

Martha Moves Up

Content Strategy



Goals & Objectives

- Increase brand awareness
- Generate leads
- Build customer loyalty
- Promote product

Audience Personas

Mindful Mary:

Mindful Mary is 36 year old and lives in Mesa, Arizona. She has 4 beautiful kids and loves them with everything she has. Mary loves to spend time outdoors and with her family. She is passionate about the gospel and is a deep thinker. She is a stay at home mom looking for some motivation in her life as her kids are getting older.

Busy Emily:

Emily is 42 years old and is a busy body. She has 6 kids and she works as a secretary in a law office. She loves her job and she loves her kids but often does not leave herself enough time to love herself. Lately Emily has been seeking motivation and encouragement in gospel and life related aspects. She is very busy and is looking for a simple way to accomplish this.

Kate:

Kate is 26 years old and a new mom. Kate served a mission for her church and loves the gospel. Being a new mom has been a huge adjustment for her even though she loves it. Kate is looking for more ways to incorporate simple words of encouragement into her life and is looking for some inspiration. She does not have a lot of time on her hands, but loves to learn and share things with her friends and family.

Target Audience

- Age Range: 26-45 years old
- Gender: Predominantly female
- Location: Primarily suburban areas in the United States

**Deep values in family, faith, and personal growth. Passionate about deep thinking, learning and growing.



Content Themes

Motivational Quotes

Short, inspirational quotes related to faith and personal growth/improvement.

(Family) Activities

Ideas and tips for activities that incorporate faith and values.

Personal Stories

Testimonies and stories of overcoming challenges and finding motivation. (Martha)

Spiritual Guidance

Simple, practical advice for incorporating gospel teachings into daily life.

Content Formats

● Images and Graphics

- High-quality visuals with motivational quotes and tips.

● Short Videos/Reels

- Quick, engaging videos with encouraging messages or personal stories.

● Infographics

- Easy-to-digest infographics with step-by-step guides or tips.

● Blog Posts

- In-depth articles for those who have more time to read and reflect.

Posting Frequency

Primary Platforms: Facebook, Instagram, and Pinterest

- Instagram: 4-5 times per week, including stories
- Facebook: 4-5 times per week
- Pinterest: Daily pinning of relevant content... (eventually)