

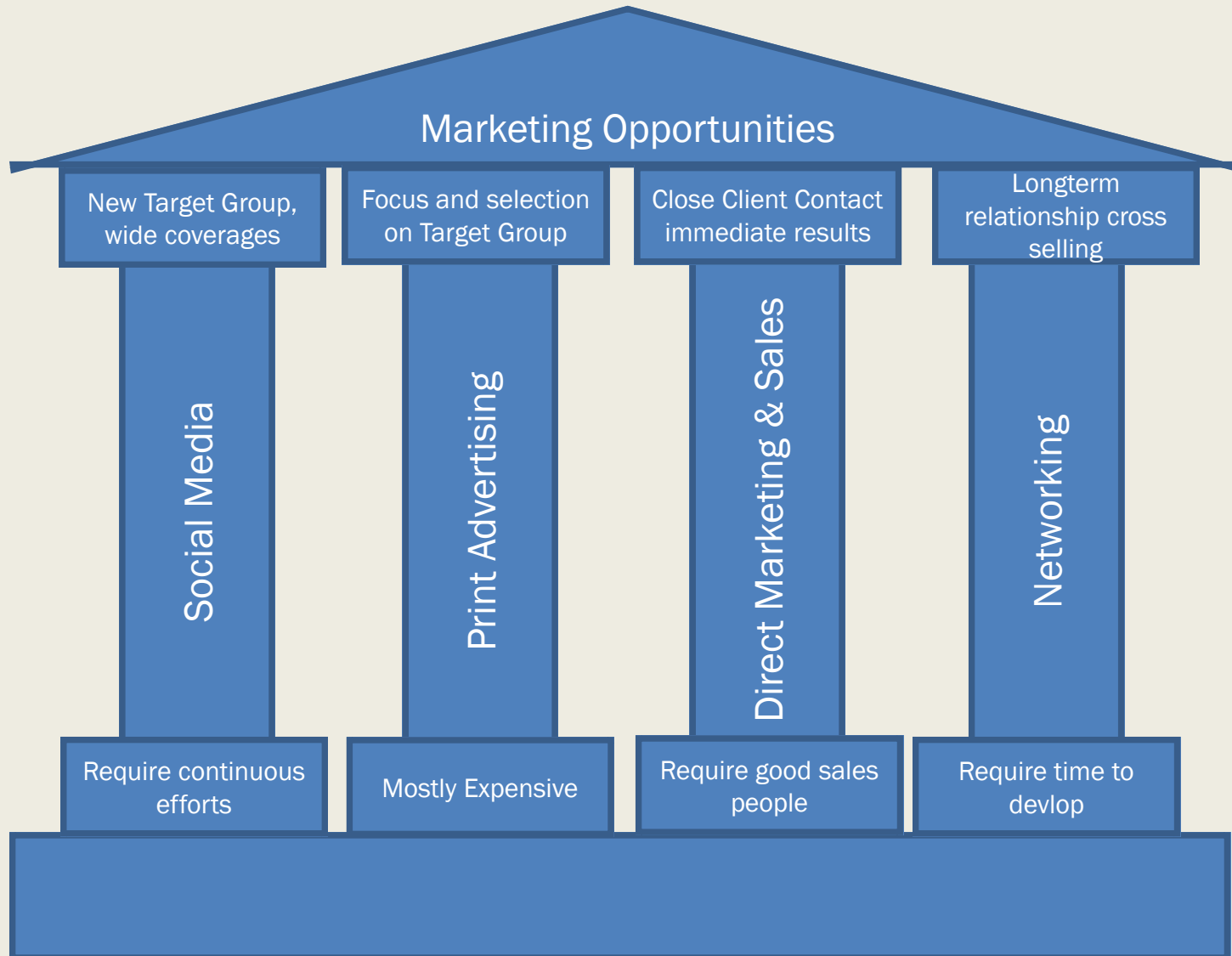


BRAINSTORMING MARKETING

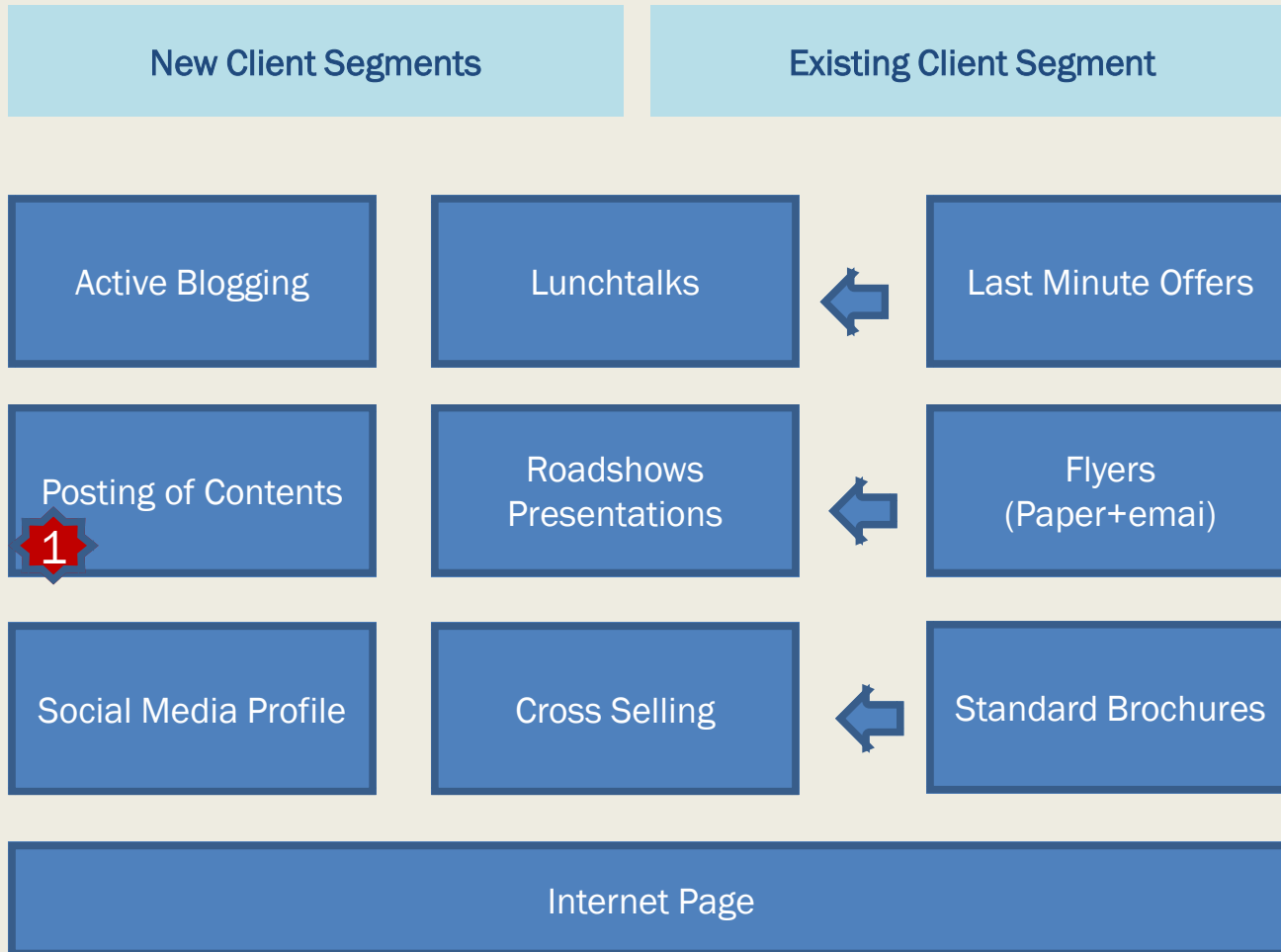
Marketing Research



Marketing Structure

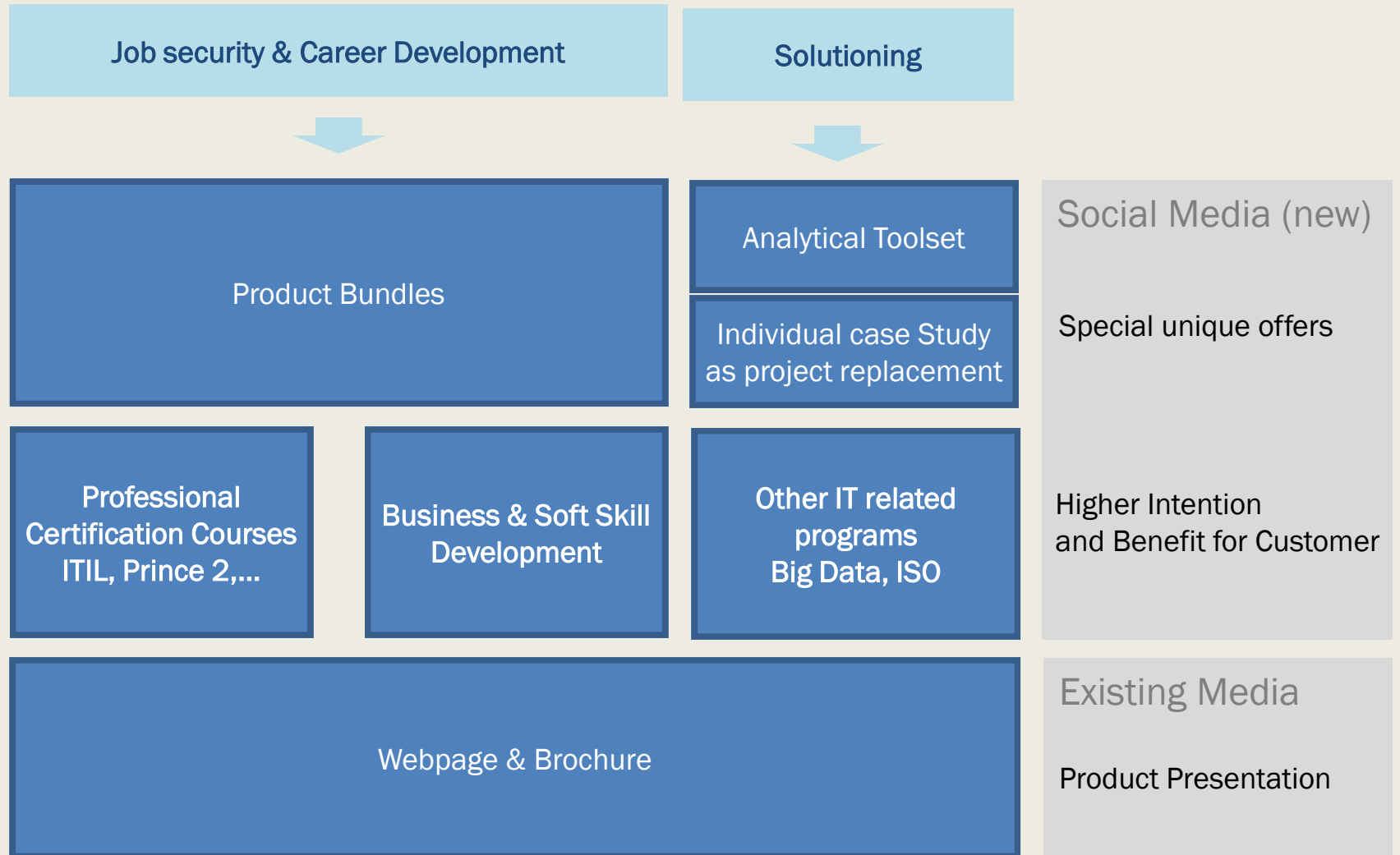


Marketing Channels



Requires at least one daily content to be produced. (Reference to other article)

Social Media Presentation



Process Steps on Social Media Marketing



Drafted Action Plan for discussion



SOCIAL MEowDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



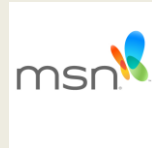
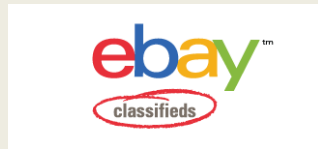
Social Media Mix - Content



Special Product Offers



Standard Offers
Introduction Deals



Regular
Contributions



Corporate Webpage (Landing Page)

Reference
Standard Information

Specific (Sales)

Generic (Be Alive)

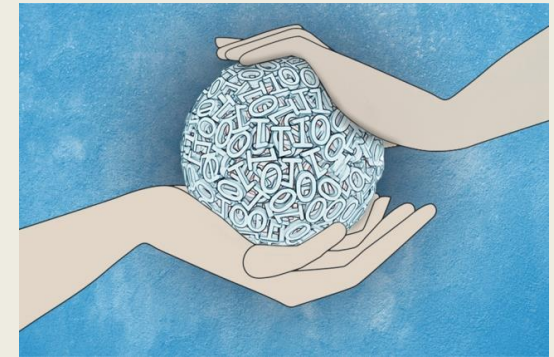
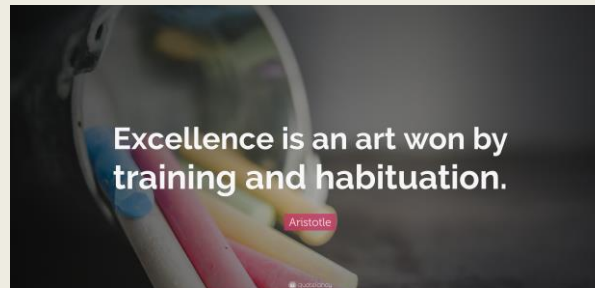
Social Media Mix – Platforms

Content driven Blogs
20%

Motivational Blogs
60%

Emotional Blogs
20%

Generation of own
Content

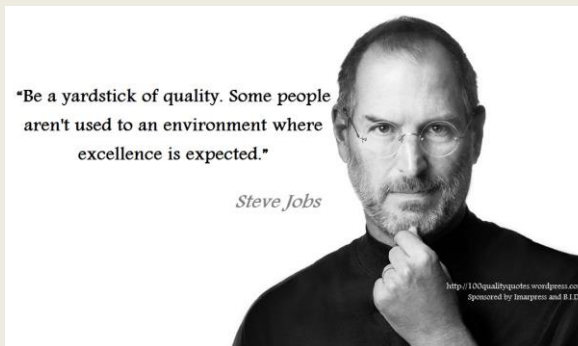


Quote and Reference on
others Content with
relevant comments to
own solutions / services

Own Comments & Text

Own Pictures/Videos

Advertising own Products



Relevant Quotes

Picture & Season Greeting

Complexity