

# CONTENT CREATION STRATEGY

## Analyze your market and craft targeted content

Content is key for any marketing piece you create. When creating content strategy for digital marketing, keep in mind your specific objective, your audience, target market (country), and what platforms and channels you'll use. It's also a good idea to create a content schedule.

Examples of content: Videos, blog posts, articles, downloads, eguides, email blasts, student and professor testimonials

Where to go for help: Do you have a marketing department that can help you with guidance on content or policies? Are there academic departments that have content published that you can utilize for your content marketing?

For more examples, [here's a full list](#) of different kinds of content.

# 1

### Who is your audience? Are they...

- Non-English-speaking students
  - Undergraduates
  - High schoolers for High School Completion
  - Graduates
- Short-term program seekers

# 2

### Where is your market?

- What is the location or region?
- What cultural identifiers do you need to be aware of?
  - Knowing the region helps to determine #3, which platform.

ANALYSIS  
PART 1

# 3

### Which platform?

The most popular with Gen Z are:

- Instagram
- YouTube
- Snapchat
  - TikTok
- Twitter

# 4

### Which channel is best for your campaign?

- Email blast
- Social media promotion
  - Facebook or Instagram Live event
- Newsletter write up
  - Web article
- Student interview
- Student blog post



1

**What is the purpose of your campaign?**

- This is the WHY.
- Is it to inform, engage, promote an opportunity?

2

**What visual will you use?**

- Remember to be culturally sensitive!
- If it's a photo should it be a group photo, individual, activity?
- If it's a video, keep the Gen Z attention span in mind, and keep it short. Who will be speaking? Should it be in a language other than English?

3

**What is your goal for this campaign?**

- Reach
- Traffic
- Links to your profile
- Increase inquiries
- Increase pageviews
- All of the above

**With answers to all of these questions,**  
you're on your way to creating relevant content that your audience will respond to.

Contact our  
team to help  
determine the  
best content for  
your market!

