



2022 CONTENT MARKETING PLAN

Prepared by: Cody Sovis, That's My Jam! CMO

BIG GOALS

1

Increase revenue of our jam by 10% in the next 12 months.

2

Establish a brand presence in one local grocery store chain.

OUR STRATEGY

1

Tell a story that entertains and inspires customers and elevates our brand.

ACTION & MESSAGING

That's My Jam will donate 5% of all sales to savethemusic.org, a national non-profit dedicated to keeping music education as a part of the public-school curriculum.

2

Differentiate our jam from competitors.

ACTION & MESSAGING

That's My Jam will only use environmentally and socially responsible sources, emphasizing farms that utilize renewable energy and recycled packaging.

3

Partner with trendy local restaurants to access their customer base.

ACTION & MESSAGING

That's My Jam will provide free product and competitive pricing to trendy local restaurants.

OUR AUDIENCE

- 56% female, 44% male
- Primarily city dwellers, Midwestern
- Bachelor's degree
- \$40,000-\$80,000 average annual income
- More left-handed than the general population
- Likes: music festivals, farmer's markets, food co-ops
- Pain points: not enough jam





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MESSAGING & TONE

CONTENT TYPE

| Website Product Pages | LinkedIn Content | YouTube |
|--|--|--|
| tone & messaging | | |
| More formal (but still approachable) tone. Focus on dedication to sustainable practices and customer satisfaction. | Match website tone in shorter format. Focus on community-related and sustainability topics (brand-centric) versus instructional/educational (product-centric). | Less formal tone than website. Focus on influencer content to show customer experience with our products, as well as educational and engaging content such as recipes. |

CONTENT TO CREATE

| CONSUMPTION TIME | CONTENT TYPE | PUBLISHING | ADDITIONAL PROMOTION |
|--------------------|---|---|--|
| 10 seconds or less | Social post | Daily: Facebook, Instagram Weekly: Instagram | n/a |
| 2–5 minutes | Blog, product page, infographic | Weekly: Website | Facebook, Instagram, Email Newsletter |
| 5–15 minutes | Long video, longform article, and/or checklist | Monthly: website, YouTube, Vimeo | Facebook, Instagram, LinkedIn |
| 20 minutes or more | In-person event (include brochure), ongoing sponsorship | Monthly | Email Newsletter, Print Ad, Website Banner |

TEAM WORKFLOWS

Brenda:
Research & briefs

Juniper:
Writing

Todd:
Copyediting

Jared:
Publishing/implementation

Tara:
QA & promotion

Ops Team: Approval Checkpoints

SEO Team: Approval checkpoints & performance monitoring