

MKT 4350 Final Project

Emily Cotter



Client 1: Emily's Donut Shop

Emily's Donut Shop Primary Goal for Content Strategy

The primary goal for Emily's Donut shop content strategy is to increase online and in-store sales, grow local brand awareness, and overall drive repeat purchases. This can be done through valuable and engaging content that will boost social media visibility. This strategy seeks to place Emily's Donut Shop as the best local destination for individuals looking for a tasty donut or a breakfast item essential. This is done by creating visually appealing and engaging social media content that is easily shared by others. Through this content, new and previous customers can be engaged, as well as feel encouraged to share their great experience with Emily's Donut shop across their social media platforms, creating earned media opportunities.

While in-store sales are important, a large goal is to boost online sales. With delivery being through the morning hours of 6 AM to 11 AM, content will highlight speed, convenience, and limited-time offers that are perfect for an early morning rush. This includes promoting seasonal breakfast foods with a call-to-action. Examples would be "order with just a click of a button," or "buy online while supplies last." Relaying simplicity, quickness, and time sensitivity will all together support sales growth.

Growing brand awareness is another major goal. Brand awareness is important to create loyalty and connection towards to the donut shop, encouraging repeat purchases. This can be demonstrated by creating fun content highlighting breakfast items and the overall shop atmosphere, as well as creating user-generated content challenges to get customers to be socially connected with the brand. This can build an online identity of a fun and inviting local shop that will encourage customers to regularly engage.

To reach these goals, social media visibility is important. It can drive consistent engagement across all social media platforms that Emily's Donut Shop uses, such as Instagram, TikTok, and Facebook. Keeping on trend, incorporating aesthetics, and using humor can reach a more diverse audiences that may have never heard of the local shop before. Driving engagement using these elements can keep the brand on top of the mind of local consumers.

After following through with a 30-day social media plan, the shop will be able to drive in-store sales, online delivery orders, brand awareness, and repeat orders through developing an eccentric and community-based online persona that will consistently attract customers and move them through the AIDA funnel.

EMILY'S DONUTS CONTENT PLAN

FOR THE MONTH OF JANUARY 2026

SUN	MON	TUE	WED	THU	FRI	SAT
VISUAL (INFOGRAPHIC EMPLOYEE SPOTLIGHT) Platforms: Instagram, Facebook AIDA: Interest KPIs: Engagement rate, impressions	**VIDEO (MEME TREND)** Platforms: TikTok and Instagram Reels AIDA: Attention KPIs: Watch time, engagement rate, impressions, views	**WRITTEN** **DESCRIPTION OF NEW BLOG POST WITH LINK** Platforms: Instagram story and Facebook story AIDA: Action KPIs: website visits, views, click-through rate (series of stories), story interaction	**AUDIO AND VISUAL (CLIP OF EMPLOYEE PODCAST WITH LINK** Platforms: Instagram, Facebook AIDA: Action KPIs: Engagement rate, watch time, website visits, subscribes	**VIDEO (BEHIND THE SCENES)** Platforms: TikTok AIDA: Interest KPIs: Watch time, engagement rate, impressions, views	**VISUAL (CAROUSEL OF NEW LIMITED TIME BREAKFAST ITEMS)** Platforms: Instagram and Facebook AIDA: Attention KPIs: Engagement rate, Conversion rate, click-through rate	**VISUAL AND VIDEO (REPOSTS OF CUSTOMER PHOTOS AND VIDEOS)** Platforms: Instagram, Facebook, TikTok AIDA: Desire KPIs: Views engagement rate, follower growth
VISUAL (INFOGRAPHIC CUSTOMER OF THE WEEK SPOTLIGHT) Platforms: Instagram, Facebook AIDA: Interest KPIs: Engagement rate, impressions	**VIDEO (CUSTOMER TESTIOMONIAL)** Platforms: Instagram, TikTok, Facebook AIDA: DESIRE KPIs: Watch time, engagement rate, impressions, conversion rate, views	**AUDIO AND VISUAL (ASMR VIDEO OF DONUTS)** Platforms: TikTok AIDA: Attention KPIs: Views, engagement rate	**WRITTEN (HOW TO ORDER FOR DELIVERY WITH LINK)** Platforms: Instagram and Facebook AIDA: Action KPIs: Conversion rate, impression rate, link clicks/website vists	**VISUAL (INFOGRAPHIC OF INSTAGRAM CHALLENGE)** Platforms: Instagram AIDA: Action KPIs: Video entries, hashtag uses, engagement rate, impressions	**VIDEO (MEME TREND)** Platforms: TikTok and Instagram Reels AIDA: Attention KPIs: Watch time, engagement rate, impressions, views	**VISUAL (STORY POLL)** Platforms: Facebook story AIDA: Interest KPIs: Views, Poll Particpation rate, story interaction
VIDEO (DELIVERY DRIVER SPOTLIGHT) Platforms: Instagram, Facebook, TikTok AIDA: Interest KPIs: Engagement rate, impressions, watch time, views	**VISUAL (DONUT PHOTO CAROUSEL)** Platforms: Instagram and Facebook AIDA: Attention KPIs: Engagement rate, conversion rate, click-through rate, follower growth	**AUDIO (PREVIEW AND LINK TO APPLE MUSIC PLAYLIST)** Platforms: Facebook, TikTok, Instagram AIDA: Interest KPIs: Views, engagement rate, link clicks, playlist downloads	**WRITTEN (DESCRIPTION OF NEW ONLINE DELIVERY OPTIONS WITH LINK)** Platforms: Facebook and Instagram AIDA: Action KPIs: Link clicks/website visits, conversion rate, views	**VIDEO (BEHIND THE SCENES INTERVIEW)** Platforms: Facebook Instagram TikTok AIDA: Interest KPIs: Watch time, engagement rate, impressions, views	**VISUAL (CAROUSEL BEFORE AND AFTER DONUT DECORATION)** Platforms: Facebook and Instagram AIDA: Desire KPIs: Engagement rate, impressions	**AUDIO AND VISUAL (CLIP OF EMPLOYEE PODCAST WITH LINK** Platforms: Instagram, Facebook AIDA: Action KPIs: Engagement rate, watch time, website visits, subscribes
AUDIO (CUSTOMER FAVORITE SONG OF THE WEEK) Platforms: TikTok and Instagram Story AIDA: Interest KPIs: Engagement rate, impressions	**VISUAL (NEW MENU ITEM)** Platforms: Facebook, Instagram, TikTok AIDA: Attention KPIs: Engagement rate, conversion rate, impressions	**VIDEO (MEME TREND)** Platforms: TikTok and Instagram Reels AIDA: Attention KPIs: Watch time, engagement rate, impressions, views	**WRITTEN (DESCRIPTION OF BREAKFAST BUNDLE WITH DELIVERY LINK)** Platforms: Facebook, Instagram, and TikTok AIDA: Action KPIs: Link clicks/website visits, conversion rate, views	**VISUAL (INFOGRAPHIC OF CUSTOMER FAVORITE ITEMS)** Platforms: Facebook AIDA: Interest KPIs: Engagement rate, impressions	**VIDEO (CUSTOMER STORY)** Platforms: TikTok AIDA: Desire KPIs: Watch time, engagement rate, impressions, views	**AUDIO AND VISUAL (ASMR VIDEO OF MAKING A COFFEE)** Platforms: Instagram and TikTok AIDA: Attention KPIs: Views, engagement rate

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SUN	MON
VISUAL (MEME) Platforms: Instagram and Facebook AIDA: Attention KPIs: Views engagement rate, impressions	**VIDEO (DONUT OF THE MONTH ANNOUCNEMENT FOR NEXT MONTH WITH LINK FOR DELIVERY)** Platforms: TikTok and Instagram AIDA: Desire KPIs: Conversion rate, watch time, engagement rate, impressions, views



Emily’s Donut Shop
Viral Buzz and Shareability

To create viral buzz and shareability, it is crucial to generate visually engaging, community-based, and user-driven content. Food content organically performs well on social media, so the content strategy will capitalize on creating tasty product photos, behind-the-scenes baking videos, and new menu item reveals that will generate buzz and increase shares. The strategy will use interactive content, such as polls and donut creation challenges, to increase participation and encourage users to share with their friends. Integrating user-generated content, such as customer photo reposts, can provide community engagement and social proof, demonstrating real customers enjoying the product and driving others to try it for themselves. Additionally, tying content towards trends, seasons, and daily special can encourage customers to share posts with others, visit the shop, and order online. Overall, creating a fun, playful, and engaging online persona can help build community buzz towards the shop and its great food and environment.



Client 2:

Emily's Emails

Emily's Emails Primary Goal for Content Strategy

The primary goal for Emily's Emails is to increase free trial sign-ups, grow brand awareness and authority within the email marketing industry, and educate business owners of the company's advantages of cost and ease. As a low-cost company built for servicing businesses of different sizes, Emily's Emails must be able to efficiently communicate affordability, simplicity, and accessibility. The content strategy will rely on allowing businesses of all sizes to become as successful and professional as possible without having to create costly and heavily complicated email marketing campaigns. The content strategy will position this provider as the perfect solution for entrepreneurs, startup businesses, and established companies looking for a cost-effective option.

A major priority of Emily's Emails is to increase conversion rates through free trial sign ups. To increase sign ups, it is important to build trust and credibility. Trust and credibility can come from educational content that displays how the software provider operates and the important features that make this company the perfect option for every business owner. Many businesses who may be looking for an email software provider are seeking answers to clear up confusion, so content must be simple and helpful towards using email marketing tools. Sharing how-to videos, quick tip infographics, and customer testimonials can help build credibility and nurture leads. Once potential customers are educated on software benefits and proper email marketing strategies, they will feel confident about signing up for a free trial.

Another important element of the primary goal is to increase brand visibility and authority towards entrepreneurs, business owners of all sizes, or anyone looking for simple email marketing tools. This can be achieved through consistent posting, value-based messaging, shareable content, and interactive posts (such as Q&As or social media challenges). Increased visibility within the industry can support expansion that turns initial leads into later conversions.

After following through with a 30-day content plan, Emily's Emails will be able to position themselves as a credible and trustworthy provider that can supply services for a variety of businesses. Consistent posting of diverse content allows this company to engage prospects at every stage of the AIDA funnel, ultimately increasing active users and paying subscribers.

EMILY'S EMAILS CONTENT PLAN

FOR THE MONTH OF JANUARY 2026

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SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON
VISUAL (INFOGRAPHIC BRAND INTRODUCTION WITH FREE TRIAL SIGN UP LINK) Platforms:LinkedIn, X Instagram AIDA: Interest KPIs: Engagement rate, trial sign ups, conversion rate, Website clicks	**VIDEO (HOW-TO VIDEO)** Platforms: Youtube and X AIDA: Interest KPIs: Views, Watch time, engagement rate, subscriber rate	**WRITTEN (QUICK TIPS)** Platforms: X and LinkedIn AIDA: Attention KPIs: Engagement rate, impressions, saves	**VIDEO (FOUNDER SPOTLIGHT)** Platforms: Youtube and Instagram AIDA: Interest KPIs: Engagement rate, watch time, impressions, views	**AUDIO (LINK TO NEW CUSTOMER PODCAST)** Platforms: Instagram and X AIDA: Action KPIs: Website visits, subscribes, engagement rate	**VISUAL (INFOGRAPHIC CAROUSEL ABOUT EMAIL MARKETING INDUSTRY ANALYTICS)** Platforms: Instagram and Facebook AIDA: Attention KPIs: Engagement rate, click-through rate, impressions, saves	**VIDEO (EMAIL MARKETING MYTH BUSTING)** Platforms: Youtube Shorts AIDA: Attention KPIs: Views, watch time, subscriber rate, engagement rate	**VISUAL (MONTHLY ANALYTICS CAROUSEL WITH A CALL TO ACTION FOR FREE TRIAL)** Platforms: LinkedIn and X AIDA: Action KPIs: Trial sign-ups, conversion rate, engagement rate, click-through rate	**VIDEO (EMAIL STRATEGY)** Platforms: Youtube AIDA: Interest KPIs: Watch time, engagement rate, impressions, views
WRITTEN (CUSTOMER STORY) Platforms: X AIDA: Desire KPIs: Engagement rate, impressions, conversion rate	**VISUAL (EMAIL TEMPLATE WITH DOWNLOADABLE PDF)** Platforms: LinkedIn AIDA: Action KPIs: Engagement rate, impressions, downloads	**AUDIO (QUICK HOW-TO CLIP)** Platforms: LinkedIn and Youtube AIDA: Interest KPIs: Views, engagement rate	**VIDEO (COMPETITOR PRICE COMPARISON)** Platforms: Youtube and Instagram Reels AIDA: Desire KPIs: Watch time, subscribers/follower growth, engagement rate, conversion rate	**VISUAL (CAROUSEL OF BEFORE AND AFTER EMAIL REDESIGN)** Platforms: Instagram, LinkedIn, and X AIDA: Desire KPIs: Click-through rate, engagement rate, impressions	**WRITTEN (COMMUNITY Q&A THREAD)** Platforms: X AIDA: Interest KPIs: Thread engagement and impressions	**VIDEO (HOW TO SIGN UP FOR FREE TRIAL VIDEO)** Platforms: Youtube, Instagram, X, LinkedIn AIDA: Action KPIs: Trial sign ups Conversion rate, website clicks, watch time, views		
AUDIO (CUSTOMER TESTIMONIAL CLIP FROM PODCAST) Platforms: Youtube shorts and Instagram reels AIDA: Desire KPIs: Listen time, subscriber/follower growth	**VISUAL (PRICING BREAKDOWN INFOGRAPHIC)** Platforms: LinkedIn and X AIDA: Interest KPIs: Engagement rate, impressions, saves	**VISUAL (GRAPH SHOWING EMAIL MARKETING INDUSTRY GROWTH)** Platforms: LinkedIn AIDA: Attention KPIs: Engagement rate, impressions	**VIDEO (LIVE DEMO CLIP)** Platforms: Youtube Shorts AIDA: Desire KPIs: Watch time, engagement rate, views, subscriber growth, conversion rate	**VIDEO (BEHIND THE SCENES WITH THE FOUNDER)** Platforms: Youtube, Instagram Reels AIDA: Interest KPIs: Watch time, engagement rate, impressions, views	**WRITTEN (SUBJECT LINE SOCIAL MEDIA CHALLENGE)** Platforms: X and LinkedIn AIDA: Action KPIs: Engagement rate (Challenge participants and hashtag users)	**VISUAL (QUICK TIPS INFOGRAPHIC CAROUSEL)** Platforms: LinkedIn, X, and Instagram AIDA: Attention KPIs: Engagement rate, click-through rate		
VIDEO (HOW-TO VIDEO) Platforms: Youtube and X AIDA: Interest KPIs: Views, Watch time, engagement rate, subscriber rate	**AUDIO (FOUNDER DESCRIBING BEST TIPS TO GROW AN EMAIL LIST)** Platforms: Youtube, Instagram, and X AIDA: Interest KPIs: Listen time, subscriber/follower growth, engagement rate	**VISUAL (INFOGRAPHIC EXPLAINING HOW THE COMPANY WORKS WITH SMALL BUSINESSES)** Platforms: LinkedIn and X AIDA: Interest KPIs: Engagement rate, impressions, saves	**WRITTEN (DESCRIPTION OF SIMPLE ONBOARDING WITH FREE TRIAL SIGN UP LINK)** Platforms: X AIDA: Action KPIs: Link clicks/website visits, trial sign ups, conversion rate, engagement rate	**AUDIO (CUSTOMER TESTIMONIAL CLIP FROM PODCAST)** Platforms: Youtube shorts and Instagram reels AIDA: Desire KPIs: Listen time, subscriber/follower growth	**VIDEO (QUICK TIPS FROM EMPLOYEES)** Platforms: Youtube shorts and instagram reels AIDA: Attention KPIs: Watch time, views, engagement rate, impressions, views, saves	**WRITTEN (CUSTOMER STORY)** Platforms: X AIDA: Desire KPIs: Engagement rate, impressions, conversion rate		



Emily’s Emails: Viral Buzz and Shareability

To create viral buzz and shareability, Emily’s Emails will rely on generating content that delivers value, education, and relatability towards business owners and marketers. Shareable content will be made through quick marketing tips, short live demos, and email marketing insights that provide important information. It is also important to stay in-trend and add humor to your content. Quick tip posts titled “What Makes Subject Lines the Worst” or “Send Emails Your Audience Actually Likes” will make content seem less stiff and adds relatability, which increases chances of shares and saves. Content such as testimonials or customer stories that discusses real results will boost the credibility of the provider, while sparking conversation needed for viral buzz. Additionally, downloadable analytics and infographics can be re-shared within communities to quickly build visibility of the company and its credibility.