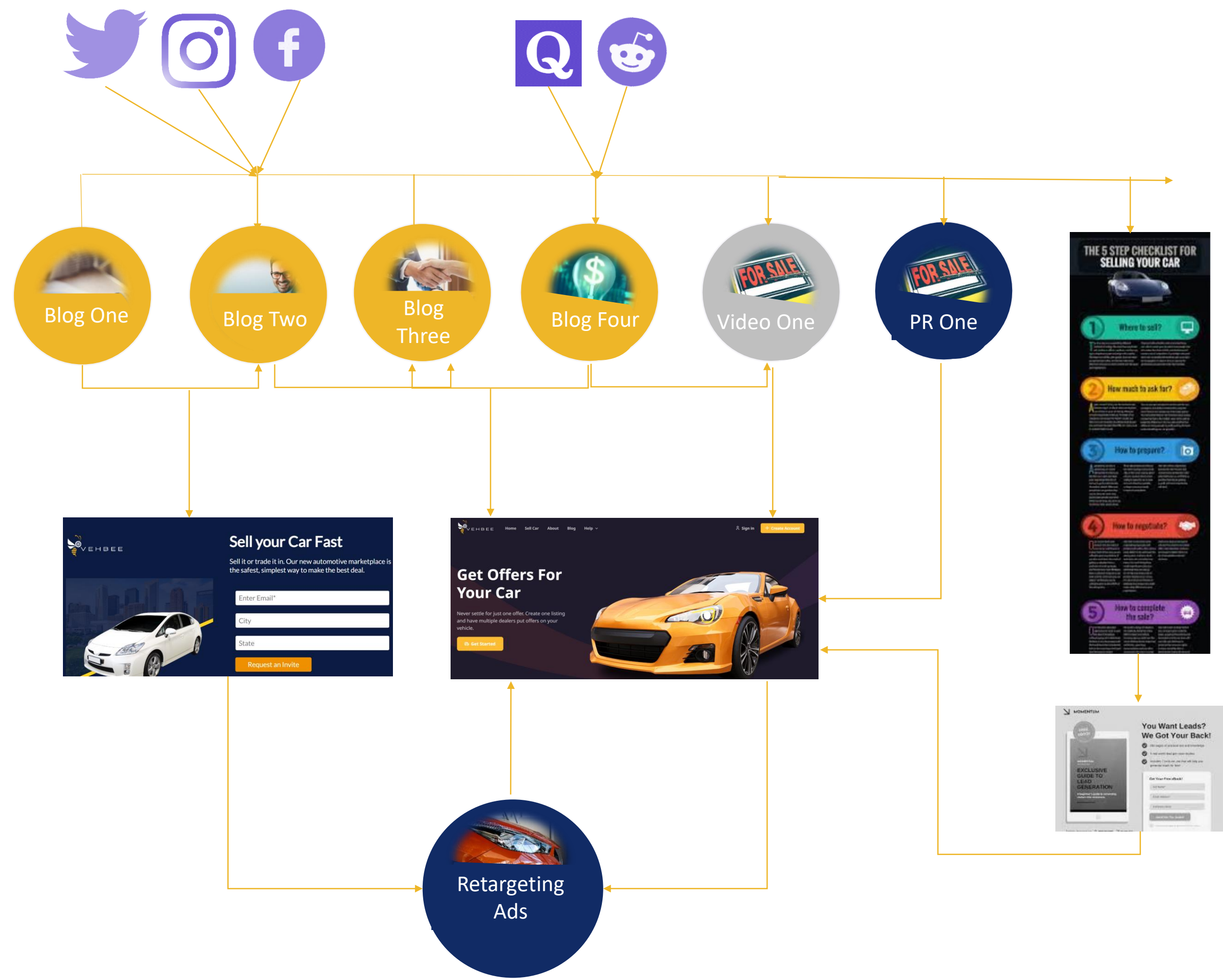
- We post core content weekly with approximately 50% posted on Thursday, 25% on Monday and 25% on Saturday.

QUALITY

- Our content is SEO optimized for one or more keywords
- Our target grade level is 8. Our content should never be below 6th or above 10th grade reading levels.
- We have no more than 10% passive sentences
- Each article has at least one external link and one internal link
- Each article has one primary CTA
- We keep our content plan for the following month on ClickUp.

Monthly Content Package

- 1 post under 1000 words
- 3 posts between 2000–3000 words
- SEO optimized metadata for each post – title, description, etc..
- 4 Reddit or Quora posts pointing to this month's content
- 4 Reddit or Quora posts pointing to previous content
- 4 Twitter posts for this month's content, 4 posts for last month
- 1 Infographic



CONTENT SPECTRUM

- Putting content themes and series together gives us insight and helps us plan the editorial mix.

	Monday	Tuesday	Wednesday	Thursday	Friday
Dealerships	Understand the selling ecosystem				
Tips & Tricks		Advice on best practices for getting the most for your car			
Vehicle Valuation			Confidently understand what your vehicle is really worth		
Affordability				Know what cars are available to you on trade-in	
Staying Safe					Awareness of scams and other risks

One Week Editorial Calendar

	Su	M	T	W	Th	F	S
		DEALERSHIPS	TIPS & TRICKS	VEHICLE VALUATION	AFFORDABILITY	STAYING SAFE	
		•	•	•	•	•	•
		•	•	•	•	•	
	←•→						
	←•→						
	←•→						

Sample Good Questions by Type

WHY

- Why use auction sites to sell my car 2023 (reddit.com)
- Why is Kelley Blue Book so inaccurate? (reddit.com)

HOW TO

- How should I check if a car is in good condition when buying used cars?
- How to check a used car history? (reddit.com)
- How should I check if a car is in good condition when buying used cars? (quora.com)
- How to sell my used car quickly? (quora.com)
- How to be in control when buying a used car from a dealership (reddit.com)

WHAT

- What are some tips to avoid being scammed? (quora.com)
- Can you trust buying a car online from eBay or Craig's List? How to avoid being scammed (quora.com)
- What is the best used car site (quora.com)
- What are the pros and cons of negotiating with dealerships vs. private sales (quora.com)

Sample Good Questions by Topic

DEALERS

- Is it better to buy from a new car dealership or from private sales (quora.com)
- How low will dealers go on prices when buying used cars in cash from them directly? (quora.com)
- Where is the best place to look for pre owned/used cars what dealerships? (reddit.com)
- Should I buy used from a dealership, or outright from an independent seller? (reddit.com)
- How do dealers make money on cars when they sell them at such low prices? (reddit.com)

TIPS & TRICKS

- How to sell my used car quickly? (quora.com)
- Do dealers buy potential sellers contact details?
- Is now or next month the time to sell? (reddit.com)
- Selling my car, have offers, should I wait? (reddit.com)
- Selling back to a dealership (reddit.com)

SAFETY & SECURITY

- What are some tips to avoid being scammed? (quora.com)
- Can you trust buying a car online from eBay or Craig's List? How to avoid being scammed (quora.com)

Sample Week 1 Content

Core Content

- How to sell your car for the most money
(2k+ words)

Quora

- How to sell my used car quickly?
(quora.com)
- How much can trade in value for a used car vary between dealerships
(quora.com)

Twitter

- 1 tweet for blog post
- 1 tweet for previous blog post

Facebook

- 1 post to share each Quora post (x2)
 - 1 post to share article
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