Introduction

This is a manual for Bridge&Tunnel (B&T) to create a blog as postmodern marketing instrument.

The goal is to create a world around the brand to better understand values behind the products and that a slow lifestyle and social design is nothing exotic, but a really nice thing.

There is a reason why luxury brands can be so expansive. It is not only the quality but mainly the symbolic meaning behind it.

This meaning is what I am trying to create with the blog.

Introduce the framework

After a lot of research I decided for the content strategy framework, designed by Babak Zand.

I altered it a little bit towards the creation of a blog because it was a bit broad in some parts.

The following pages should give B&T’s founders & team a step-by-step explanation to the product.
‘Getting started’

**Business Case:**

**RESSOURCES:** According to Constanze Klotz ressources do not allow more than one post per week

**PROJECT GOAL:** Marketing, brand awareness and interaction with public. A blog can give an additional medium for customers to connect with the brand. Since blogs are platforms to share opinions, information, tips and tricks etc. it is a valueable source for customers linking value.

**PROJECT VISION:**
1. get to know our customers better
2. Differentiating from competitor
3. Giving B&T a face and products personality
4. Introducing customers to a more sustainable lifestlye
5. Eliminating existing prejudices about refugees by giving socially disadvantaged people a job to become accepted and valued for what they are doing.

**PROJECT MISSION:**
1. Involving customers in the content creation (co-creation) to collaborately create meaning for the products. This makes the content more reliable for other consumers and diverse. Customers will feel valued and B&T will have a better basis to target them in the future.
2 &3. By telling stories about the meaning behind the product names, which come from a different culture, telling stories about the traveling backpacks supported by consumers etc. this and the slow lifestyle of Conny and Lotte (founder) will give the products a personal meaning.
4. By insider interviews, brands and heroes of the week and by showing them Conny’s and Lotte’s life.

**Team:**
At the beginning only Constanze will be responsible for the content strategy and creation. Skilled interns can assist her by e.g. writing a blog post, doing research or conducting an interview.

**Measuring success:**

**ONE YEAR PLAN (SMART) - SPECIFIC, REALISTIC GOALS**
- 1 week : Build immediate interest
- 1 month : Publish search-friendly content
- 3 months : Boost visits to blog through social media
- 6 months : Evaluate data
- 9 months : Experiment on targeted content production
- 12 months Revisit and reset
Qualitative Audit

PASSIVE CONTENT:
NEWS: most common news item (interesting for stakeholders and loyal customers)

ACTIVE CONTENT:
Tips & Tricks, Tutorials, Discussions
Guest posts
Series of articles about a complex topic

RESOURCES
1 post per week is the maximum, since Costanze + 1 intern will be the only company internal people to publish content.

(in the end no more than 6, to begin with 2-3 categories are recommended)

Content inventory:
Media attention
Cutup - discussion table
Employees (transparency/Stoffdeck)
Backpacks on tour
Local production in HAMBURG
Kids & Family
Seasonal posts (mum's day/Christmas/Easter)
Product (Fabric/Production/details)
Interior
Interviews + Q&A
Behind the scenes/seams: Talks / Markets, Fairs

NISCHEN
zero waste
representable founder (rule models of B&T)
social cultural background suitable for storytelling
locally produced in Hamburg
Internal analysis:

**CUSTOMER PROFILE:**
People B&T wants to talk to are the same as their users, except that not all members of their target group are familiar with slow fashion/social design/sustainability yet.

**MESSAGE:**
Reaching different target groups with the right topics: Keywords, tone of voice & communication channel --> ways of communicating the content vision

**TARGET GROUP 1:**
techn-affin very dynamic and flexible, extroverted character, very opinionated

**TARGET GROUP 2:**
More settled, already has a family, more aesthetic oriented

**VISION:**
Eliminating existing prejudices about refugees by giving socially disadvantaged people a job to become accepted and valued for what they are doing. Introduce readers to a slow lifestyle as lived by Constanze & Charlotte

(Online) Marketing channels are interconnected and responsive:

- Homepage
- Blog
- Facebook
- Instagram
- Pinterest
**Customer profile 1** (from 23-35 years):

**MOVERS AND SHAKERS MILIEU** (8% of German population, 5,68 mio)

**THE AMBITIOUS CREATIVE AVANT-GARDE**
- Transnational trendsetters – mentally, culturally and geographically
- Mobile; networked both on- and offline;
- Non-conformist, seeking new frontiers and new solutions

Name: Benjamin Juergens  
Age: 34 years  
Origin: From Hamburg  
Family: Single  
Hobbies: Board games, traveling, cooking  
Favourite places: Harbour, Karolienenviertel

Digital native, apple user (design is important), and entrepreneur: cook who employs refugees, very humorous

**Customer profile 2**: 36-45 years old

**LIBERAL-INTELLECTUAL MILIEU** (7% of German population: 5,04 mio)

**THE ENLIGHTENED EDUCATIONAL ELITE**:
- Discerning view of the world,
- A fundamentally liberal outlook and post material roots;
- Desire for self-determination and personal development

Name: Clara A. Moring  
Age: 38 years  
Origin: From Hamburg  
Family: Has 1 child  
Hobbies: Likes to travel, nordish by nature, creative  
Favourite places: Uhlenhorst, Alster, Lange Reihe

Blogger from profession, her pictures are taken in Hamburg and Sylt
External Analysis

FOLKDAYS:
• Navigation is guided by big visuals (very unique)
• Great colours, minimalistic
• Suggesting products for the theme of every article
• Showing the artisans who made their products, their home countries & production places

DARIA DARIA:
• Very clean and visual lead. It is easy to gain an overview.
• Texts are supported by many big pictures
• Questions & Answers
• Practical tips
• Articles on the future such as „Future cities“ or autonomous driving.
• She is collaborating with Siemens

O MY BAG
• Involving customers
• Green tips from and for Amsterdam
• A happy list written by employees about positive things that happened in their life the past month
• Green ethical guides for other cities (London e.g.)
• Smart packaged slow tips „O my bookclub: start something that matters“
• Blogger cooperations
• Navigation categories do not give a good overview

INDIEBRANDS:
• Thanking customers and other people
• Tips for entrepreneurs
• Event calendar
• Featuring different types of indie-brands

PINK & GREEN:
• Vegan food
• Inspiring people & everything that’s fun
• Information on newest green fashion talks from Berlin and worldwide
• Interesting articles & movies

STRAWBERRY EARTH:
• Engaging with customers in conversation: „Do you have kids?“
• Travel tips for different cities
• Independent fashion brands, cosmetics,
• Portraits of different people

MUD JEANS:
Starting a sustainable lifestyle told from the perspective of a customer who is a sustainability novice. It is very nice and easy to read.
• Some articles that are futuristic such as greenhouse living
Content strategy is subordinate content-marketing-strategy

Customer Journey:

Channels:
Mainly website, blog & magazines, Instagram (Facebook)

Blog will be promoted via weekly newsletter (NL) and will directly be linked to Facebook. Visitors are given the option to share content directly via Facebook as post or in a message.

Content Strategy:
work structure & processes, internal rules, resources

Content-Marketing-Strategy:
based on content vision - see below

Content Vision:
Unconsciously driving customers into a slow lifestyle with a more collaborative and inclusive way of thinking

Content Mission:
Intertwining in target groups’ (daily) life, involving them as they are outgoing character who are searching for attention.

Values:
Social Design / Inclusion
Zero Waste / awareness
Quality / Design / Usage

Content Goals
1. get to know our customers better
2. Differentiating from competitor
3. Giving B&T a face and products personality
4. Introducing customers to a more sustainable lifestyle

Corporate Story:

Message:
• Founder: Practical tips for the use in everyday life with family & kids.
• Social Design: Unusual happy tips, because in such a multi-culti environmental you always experience something that makes you smile.
• Designs: products have a versatile use
• Personal connection to zero waste: Happy messages from lovely customers who send in their old jeans
• Our Nische: Other independent founder, blogs etc. that we like
| AGE: | 42 |
| LOCATION: | Amsterdam, Netherlands |
| GENDER: | Female |
| INCOME LEVEL: | Used to have a upper middle-class income, former product manager at Knorr, Unilever. Now housewife with husband who earns about €2,000,000 |
| EDUCATION LEVEL & OCCUPATION: | |
| MARITAL OR FAMILY STATUS: | Married |
| INTERESTS: | Kids, travel, luxury, Hamburg, Sylt, gossip, magazines, interior, design |
| VALUES: | Quality, convenience, appearance, (status) |
| NEEDS | Social interaction, attention |
| (SHE WOULD LIKE TO HEAR FROM A BLOG) | Enjoys good steak, drives an e-bike, nordish by nature |
The Liberal intellectual milieu is the enlightened, well-situated educational elite, which extends through Worldliness and postmaterialism. Among the Liberal intellectuals Self-awareness and knowledge about one’s own abilities to a sovereign deal with professional and business Family challenges. Representatives of this milieu do not show any classical Career orientation. But material success is important to the aspired, holistic To pursue a life-long design: perseverance and willingness to perform have a pronounced effect Individualism and the desire for authenticity. Liberal intellectuals try in it To create life freeraces to devote themselves to subtle pleasures, education, aesthetics and culture.

Kim and her husband (see below) is not well informed about sustainability yet, nevertheless she can be seen as potential customer
<table>
<thead>
<tr>
<th>AGE:</th>
<th>28 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCATION</td>
<td>Hamburg</td>
</tr>
<tr>
<td>GENDER</td>
<td>female</td>
</tr>
<tr>
<td>INCOME LEVEL</td>
<td>Abitur and Bachelor in media communication.</td>
</tr>
<tr>
<td>EDUCATION LEVEL &amp; OCCUPATION</td>
<td>She used to work at a renowned advertisement agency, i.e. Jung von Matt</td>
</tr>
<tr>
<td></td>
<td>Recently married</td>
</tr>
<tr>
<td></td>
<td>Yoga, cooking, meeting friends, local events, second hand</td>
</tr>
<tr>
<td></td>
<td>Quality, design, individuality, flexibility, education, spiritual health</td>
</tr>
<tr>
<td></td>
<td>Insider/Nische events, health, practical/handy tips for everyday life, mastering kids in everyday life</td>
</tr>
</tbody>
</table>
Target Group 2: 23-35 years old

MOVERS AND SHAKERS MILIEU (8% of German population, 5,68 mio) The ambitious, creative avant-garde:

The ambitious, creative avant-garde:
• Transnational trendsetters – mentally, culturally and geographically
• Mobile; networked both on- and offline;
• Non-conformist, seeking new frontiers and new solutions

The movers and shakers milieu is a very young milieu, which can be understood as individual postmodern avant-garde. Members of this group unite a distinctive striving for achievement on the one hand and on the other hand an unconventional way of life. The movers and shakers are characterized by openness to what is new and foreign by showing a high degree of flexibility and mobility. They are constantly looking for borderline experiences and trying to expand their network - both online and offline. Success is important to them - but they measure it less on the conventional than on their own standards. The movers and shakers milieu is a future milieu and is termed as strong growing. It particularly affects societal change tendencies, such as individualization, but also regrounding. It is a form of selective individualization, which is concerned with stability and security within the midst of society. The movers and shakers milieu includes 8% of the total society, but about 20% of young men and women from the beginning / middle 20.

Great potential to watch for these people
5

‘7 Steps to Mind Map Your Content and Increase Its Reach’

KEY WORDS:
• Denim
• Made in Hamburg
• Social Design / Refugees
• Slow lifestyle
• Tailored / Crafted

7 STEPS:
1. • Industry trends
   • non industry trends
   • company priorities
   • look at competitor content
   • Common questions of customers
   • belong to linked groups and see what people ask and talk about
2. Create blog outline:
   • Outline main sections
   • Craft your main thesis: Red threat (your belief)
   • structure content that will support your main thesis
3. Post title: Drives reader in
   • How to, secrets of, Why your, how much does, the worst, truth about, top 10
4. Write first paragraph to draw reader in. Ask a questions, state something controversial, state a fact, tell a story (formulate own opinion —> encourages readers to interact)
5. Make your post scannable: Headings/bullets/numbers lists to break up
6. Add a conclusion: Write s.th. that encourages readers to interact such as a question
7. Edit: be critical with your content (online grammar tool)

VISUALS:
• draw & keep attention
• bring live to blog
• 2 types of images: 1 featured images (large image that is on top of every post, consistency)
  2. In post images (in body of post) enhancing copy (get stock photo license)
The hidden secrets of Hanoi and why Paris lovers should definitely spend a visit

Do you like lively cities, little cafes and a romantic flair? I do, which is why I took a trip to Hanoi in Vietnam.

Atmosphere
We arrived in Hanoi on a Friday evening. The driver who took us to our hotel stopped 400m before and said from here on we have to walk. And indeed: There was no getting through. The streets in the “old quarter” are closed during the weekend for little stands with food, design products, postcards and a lot more. Just before our hotel we stopped because a live band was playing on the street. People were sitting in front on little chairs diving into the sound of Hanoi’s weekend. I felt like being in a dream.

French AND English speaking & friendly people
We checked into our three star hotel where we paid 17 euro for two people including breakfast. We were welcomed in fluent English like old guests who returned after a long trip. Many people even speak French, since Vietnam used to be a French colony. At our hotel we were given tea and cold towels to clean our hands before we, including our luggage were taken to our upgraded room, which we hadn’t paid for. Before we left to discover the city a staff member in our age told us his favourite spots for a Friday night. This impression continued throughout the visit – Vietnamese people are just extremely friendly and make it difficult not to enjoy the stay.
Recommended travel accessories:

Great food
If you are still not convinced you will be, once you try the flavourful food. We all know the delicious summer rolls, but that is by far not all the Vietnamese cuisine has to offer: try out a little barbecue that you can prepare yourself on a small table grill or the famous Banh Mi, that can be bought on little stands for less than 1€. It is a baguette filled with different herbs, cheese, grilled meat, cucumber and pickled carrots. Whoever misses grilled frog legs or snails – don’t worry you won’t be left out. Even non-Asia lovers get their money worth: There are many international restaurants throughout the city.

Hanoi & Paris
Hanoi reminds people on Paris and we understand why: not because of the friendly people who are fluent in English and also not because of the cheap prices. No – the reasons are endless small cafes that spread throughout the city, parks and gardens, lakes with little pavilions that convey a romantic flair. If you visit one of the small cafes don’t try a usual coffee: There are great variations reaching from coconut coffee over yogurt coffee onto egg coffee which is a specialty in Hanoi. One might miss the Eifeltower or the Louvre but I can promise that there are other things to discover in Hanoi. Worst case, you just chill out at a massage around the corner for 8€ per hour.
Evernote is a platform to gather inspiration for topics and ideas. One can maintain different note books which can be imaged like different posted sheets layered on top of each other. It is also possible to save posts of other people on one of these sheets.

#DEFINING THE BLOG ARTICLE: 'ANSWER THE PUBLIC'
If you already have a subject that you want to write about but are still searching for a name that generates a high organic search rate use Anwerthepublic.
These are the suggested articles names for the topic: 'Social Design'
When entering the topic that you want to write about such as ‘upcycling’ Buzzsomo lists you the articles/articles/Infographics/Videos/Interviews etc. that have been most popular over the past year. The results for upcycling were:

1. When creative consumers go green
2. Creative Ideas for Upcycling Tin Cans Into Beautiful Household Items
3. 20 Wine Bottle Christmas Crafts To Go For A Festive Decor Blended With Some Upcycling – Cute DIY Projects

Writing the blog entry in an external editor, which works together with Worldpress flawless. It gives a good overview and a good navigation.
Trello

A tool that can be used for gathering blog posts, organising written posts and to-do’s such as mails etc. is called Trello. It is a project management tool, with which one can create lists with cards for single to-do’s. It is a great tool that can be used collaboratively.

Post categories are subscribed different colours and it has an integrated publishing calendar, with which posts can be organised and planned calendar wise.
'A coherent strategy does not mean posting the same article on all channels'

Check list

1. Different content types need to stay balanced
2. Content needs to be altered to fit each platform
3. Message & tone of voice needs to be coherent

My analysis shows that B&T content is currently very earned media intensive

PESO-Model - Paid, Earned, Shared und Owned-Media

**PAID MEDIA**: Organizations pay to put their content in-front of external audiences. Examples: Advertising and Sponsorships
Bridge&Tunnel does not feature paid media yet

**EARNED MEDIA**: Organizations will convince industry thought leaders to leverage their content to communicate to external audiences. Examples: Blog posts and News Articles
Example: http://www.sloris.de/derya-means-ocean-denimlove-mit-bridgetunnel/

**SHARED MEDIA**: Organizations enable external audiences to share content about the company and/or products and services. Examples: re-tweets, social media likes and comments/posts.
Example: https://www.facebook.com/bridgeandtunnel.de/posts_to_page/

**OWNED MEDIA**: Organizations fully own the content for external audiences to consume.
Examples: Corporate Website and Brochures.
Example: http://bridgeandtunnel.de/elternzeitvertretung-gesucht/
**Phase 7**

**Designing the blog**

**Pre-launch**

### Layout

1. extremely visual
2. put in clear conversion goals (subscribe to NL)
3. related resources on the bottom to every article
   
   -> guiding consumers through homepage
4. have multiple paths to social
   (have numbers of subscribers underneath the bottom) / social sharing options next to post
   (shows engagement)
5. bio on the bottom of every page

### Preparing to publish the blog

**PREPARE BEFORE YOU LAUNCH:**

- 25 backdated posts
- 25 scheduled posts
- 15 draft posts

**TESTING:**

Set aside time for user testing

**PREPARE FOR LAUNCH:**

- Alert key stakeholders
- Alert industry bloggers
- Set up blog on final location (with maintenance mode)

### VISUALS:

- Draw & keep attention
- Bring live to blog
- 2 types of images: 1 featured images (large image that is on top of every post, consistency) 2nd: In post images (in body of post) enhancing copy (get stock photo license)

### PROMOTION:

1. Social media:
2. Optimize for search: use the same keywords and links
   
   -> make a keyword document / every document should only contain 2-3 keywords
3. Send out an e-mail to database
4. Leverage forms and groups: Linkedin & Xing

### KEY IDENTITY:

- Logo, name
- Links/menu
- Color
- Fonts
- Layout
- Mobile friendly

*A coherent identity is key*
since the factory collapse in Rana Plaza in April 2013 activities, journalists
and dedicated recall worldwide every year on April 24 with starting events in remembrance of the
victims of the disaster and to the fact that the fashion industry must change fundamentally.

Fair fashion is mouth watering and the pressure to respond to grievances, growing steadily.
Long ago not only small innovative fashion labels dedicated to the topic, even large companies such as
Tchibo and H&M launched their own fair collections. But how serious is their commitment really? How do makers judge the fair fashion movement?
Who participates, what impact is achieved and why is the theme of the fashion revolution day so difficult to communicate?

Where: designexport, Hongkongstraße 8, Hamburg
When: 31.05.2017, 19 Uhr,
Entrance: 5 €, concessional 3 €
Conclusion:

To conclude I assume that this manual will minimize the work and time to create a blog for B&T immense. By precisely following the instructions step by step the goal of the blog can be accomplished, which is brand awareness, interaction and linking value. Following the SMART plan the success can be measured over the period of a first year.

To build to visualize this manual I designed a blog for B&T myself. This can be perceived here: https://ricardastefaniak.wixsite.com/bridge-tunnel

Of course, this is just an example. First of all, I am not the brand and the person responsible for public relations. My content has a DIFFERENT TONE OF VOICE and not the DEPTH OF INFORMATION, KNOWLEDGE AND RESOURCES thus my content is not AS AUTHENTIC AND TRUE TO THE BRAND. The article in the category C&C lifestyle is fictional, as I do not know what the founders do in their free time.

Secondly, they use a DIFFERENT PLATFORM for their online presence (Wordpress) than I used to design the exemplary blog. This makes it impossible to situate the blog on the homepage, the way it is meant to.

In conclusion it means that they can only take over information and inspiration for content and layout, but they have to design their own blog.