

Case study - Sample blog marketing strategy for athletic brand

This slide covers case study highlighting how an organization crafted its most successful marketing strategy. It features details about target audience, goal of formulating blog, challenges faced strategies implemented, and impact areas.

01

Target Audience

- Young adults (aged 18-34)
- Interested in sports and fitness
- Passionate about innovation and community involvement

02

Goal of Formulating Blog

- Increase brand awareness and engagement
- Build trust and credibility
- Establish consistent message, tone and style of brand

03

Challenges Faced

- Difficult to stand out in a crowded digital landscape and promote engagement
- Building trust and credibility with target audiences
- Maintaining consistency across communication channels

Strategy Implemented

- **Content Strategy** - Blog is used to tell stories about brand's products, collaborations, partnerships, athletes, and company culture
- **Content Regularization** - Blog is regularly updated with new content making it a valuable resource for followers
- **Social Media Promotion** - Blog is promoted via brand's social media channels, allowing the brand to reach a wider audience



Impact Areas

- **Brand Awareness** - Blog helps increase brand awareness and engagement by 25%, providing platform for the brand to share news, updates and relevant content
- **Build Relationships** - helps in building relationship with the audience by providing valuable and engaging content
- **Consistent Messaging** - Regular updates with new content helps to establish a consistent message, tone, and style across the brand's communication channel

International Marketing Strategy Case Study

Jiyuan Zhang



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