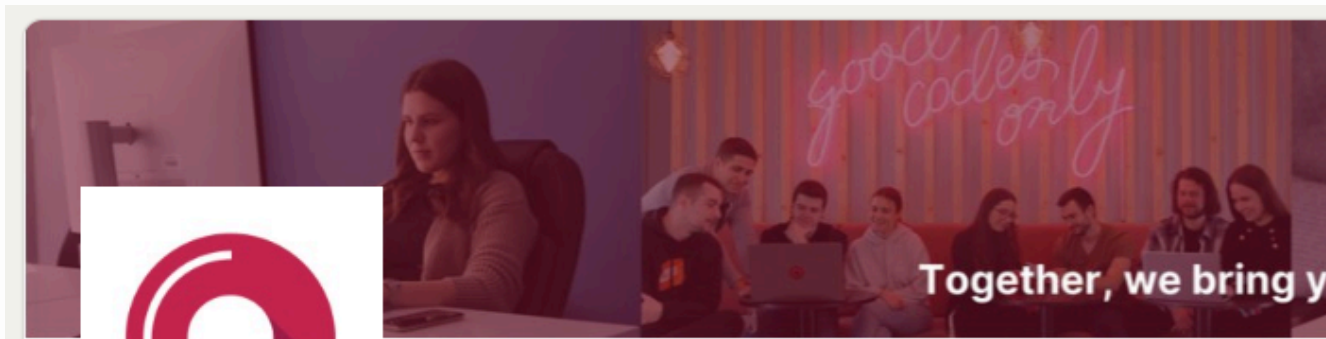





INTERTEC

CONTENT MARKETING STRATEGY

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The header image shows a group of people in a meeting. A woman is in the foreground, and others are behind her. A neon sign in the background says "good codes only". The text "Together, we bring y" is visible at the bottom of the image.



The logo is a red circle with a white stylized 'i' inside.

Intertec.io

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 Stefan & 5 other school alumni work here

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PROJECT OVERVIEW

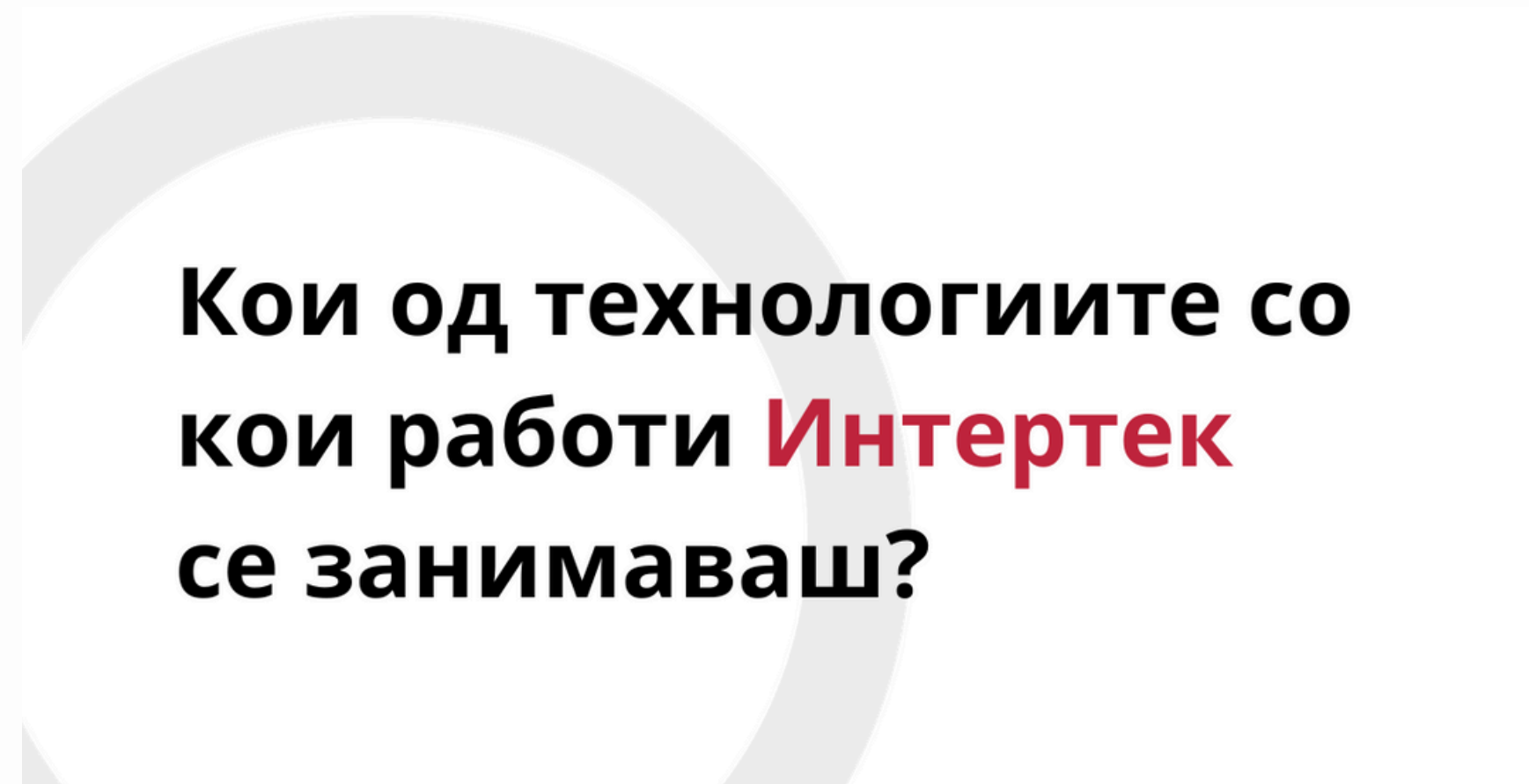
Created a content marketing plan for Intertec on LinkedIn with a focus on unique selling points (USPs), positive brand attributes, and audience-focused communication.

CONTENT OUTLINE



- 01** Monthly and annual content outlines were developed to ensure audience engagement and consistency.

- 02** Posts designs and templates for LinkedIn were made. This includes yearly and monthly content posts examples for 2024.



RESPONSIBILITIES

My goal was to effectively engage the target audience and highlight the company's capabilities through the development and implementation of a complete content marketing plan. This required determining the good aspects of the brand, carrying out in-depth analysis of the market and competitors, and using brand identity insights to create engaging content.

1.

Managed the creation of a comprehensive content marketing plan for Intertec, carefully determining the brand's advantages, USP, and persuasive communication strategies that will appeal to the intended audience.

2.

Used brand identity analysis to identify the perfect target audience's characteristics and preferences, guiding the production of engaging content that encourages interaction and brand loyalty.

3.

Created thorough monthly and annual content plans that were carefully developed to guarantee effective and consistent communication tactics that complemented Intertec's main marketing goals.



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