

Content Playbook

A Practical Guide to Maximizing the Use
of Strategy Academy Content



Introduction

This playbook is designed to be your comprehensive guide to making the most of Strategy Academy's content resources. Whether you want to improve your audience's financial literacy, create targeted content marketing campaigns, or optimize your content distribution, this playbook will provide you with the essential tools and strategies needed for success.

With a focus on financial literacy, content marketing, and strategic alignment, this guide offers practical solutions that can be implemented at every stage of your business. By the end of this playbook, you will be equipped with practical insights and actionable steps to elevate your content marketing efforts.

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**Content marketing
delivers 6x higher
conversion rates.**

- SEMRush



1

Achieving Business Goals With Content

Content is a powerful tool that can drive your business forward – if used strategically. This section will guide you through the process of aligning your content efforts with your overarching business goals, ensuring that every piece of content you produce contributes to your growth. Whether you're seeking to enhance brand recognition, improve customer loyalty, or boost revenue, a well-crafted content marketing strategy can deliver measurable success.

By outlining clear objectives, identifying your target audience, and setting measurable goals, you can create a content marketing program that not only resonates with your audience but also drives tangible results for your business. The key is ensuring that your program aligns with your broader business objectives and effectively addresses the pain points of your target audience. This approach allows you to nurture long-term relationships with your audience while simultaneously advancing your business goals.

Developing a Plan for Your Content Program

A well-crafted content plan is the cornerstone of successful content marketing. We've designed Strategy Academy's growing library of resources to deliver a balanced, thorough selection of content pieces that help you establish this foundation. This section focuses on building a robust strategy that aligns with your business objectives and also evolves with your audience's changing needs.

Learn how to define your content goals, identify key audience segments, and develop content themes that closely tie into your business strategy. With a clear plan in place, you can create content that engages and converts while delivering value to your audience. Additionally, this plan enables you to refine your messaging to consistently drive results, whether through increased brand visibility, higher engagement, or improved lead generation.



OBJECTIVE: Outline the key objectives of your content marketing program to ensure clarity and direction.



KEY ACTIONS: Identify your target audience, define relevant content themes, and set measurable goals that align with your business objectives.

DETAILED PROCESS: Developing a robust content marketing plan requires a thorough approach.

- 1 Start by clearly defining your goals.** Are you aiming to boost brand awareness, generate qualified leads, or increase customer engagement?
- 2 Next, identify and segment your target audience.** Understanding their demographics, preferences, and challenges will shape the tone, format, and distribution of your content.
- 3 Develop content themes that connect with your audience and business goals.** Content themes may include financial education for different age groups, product and service benefits, or choosing the right savings approach.
- 4 Set measurable goals.** These could include improving website traffic, increasing social media engagement, or boosting conversion rates to track your progress and ensure alignment with your larger business strategy.

With these foundational steps, you can create a dynamic and flexible content marketing program that addresses current needs and adapts to future challenges. Now that you've built a strong content framework, it's time to consider another crucial component of long-term business success: financial literacy.

In turn, by integrating content that empowers your audience with financial knowledge, you can deepen your relationship with them while positioning your business as a trusted resource for navigating financial decisions.

2

Knowing Your Value to the Community

Community financial institutions can play a vital role in improving lives. Does that seem like an overstatement? Perhaps too bold? It's time to think again. Financial wellness impacts virtually every aspect of life: mental health, physical health, and interpersonal relationships.

As a financial institution dedicated to providing services that help individuals, families, and businesses manage their money, you're expected to possess valuable knowledge that can improve personal financial wellness and enhance business finances.

Your organization holds a position of influence in your community on financial matters. This position means you have a platform – there is an audience that wants to hear what you have to say about these topics. Use your position to educate and guide your audience to better outcomes.

Your audience, in turn, will reward you with more business, brand advocacy, and loyalty.

Understanding the Importance of Financial Literacy

Addressing the financial literacy gap can significantly improve individual and community financial health. By creating content that educates your audience on essential financial topics, you can empower them to make informed decisions and achieve greater financial stability.

For individuals, this could mean learning budgeting techniques, while for businesses, it could mean mastering cash flow management.

KEY STATISTICS



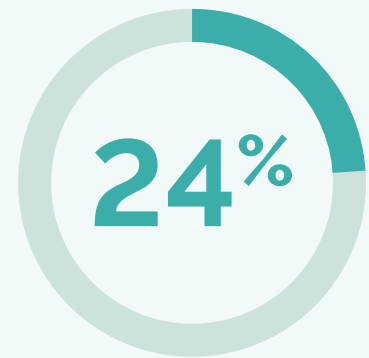
3 out of 4 adults
live paycheck to paycheck.
(Source: CareerBuilder)



4 out of 5 parents
wished they had learned more about
money as a child. (Source: OnePoll)



About 4 in 7 Americans
are financially illiterate and admit they
are unable to properly manage their
finances. (Source: Walden University)



Only 24% of millennials
understand basic financial
concepts, such as managing credit
properly, or how to allocate income
to cover debts (Source: PwC)

Despite its importance, many people lack the necessary knowledge to manage their finances effectively. The statistics above highlight a widespread need for financial education. Addressing this gap can improve individual financial health and overall economic stability. You can provide valuable financial education that empowers your audience to make smarter financial decisions.

EXAMPLES:

- **Leverage Strategy Academy's Pre-Written Content:** Utilize the extensive library of articles, eBooks, social media, and other content available through your Strategy Academy subscription. These resources cover common financial topics such as budgeting, saving, investing, and debt management, alongside more targeted, focused pieces, making it easy to deliver a wide range of high-quality educational content to your audience.

- **Distribute Financial Literacy Videos and Infographics:** Strategy Academy offers a variety of videos and infographics that explain complex financial concepts in simple, engaging ways. Incorporate these into your content strategy to cater to different learning preferences and make financial education accessible to a broader audience.
- **Customize Financial Calculators and Interactive Tools:** Use the financial calculators and interactive tools provided by Strategy Academy to create hands-on learning experiences. These tools allow your audience to apply financial concepts in real time, helping them understand the practical implications of their financial decisions.

By utilizing the resources available through your Strategy Academy subscription, you can efficiently create and distribute content that addresses your audience's financial literacy needs, ultimately helping them achieve greater financial stability.

In today's climate of economic uncertainty, the importance of financial literacy is heightened even further.

Economic Uncertainty Increases the Value of Financial Wellness Content

Many Americans experience stress related to their finances, which can affect their mental and physical health. The rising cost of living, coupled with stagnant wage growth, exacerbates this issue. Your institution can play a vital role in supporting financial wellness by offering resources and programs that help people manage their finances more effectively.

Financial wellness content is more relevant and valuable than ever, providing guidance and support to individuals navigating economic challenges.

- A majority of Americans report being stressed about their finances.
- The cost of living has been outpacing salary and wage growth.
- Approximately half of Americans have had to dip into their savings, work longer hours, or look for higher-paying or second jobs.

By offering content that helps customers navigate financial stress, you can support their well-being while strengthening your relationship with them.



CORE PRINCIPLE #1: Content marketing must be valuable, relevant, and consistent

According to the Content Marketing Institute, "Content marketing is the strategic marketing approach of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."

The foundation of effective content marketing lies in delivering value consistently. This section outlines the key principles that ensure your content resonates with your audience and drives profitable actions. Delivering valuable content consistently will help you build trust, engage your audience, and achieve your business objectives.

1

Valuable: Your content must be accurate and useful (e.g., improve financial wellness, help complete a task).

Example: Share a series of articles on budgeting that include practical tips for young families.

2

Relevant: Your content should relate to the services you offer and meet the needs of your audience (e.g., financial guidance).

Example: Develop content that addresses common financial questions and challenges faced by your target audience.

3

Consistent: Your organization should be a reliable source of information over the long term to build a following.

Example: Maintain a regular publishing schedule to build trust and loyalty among your audience.



CORE PRINCIPLE #2: You must understand your audience (and segment accordingly)

Understanding your audience is the first step toward creating content that truly connects. This section emphasizes the importance of audience segmentation and tailoring content to meet diverse needs.

By segmenting your audience based on factors like life stage, interests, and behaviors, you can create targeted content that resonates with specific groups. For example, millennials may look for content on first-time homebuying, while baby boomers are more interested in retirement planning. This approach leads to higher engagement and more meaningful connections with your audience.

1

Your audience consists of current and prospective account holders, each with unique needs.

2

Divide your audience into segments based on common needs (e.g., life stages, business objectives).

3

To drive engagement, you must consistently provide each segment with content relevant to them.

It is important to provide relevant content to your audience, which means you must divide your audience into segments and match your content to the needs and wants of each.

At a minimum, you should keep your audience segmented into age groups (it's highly unlikely that someone in their mid-20s is interested in the same content as a retiree in their mid-70s).

If you can access account information and/or third-party data about your audience through your MCIF, data warehouse, CDP, or CRM, you can further segment your audience in various ways to help ensure the information you provide is relevant.

Here are some of the data points you can use for segmentation:

- ✓ Accounts/Loans
- ✓ Account/Loan Balances
- ✓ Banking Habits (e.g., branch vs. app)
- ✓ Income
- ✓ Credit Score
- ✓ Accounts at Other FIs
- ✓ Use of Technology
- ✓ Social Media Use
- ✓ Gender
- ✓ Geography
- ✓ Education
- ✓ Marital Status
- ✓ Homeownership
- ✓ Children
- ✓ Attitudes (e.g., price sensitivity)

3

Understanding Your Audience

In today's diverse and ever-changing financial landscape, creating content that resonates with specific audience segments is more important than ever. Whether you are guiding an individual through life's financial milestones or supporting business owners as they navigate complex economic decisions, tailoring your content to address the unique challenges of each group is essential.

This section breaks down how to effectively serve two key segments – consumers and business owners – by providing targeted, relevant, and timely content. With the right approach, you can engage both groups in meaningful ways, fostering long-term relationships and positioning your financial institution as a trusted resource.

Strategy Academy content is categorized based on its relevance to two main groups:



1 Consumers



2 Business Owners

Your Consumer Audience

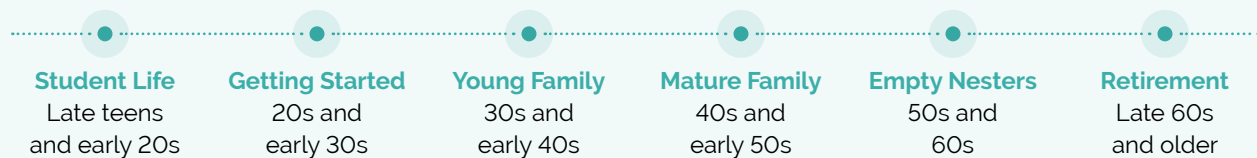
People have unique financial needs that vary throughout their lives. This section explores how to address these needs with content that speaks to each life stage.



From students to retirees, consumers face different financial challenges at different points in their lives. By creating content tailored to each life stage, you can provide relevant guidance and support to your audience, helping them make informed financial decisions.

Many consumers follow typical patterns based on their age, so Strategy Academy consumer content is conveniently segmented.

CONSUMER LIFE STAGES



Consumers often share the same needs and pain points, so our consumer content library covers a wide range of commonly searched topics:

- ✓ Budgeting and Money Management
- ✓ College Tuition
- ✓ Credit Building
- ✓ Credit Card Debt
- ✓ Emergency Fund Building
- ✓ Estate Planning
- ✓ Financial Scams
- ✓ Healthcare Costs and Insurance
- ✓ Housing and Relocation
- ✓ Inflation
- ✓ Insurance Needs
- ✓ Investment Knowledge
- ✓ Lifestyle and Leisure Funding
- ✓ Managing Financial Stress and Anxiety
- ✓ Mortgage Debt
- ✓ Retirement
- ✓ Savings Strategy
- ✓ Saving for a Home
- ✓ Student Loan Debt
- ✓ Wealth Building and Management

Your Business Audience

Business owners and managers require specialized content to navigate the complexities of running a business. This section focuses on how to meet the needs of your business audience with targeted content.



Whether the subject is accounting basics, risk management, or succession planning, your business audience relies on you for expert advice. By delivering content that addresses their specific concerns, you can position yourself as a trusted advisor and build lasting relationships.

Our growing business content library allows you to meet businesses where they are. Become the trusted advisor to owners and executive decision-makers by providing sound guidance on important subjects such as:

- ✓ Accounting Basics
- ✓ Agricultural Loans
- ✓ Building Credit
- ✓ Business Banking
- ✓ Business Loans
- ✓ Cash Flow
- ✓ Equipment
- ✓ Human Resources
- ✓ Insurance
- ✓ Leasing
- ✓ Legal & Compliance
- ✓ Marketing & Advertising
- ✓ Medical/Professional
- ✓ Payroll & Benefits
- ✓ Retirement Accounts
- ✓ Risk Management
- ✓ Savings & Emergency Funds
- ✓ Security/Scams
- ✓ Startups
- ✓ Succession Planning
- ✓ Sustainability
- ✓ Taxes
- ✓ Travel
- ✓ Valuation
- ✓ Vendor Management



Please Note: Consumer and business audiences often overlap, and content can sometimes address both simultaneously (e.g., a financial planning guide can be useful to both groups).



CORE PRINCIPLE #3: Your business objective is to increase profitability

At the heart of your content marketing efforts is the goal of driving profitability. This section discusses how to ensure your content program contributes to your bottom line.

Effective content marketing can enhance customer relationships, increase lifetime value, and reduce acquisition costs. By focusing on profitability, you can maximize the return on your content marketing investment.

1

Your content marketing program should be a cost-effective way to drive profits. And it can be with Strategy Academy!

2

Effective content marketing helps forge new relationships with prospects and deepen existing relationships with current account holders, improving their lifetime value (LTV).

3

Your cost to develop and distribute content and other costs associated with acquiring customers (CAC) must be below the customer's LTV.

By understanding the distinct needs of both your consumer and business audiences, you can create content that not only informs but empowers. The goal is to serve your audience with timely, valuable information that meets them where they are. As you continue to develop content strategies, remember that these segments often overlap, and providing comprehensive, inclusive content can amplify your impact.

4

Building Content Strategies

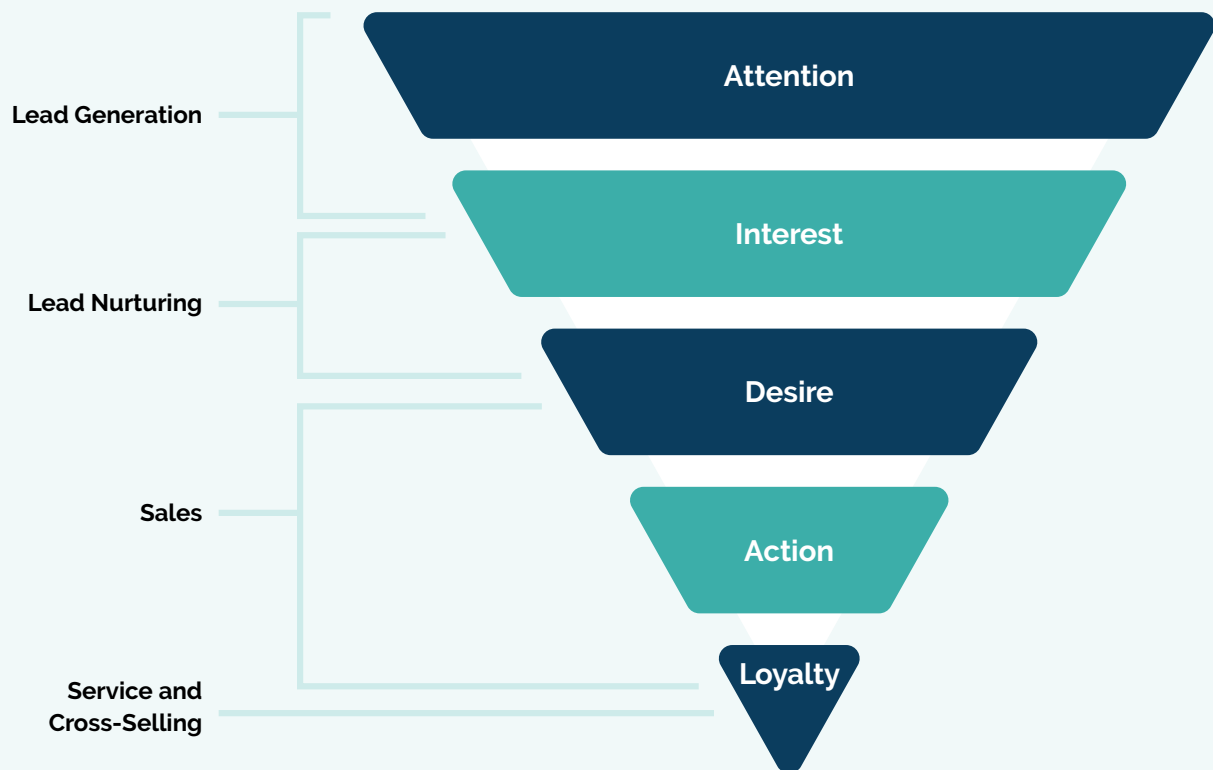
Different content types serve different purposes in the customer journey.

Crafting a content strategy that resonates with your audience at every stage of the sales funnel is essential for driving engagement and conversions. In this section, we'll guide you through the process of creating a strategic road map to ensure your content aligns seamlessly with your audience's needs and journey.

The Sales Funnel

It is crucial to choose the right content types for each stage of the sales funnel, from lead generation to cross-selling. By strategically planning your content, you can guide prospects through their journey and increase conversions using different types of content at each stage:

- **Lead Generation:** Blog posts, social media updates, infographics
- **Lead Nurturing:** Email newsletters, webinars, eBooks
- **Sales:** Case studies, product demos, customer testimonials
- **Service and Cross-Selling:** FAQs, how-to guides, personalized recommendations



Selecting the Right Content Types

Not all content types are created equal. This section guides you in selecting the most effective formats to engage your audience and achieve your goals. Whether it's blog posts, infographics, videos, or eBooks, choosing the right content types for your audience and objectives is key to success. Understanding the strengths of each format will help you provide content that resonates and drives action.

Blog Posts/Articles – Short articles presented in an easy-to-read format. Some articles are longer, covering broader topics with more nuance. Each piece includes a royalty-free image, meta description, and email and social teaser content you can use to promote the blog post/article.



Videos

- In-Depth Videos – 3 to 4 minutes long, these videos include animation and/or stock video and a professional voice-over.
- Explainer Videos – 1 to 2 minutes long, these videos include a professional actor explaining a financial concept.
- Summary Videos – Around 1 minute long, these videos include animation and/or stock video with music and on-screen text.
- Bite-Sized Videos – These short videos are created specifically for Instagram Reels, YouTube Shorts, and/or TikTok.



Infographics – 8.5" x 11" graphics designed to be posted online with the option of downloading.



Social Graphics – Static and animated posts for Facebook, Instagram, and other social channels. They cover various topics, including official and unofficial holidays, announcements, savings tips, advice, marketing messages, quotes about money, words of encouragement, and more.



Financial Calculators and Assessments – Built in JavaScript, these online tools allow users to get answers by entering real-life or hypothetical numbers.



eBooks/Guides – Multi-page 8.5" x 11" guides, meant to be posted online and downloaded. These can either be “gated” (requiring the user to complete a form, entering their name and email) or “ungated” and free to download without obligation.



Lunch-n-Learn Presentations – PowerPoint presentations, including detailed speaker notes, designed for in-person learning events or online webinars (which can be recorded and provided, on-demand, on your website).



Managing Your Content Marketing Program

A well-managed content marketing program is the backbone of your success. This section provides guidance on how to set up, document, and optimize your program for maximum efficiency.

From creating a program overview document to setting up a content pipeline and distribution schedule, effective management is key to sustaining a successful content marketing program. Regularly analyzing performance and adapting your strategy will keep your program aligned with your goals.

Create a Program Summary

A program overview document provides a high-level breakdown of your content marketing strategy.

- **Clearly articulate** the purpose of your program, including your “Why” and business goals.
- **Outline** your approach to attracting and retaining valuable relationships, as well as how you plan to provide value to different audience segments.
- **Detail** your content distribution channels and the flow of your content pipeline.
- **Establish** key performance indicators (KPIs) to measure success.

Develop a Content Distribution Schedule

Providing great content is only half the battle – getting it in front of the right audience is the other. This section covers the best practices for distributing your content effectively.

By strategically selecting distribution channels and scheduling your content, you can ensure it reaches your target audience when and where it matters most. This approach maximizes the impact of your content and enhances audience engagement.

Ask yourself when content would be most valuable to your audience.



Evergreen content “pillars” - long-form pieces that cover a wide range of topics within a popular, highly searched theme or category



Informational content - timely pieces that can be easily updated, based on seasonality, current events, etc.



Promotional content - pieces about a trending topic with your institution's value propositions highlighted as a solution.



Spontaneous content - pieces that highlight people, events, and community to build connections with local audiences.

Once you decide the stage at which the content is most valuable to your audience, determining when to distribute it depends on how much data you have access to and your audience segments.

At a high level, you may consider popular trends or seasonality (e.g., debt consolidation is a hot topic after the holidays, and homebuying picks up in the spring). If you know your audience's age, you can also align the content with their life stage.

Also, ask yourself how often the members of your audience want to hear from you. Achieving the right cadence is part art and part science. Based on our experience, financial institutions often start too slowly (perhaps because they lack enough quality content) and then realize they need to ramp up.

Create a Content Calendar

A content calendar helps you organize and schedule your content.

- Tailoring content based on seasonality and life events ensures the information is relevant to the audience's current needs, such as tax season tips, college planning, or holiday budgeting advice. An editorial calendar organized around these elements helps in planning and capitalizing on key financial events and milestones.
- By understanding where your readers are in their financial life cycle, you can strategically position content to introduce and cross-sell suitable financial products and services.
 - Analyzing trends in reader engagement across different seasons and life stages can provide valuable insights into future content strategies and product offerings.
 - Track the title, format, audience segment, distribution channel, and post/publish date for each piece of content.
- Plan your calendar month by month, working one month ahead to ensure all content is approved and ready to go. This approach provides buffer time to accommodate unexpected events or delays.
- Use the calendar to balance evergreen, situational, and spontaneous content.

Investigate and Implement Online Tools

Numerous online tools can help streamline your content marketing efforts.

- Project management tools like Monday.com and Trello facilitate collaboration and organization.
- Social media management tools like Hootsuite and Sprout Social enable you to schedule posts and track engagement.

Explore these tools to find the best fit for your needs and integrate them into your workflow to improve efficiency and productivity.

Establishing and Managing Your Content Pipeline

Leveraging your Strategy Academy subscription can significantly enhance efficiency when it comes to content creation and distribution. This section will guide you in establishing a smooth workflow that integrates Strategy Academy's resources, ensuring your content pipeline remains robust and consistent.



OBJECTIVE: Create an efficient workflow for content creation and distribution using Strategy Academy resources.



KEY ACTIONS: Leverage Strategy Academy content, assign roles and responsibilities, and establish timelines.

DETAILED PROCESS:

- 1 Utilize Strategy Academy content.** Whether it's pre-written blog posts, videos, infographics, or interactive tools, Strategy Academy provides a vast library of resources ready for deployment.
- 2 Assign clear roles and responsibilities.** Designate team members to oversee the content process. For example, assign a content manager to select Strategy Academy materials, an editor to adapt the content, and an approver to give the final green light.
- 3 Streamline workflow with Strategy Academy tools.** Use the tools and templates provided by Strategy Academy to simplify the workflow, from content selection to distribution.
- 4 Establish realistic timelines.** Set clear timelines for each stage of content creation and distribution, factoring in the time needed to customize Strategy Academy materials to fit your brand's needs.
- 5 Monitor progress and deadlines.** Strategy Academy's organized content library can help you stay on top of your content calendar and manage your pipeline effectively.

With a clear strategy in place, it's time to ensure your content pipeline operates efficiently and effectively.

Optimizing Your Content Program

Content optimization is an ongoing process that requires continuous monitoring and adjustment. This section covers the strategies needed to keep your content program fresh and effective.

Track key performance indicators, gather feedback, and use data-driven insights to refine your content strategy. By regularly optimizing your content program, you can ensure it remains relevant, engaging, and impactful.



OBJECTIVE: Continuously improve your content strategy based on performance data.



KEY ACTIONS: Track key performance indicators (KPIs), gather feedback, and make data-driven adjustments.

DETAILED PROCESS: Though your approach for content optimization may differ, we've found the following to be a solid foundation to build upon:

- 1 Regularly track KPIs** such as page views, engagement rates, and conversion rates to measure the effectiveness of your content.
- 2 Conduct A/B testing** for variables like posting time and day, short- vs. long-form content downloads, social media promotion, and more.
- 3 Gather feedback** from your audience through surveys, comments, and social media interactions. Analyze this data to identify trends, preferences, and areas for improvement.
- 4 Use insights** to refine your content strategy, adjusting for trends and audience preferences to keep your content relevant and impactful.
- 5 Experiment** with different formats, topics, and distribution channels to find what works best for your audience.

Analyzing Performance and Adapting Your Program



REVIEW METRICS: Track numerical performance indicators and gather feedback.



ADJUST STRATEGY: Make data-driven adjustments based on performance and feedback.

DETAILED PROCESS: Regularly review your content marketing program to ensure it meets your objectives.

- ✓ **Track performance** metrics such as website traffic, engagement, and conversion rates.
- ✓ **Gather feedback** from your audience through surveys and social media interactions.
- ✓ **Collect insights** from team members to understand common questions and pain points.
- ✓ **Use this data** to identify areas for improvement and make necessary adjustments to your strategy.
- ✓ **Continuously refine** your approach to maximize the effectiveness of your content.

5

Putting It All Together

As we've explored throughout this playbook, content is more than just words on a page – it's a strategic asset that can elevate your business, strengthen relationships, and drive long-term success.

Whether you're educating individuals on financial literacy, guiding businesses through complex decisions, or creating content that nurtures lasting relationships, each piece of your content strategy works toward a common goal: helping your audience achieve financial success while enhancing your own business objectives.

As you move forward, remember that content marketing is an ongoing process that requires flexibility, creativity, and continuous improvement. Keep refining your approach based on performance data, audience feedback, and evolving market conditions.

Now that you have a strong foundation and road map in place, you're equipped to build a dynamic and effective content program. Use the resources provided in the appendix to further support your efforts, stay organized, and maintain relevance in your ongoing content journey.

With Strategy Academy as your guide, you can confidently navigate the challenges and opportunities ahead – ultimately empowering both your business and your audience.

Appendix

This appendix provides additional resources to enhance your content marketing efforts. It includes valuable information on seasonal trends, holidays, and tools that can support your strategy.

Seasonal Trends and Holidays

- **Importance:** Connect content with consumer trends and holidays for better engagement.
- **Lists:** Federal holidays, unofficial holidays, and observances.
- **Visual:** Calendar of holidays and observances.

1

Identify key holidays and observances that align with your audience's interests.

2

Develop content that ties into these events, such as financial tips for the new year, budgeting advice for the holiday season, or saving strategies for summer vacations.

3

Use a calendar to plan and schedule holiday-themed content in advance. This approach helps you stay organized and ensures your content is timely and relevant.

Creating Your Content Calendar: Seasonal Trends

Q1: January, February, and March

- The start of the year brings renewed interest in personal finances as folks make New Year's resolutions about saving more and paying down debt, which may have grown because of holiday spending.
- Late January through March is prime time for travel to sunnier destinations for singles, empty nesters, and retirees.
- Homeowners often begin organizing and tackling home improvement projects in early spring.
- As tax time approaches, many people begin planning for a refund or a payment to the IRS.
- As the weather improves throughout most of the country, more homes are put on the market. First-time homebuyers look for the right starter home, families with children search for larger homes, and empty nesters downsize and/or move to their preferred retirement destination.

Q2: April, May, and June

- Trends started late in Q1 continue, including:
 - Taxes are filed. Payments are made, or refunds get deposited.
 - Home improvements may include summer plans (e.g., upgraded HVAC, new deck/patio, outdoor kitchen, pool).
 - Homebuying may intensify, including the construction of new homes.
- Warmer weather spurs more interest in cars, trucks, RVs, and boats.
- High school seniors decide on college, technical school, or career, while many college seniors graduate and begin the search for a job.
- As summer vacation starts for students, families begin taking day trips, weekend adventures, and longer vacations.

Q3: July, August, and September

- July and August are popular months for beach vacations, visits to amusement parks, camping trips, concerts, etc.
- Vehicle manufacturers typically have clearance sales to move their remaining inventory from the previous model year.
- Families and students of all ages prepare for “back to school,” which may include living away from home for the first time.

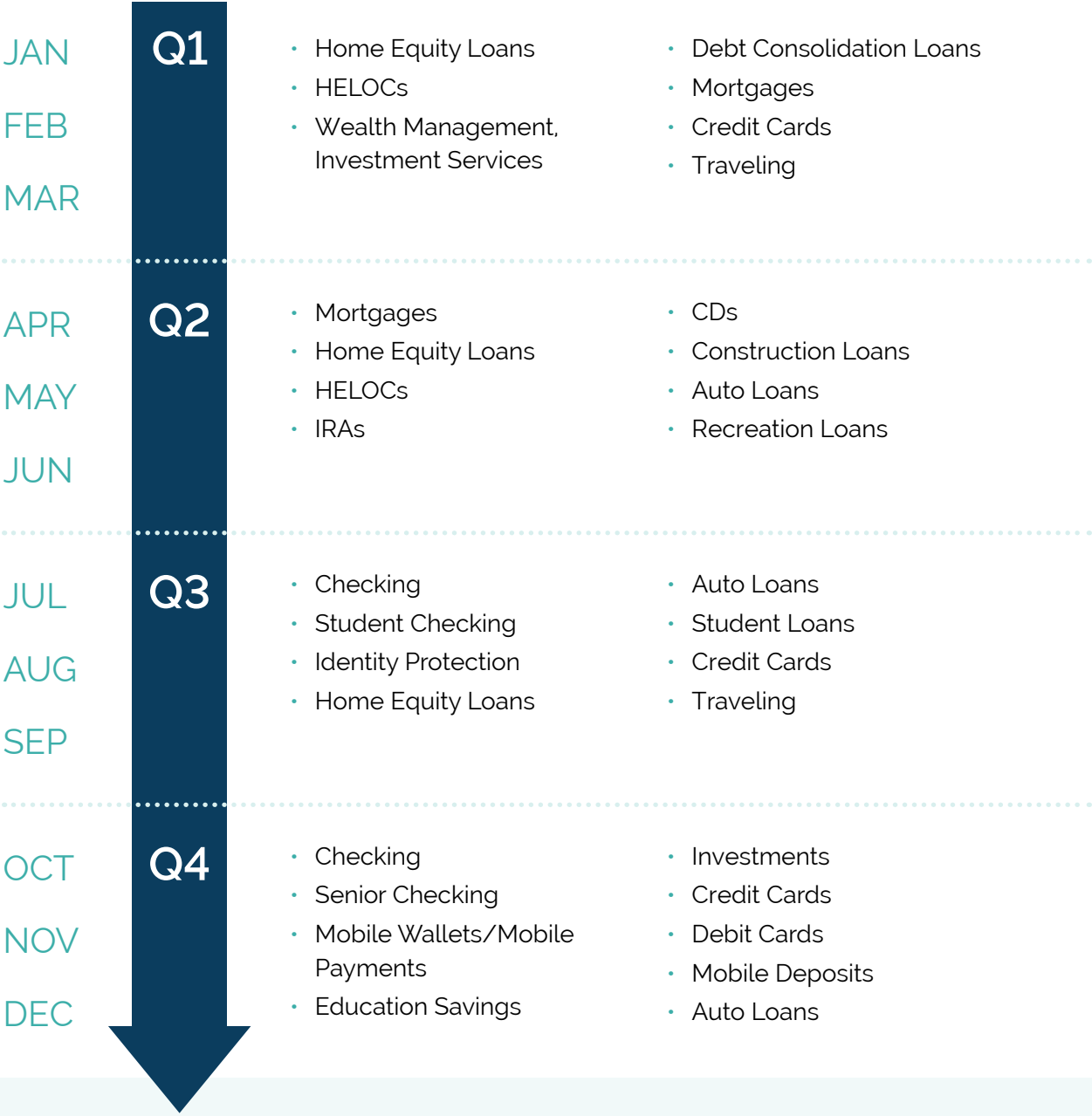
Q4: October, November, and December

- Holiday plans begin early in the quarter, and spending increases as autumn turns to winter.
- Spending revolves around the major holidays, including Halloween, Thanksgiving, Hanukkah, Christmas, and New Year’s Eve.
 - Travel arrangements are made, and trips are taken.
 - In anticipation of guests, appliances may be upgraded, or a home improvement project may be completed.
 - Food, drinks, and decorations are purchased.
 - Friends and co-workers meet for lunches, dinners, and drinks in the lead-up to the holidays.
 - Gifts, ranging from modest to extravagant (e.g., new vehicle), are purchased and exchanged.



Creating content around seasonal trends and holidays can increase relevance and engagement.

Based on the historical quarterly trends listed on the previous pages, consider developing content related to the uses and benefits of your products and services according to this timeline:



Important: View this timeline as a suggested framework, but feel free to break out of it. For example, there is no hard-and-fast rule that you cannot develop and distribute content about mortgages all year long, or you need to wait until after the holidays to talk about your debt consolidation solutions. Also, remember to segment your content by audience segment (e.g., saving tips for back-to-school shopping isn't going to be of much interest to empty nesters).