

Content Marketing Strategy and Design

BitRip

Client Social Channels

1. LinkedIn
2. Instagram
3. Facebook



Client wanted to keep current channels but each channel needs significant improvement.

Twitter was suggested but was not wanted by the client.



Voice

Each channel should adjust their positioning based on the formality and age of their audience, but the overall purpose should remain clear and consistent throughout the messaging in graphics, captions, and hashtags.

**More Casual for Instagram | More Formal for LinkedIn |
Relaxed yet Professional for Facebook**

Creating this consistent messaging across all channels with a flexible voice based on the functionality of each platform will work to increase the success of BitRip's content marketing.



List of Topics

Instagram

1. Who is BitRip?
 - Introduce company, product, and team
 - Posts about their purpose and product with hashtags and clean photos
2. Photos
 - Professional photos and UGC of the product being used
3. Testimonials
 - More UGC from pleased customers with direct quotes
 - Add a “Link In Bio” to posts that link straight to the website blog posts with the full testimonial



List of Topics - continued

LinkedIn

1. Who is BitRip?
 - Introduce company, product, and team
 - Posts about their purpose and product
2. Why Someone Should Choose BitRip
 - B2B, so appeal to why businesses need their product
 - Share the multiple offerings of their product and services
3. Business Partners Who Use BitRip
 - Share content about their connected companies who use the product
 - Give examples of how the product is being used to help other companies



List of Topics - continued

Facebook

1. Who is BitRip?
 - Introduce company, product, and team
 - Posts about their purpose and product with hashtags
2. Events/Announcements
 - Posts about upcoming events, promotions, or general announcements that can be shared with friends
3. Testimonials
 - UGC from pleased customers with direct quotes
 - Add a link to posts that link straight to the website blog posts with the full testimonial



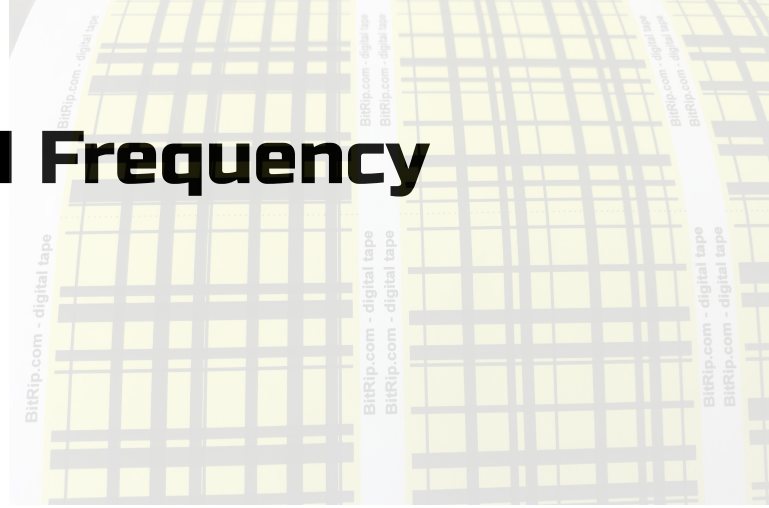
Distribution Schedule and Frequency

For Instagram and Facebook

- 2-3 times a week at noon
- Monday, Wednesday, Friday

For LinkedIn

- 1 time a week
- Try different days and times and gauge success



Audience Needs

Instagram Audience = “for personal use” customers who would be interested in BitRip for their home organization and DIY projects

Needs: to feel connected with BitRip as a personable company that they would do business with for their homes

LinkedIn Audience = “for professional use” customers who are in construction businesses or other businesses looking to use BitRip in their work

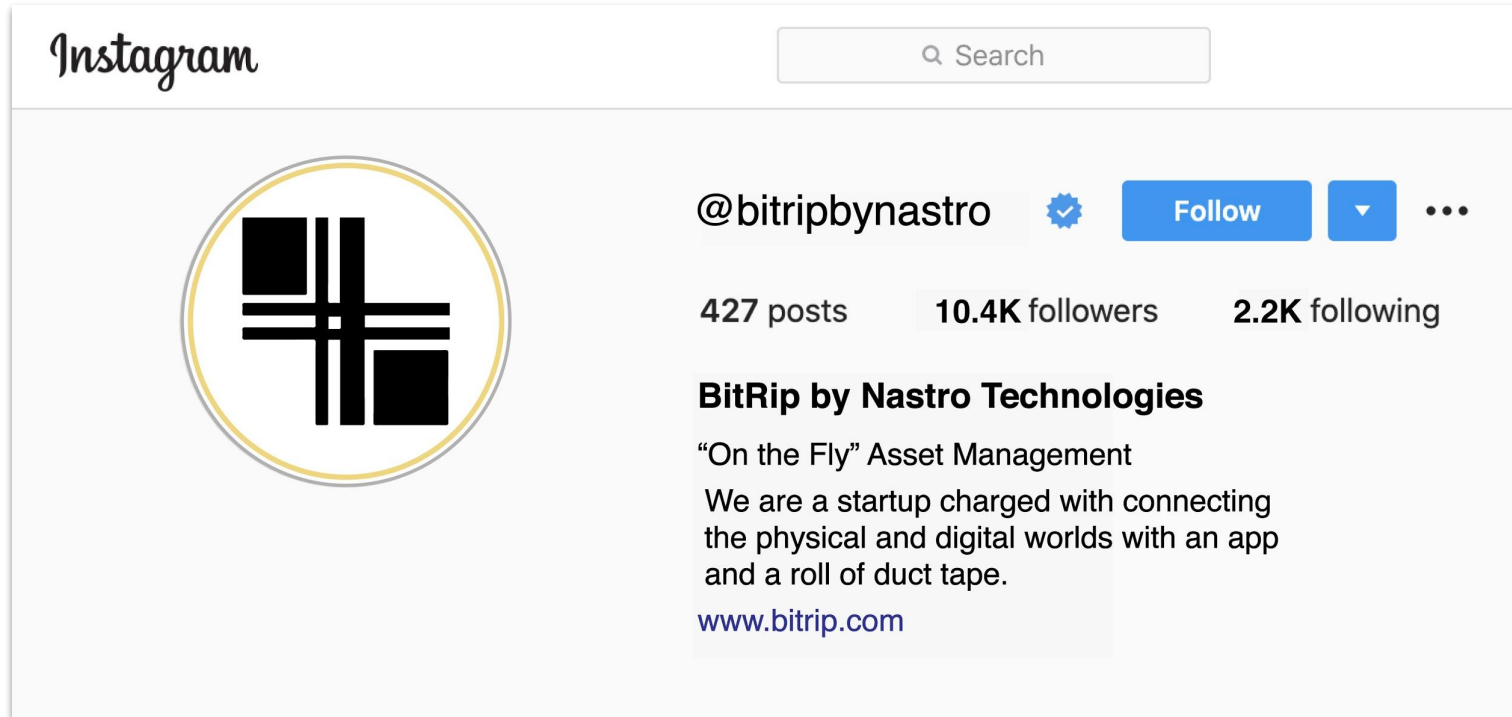
Needs: to feel like they can rely on BitRip as a credible, professional, and quality company to use the product in their own business

Facebook Audience = both the general customer and the construction business as Facebook consists of people and pages who follow each other for personal content and marketing purposes



Profile Graphics - Instagram

Profile:
110x110



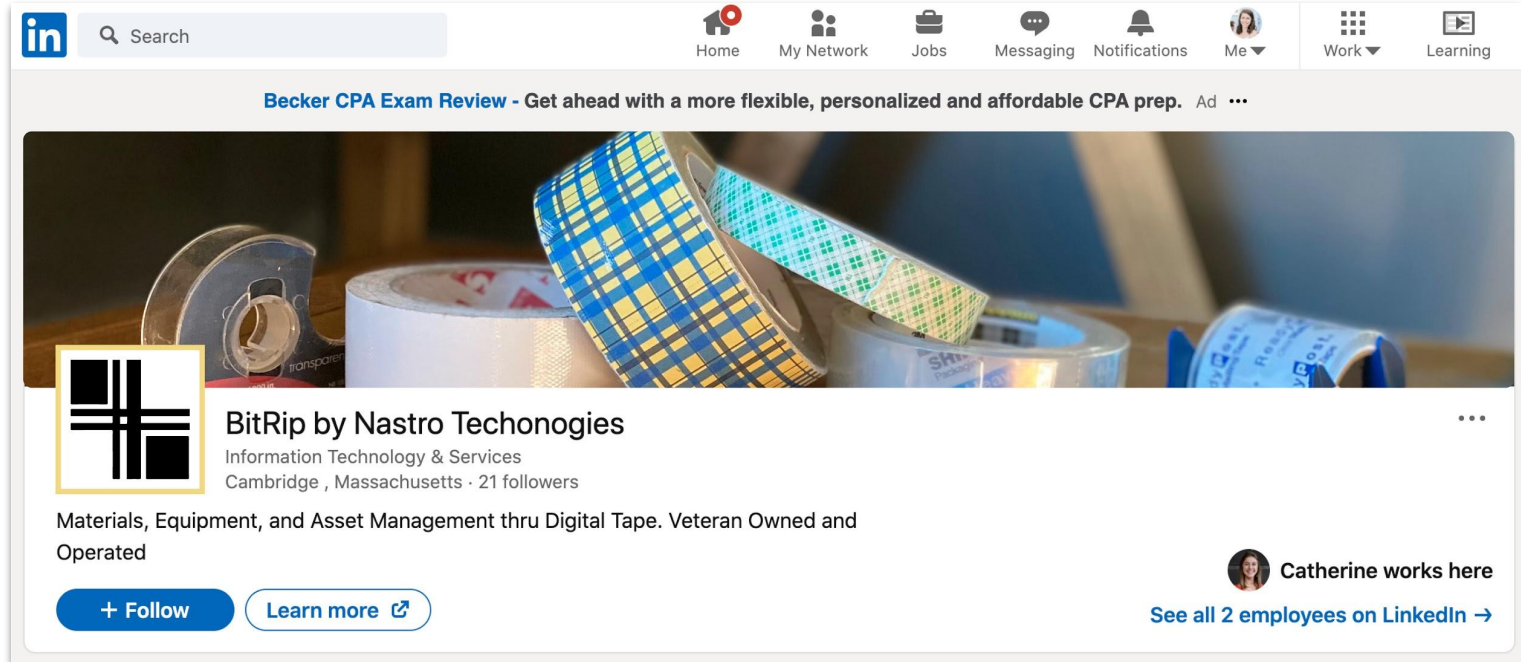
The image shows a screenshot of an Instagram profile page. At the top left, the word "Instagram" is written in its signature script. To the right is a search bar with a magnifying glass icon and the text "Search". Below the search bar is the profile header. On the left is a circular profile picture with a yellow border, containing a black geometric logo consisting of a cross with four squares at the ends of its arms. To the right of the profile picture is the username "@bitripbynastro" in bold black text, followed by a blue verified badge (a gear with a checkmark). To the right of the verified badge is a blue "Follow" button, a blue dropdown arrow button, and a three-dot menu icon. Below the header are statistics: "427 posts", "10.4K followers", and "2.2K following". Below the statistics is the business name "BitRip by Nastro Technologies" in bold black text. Underneath is the tagline "On the Fly" Asset Management in italics. Below the tagline is the bio: "We are a startup charged with connecting the physical and digital worlds with an app and a roll of duct tape." At the bottom of the bio is the website link "www.bitrip.com" in blue text.

<https://www.instagram.com/nastrotechnologies/>

Profile Graphics - LinkedIn

Profile:
300x300

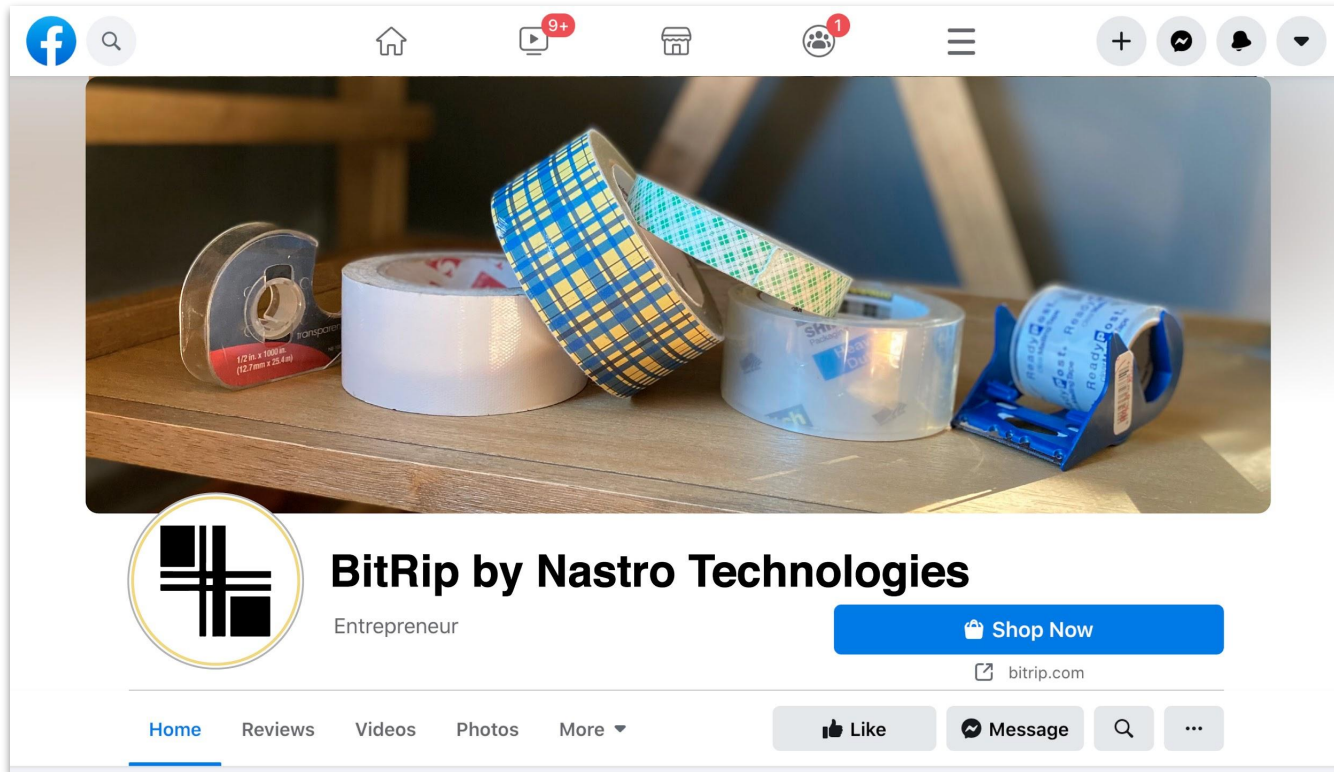
Cover:
1536x768



The image shows a screenshot of a LinkedIn company profile for BitRip by Nastro Technologies. At the top, the LinkedIn navigation bar is visible with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar is a search bar and a promotional banner for Becker CPA Exam Review. The main profile area features a cover image of various rolls of tape. The profile picture is a square logo with a black cross on a white background. The company name is "BitRip by Nastro Technologies", with the industry "Information Technology & Services" and location "Cambridge, Massachusetts · 21 followers". The bio reads: "Materials, Equipment, and Asset Management thru Digital Tape. Veteran Owned and Operated". There are two buttons: "+ Follow" and "Learn more". On the right, it says "Catherine works here" with a small profile picture and a link "See all 2 employees on LinkedIn".

<https://www.linkedin.com/company/bitrip/>

Profile Graphics - Facebook

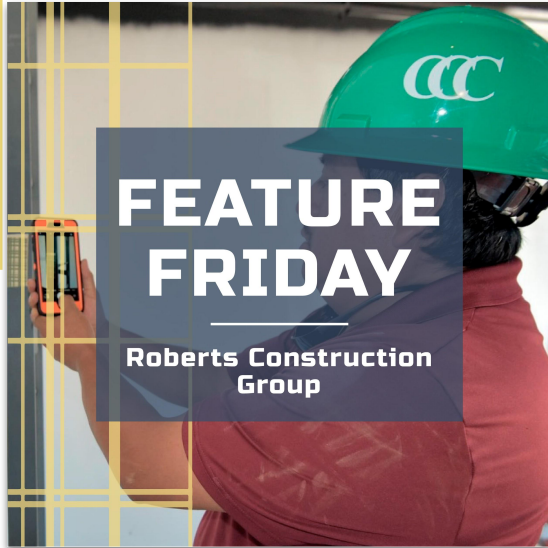


Profile:
180x180

Cover:
820x462

<https://www.facebook.com/Nastro-Technologies-110998463874181>

Graphic Template Designs



For customer testimonials that link to blog posts

For introductions of the BitRip team



For general company and product information

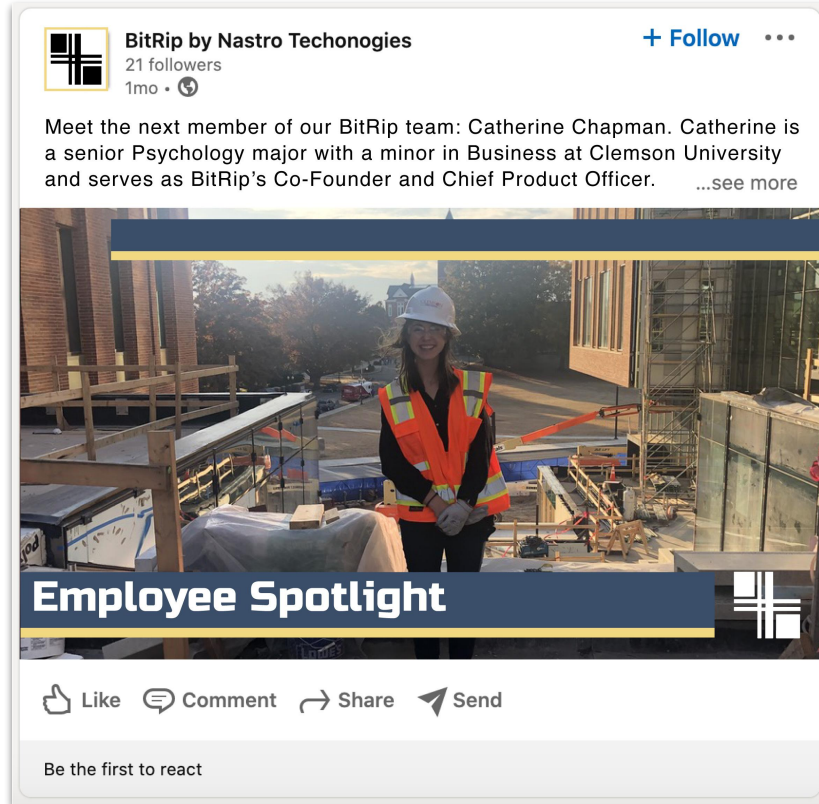
Channel Post Examples



Instagram

- Highlights a customer of BitRip with their testimonial
- Link in bio to lead viewer to full blog post on the website
- To be posted every other Friday and increase to every week as BitRip grows
- Keeps the casual tone of Instagram

Channel Post Examples



BitRip by Nastro Technologies [+ Follow](#) ...

21 followers
1mo • 🌐

Meet the next member of our BitRip team: Catherine Chapman. Catherine is a senior Psychology major with a minor in Business at Clemson University and serves as BitRip's Co-Founder and Chief Product Officer. ...see more

Employee Spotlight

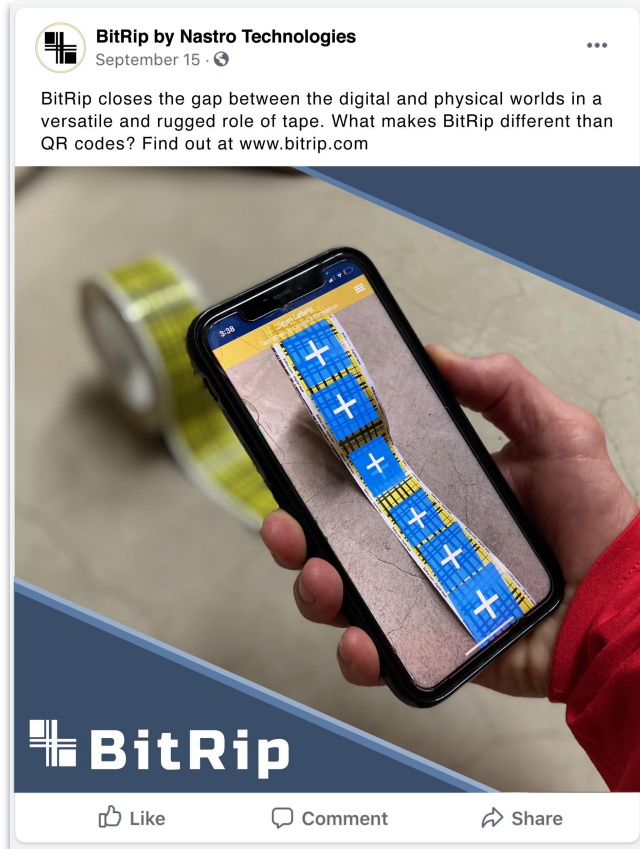
👍 Like 💬 Comment ➦ Share ✉️ Send

Be the first to react

LinkedIn

- Introduction to a team member of BitRip
- Shows businesses the people behind the company beyond their profile
- Informative and professional tone

Channel Post Examples

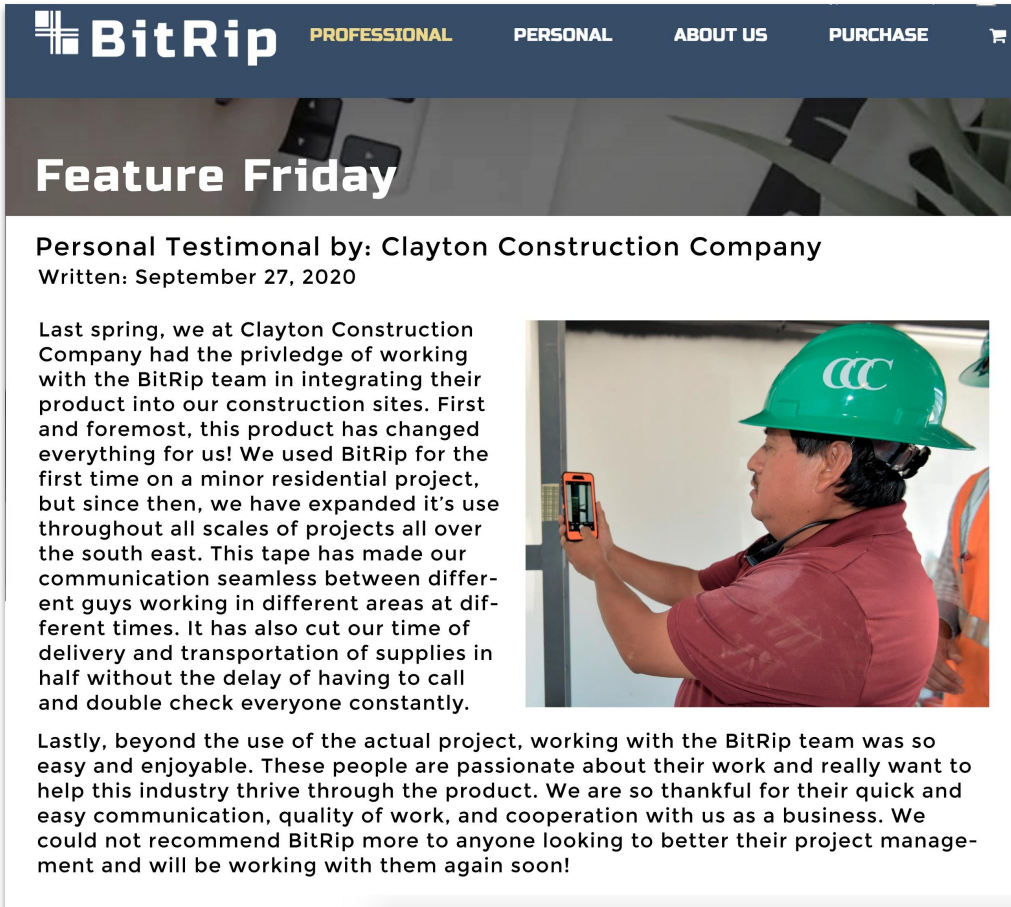


Facebook

- Graphic for every general post about what BitRip is, how it works, how it stands above it's competition, etc.
- Colors can change between blue palette and yellow palette in brand standards
- Both casual and informative

Blog Entries

Customer Testimonials as the main function of the blog entries function



The screenshot shows the BitRip website header with navigation links: PROFESSIONAL, PERSONAL, ABOUT US, and PURCHASE. Below the header is a dark banner with the text "Feature Friday". The main content area features a testimonial titled "Personal Testimonial by: Clayton Construction Company" written on September 27, 2020. The testimonial text describes how Clayton Construction Company uses BitRip for project management, highlighting its benefits for communication and supply delivery. To the right of the text is a photograph of a construction worker wearing a green hard hat and a red shirt, holding a smartphone to take a picture of a wall. The worker's hard hat has the Clayton Construction Company logo (CCC) on it.


BitRip PROFESSIONAL PERSONAL ABOUT US PURCHASE

Feature Friday

Personal Testimonial by: Clayton Construction Company

Written: September 27, 2020

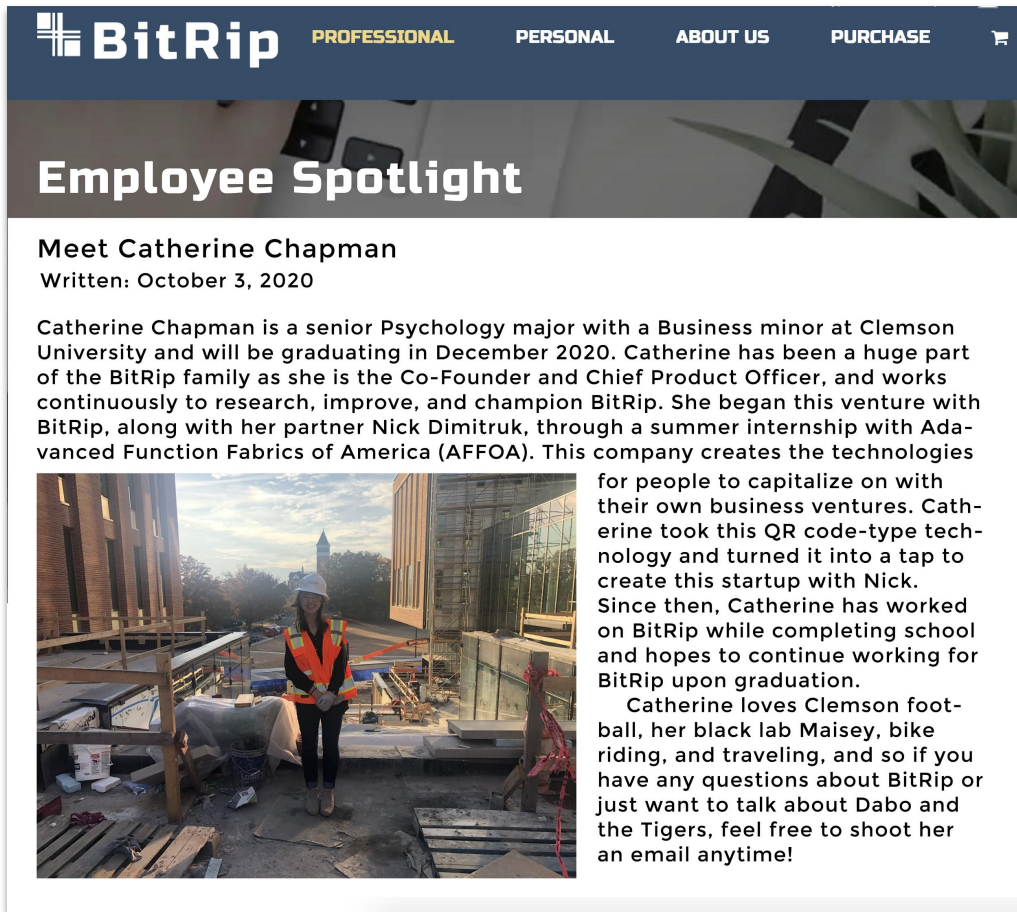
Last spring, we at Clayton Construction Company had the privilege of working with the BitRip team in integrating their product into our construction sites. First and foremost, this product has changed everything for us! We used BitRip for the first time on a minor residential project, but since then, we have expanded its use throughout all scales of projects all over the south east. This tape has made our communication seamless between different guys working in different areas at different times. It has also cut our time of delivery and transportation of supplies in half without the delay of having to call and double check everyone constantly.



Lastly, beyond the use of the actual project, working with the BitRip team was so easy and enjoyable. These people are passionate about their work and really want to help this industry thrive through the product. We are so thankful for their quick and easy communication, quality of work, and cooperation with us as a business. We could not recommend BitRip more to anyone looking to better their project management and will be working with them again soon!

Blog Entries

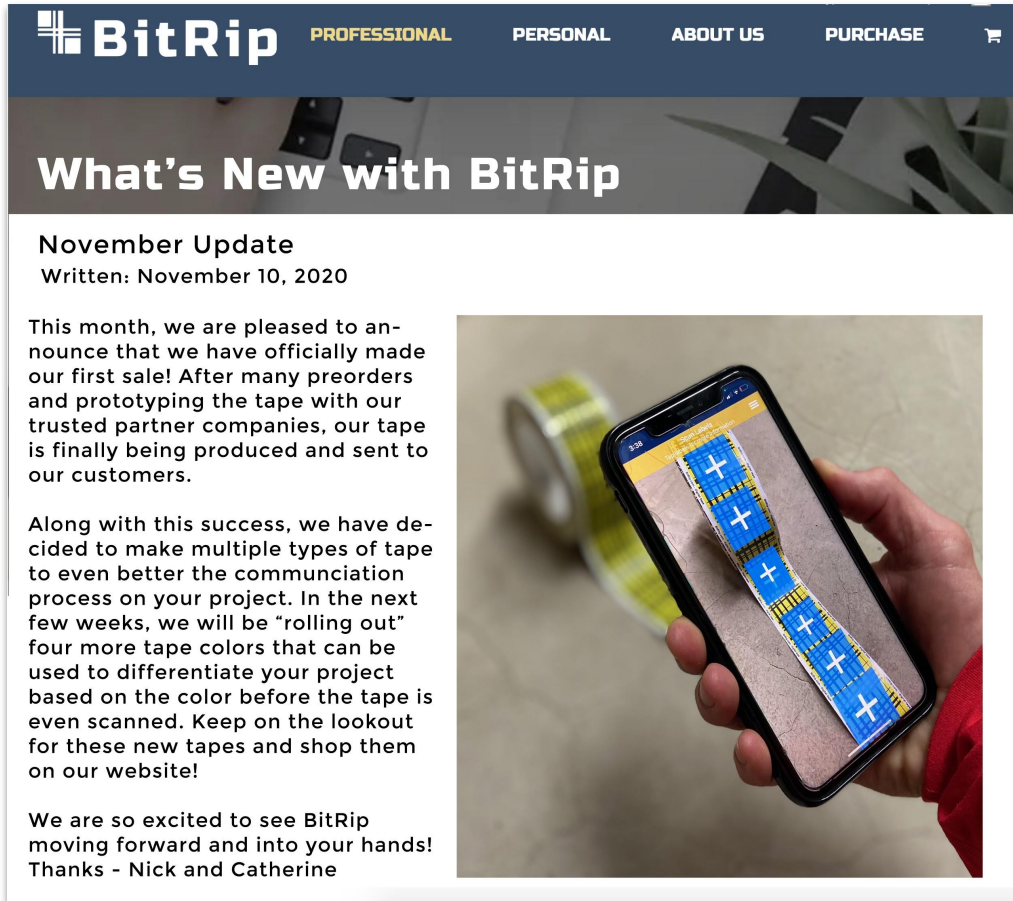
Employee Spotlights to increase the relational aspect of BitRip



The image is a screenshot of a BitRip blog post. At the top, there is a dark blue navigation bar with the BitRip logo on the left and the words 'PROFESSIONAL', 'PERSONAL', 'ABOUT US', and 'PURCHASE' on the right, along with a shopping cart icon. Below the navigation bar is a large header image showing a close-up of hands holding a smartphone. The main title of the post is 'Employee Spotlight' in a large, white, sans-serif font. Below the title, the sub-headline reads 'Meet Catherine Chapman' and the byline says 'Written: October 3, 2020'. The main body of the text describes Catherine Chapman as a senior Psychology major with a Business minor at Clemson University, who is graduating in December 2020. It details her role as Co-Founder and Chief Product Officer at BitRip, her partnership with Nick Dimitruk, and her background as a former intern at AFFOA. A photograph of Catherine Chapman on a construction site is placed to the left of the text. She is wearing a white hard hat, a high-visibility orange safety vest over a dark long-sleeved shirt, and dark pants. She is holding a clipboard and looking towards the camera. The background of the photo shows a building under construction with scaffolding and a clear sky. To the right of the photo, the text continues, explaining that BitRip creates technologies for people to capitalize on their own business ventures and that Catherine has worked on BitRip while completing school. The final paragraph mentions her hobbies: Clemson football, her black lab Maisey, bike riding, and traveling, and invites readers to contact her for questions or to talk about Dabo and the Tigers.

Blog Entries

Monthly
newsletter to
keep up with
what is
happening with
BitRip



The screenshot shows the BitRip website header with navigation links for PROFESSIONAL, PERSONAL, ABOUT US, and PURCHASE. The main content area features a blog post titled "What's New with BitRip" with a sub-heading "November Update" and a date "Written: November 10, 2020". The post text discusses the company's first sale and upcoming tape colors. A photograph on the right shows a hand holding a smartphone displaying a blue and yellow tape design, with a roll of tape visible in the background.

BitRip PROFESSIONAL PERSONAL ABOUT US PURCHASE

What's New with BitRip


November Update

Written: November 10, 2020

This month, we are pleased to announce that we have officially made our first sale! After many preorders and prototyping the tape with our trusted partner companies, our tape is finally being produced and sent to our customers.

Along with this success, we have decided to make multiple types of tape to even better the communication process on your project. In the next few weeks, we will be "rolling out" four more tape colors that can be used to differentiate your project based on the color before the tape is even scanned. Keep on the lookout for these new tapes and shop them on our website!

We are so excited to see BitRip moving forward and into your hands!
Thanks - Nick and Catherine



Questions?

Thank You