

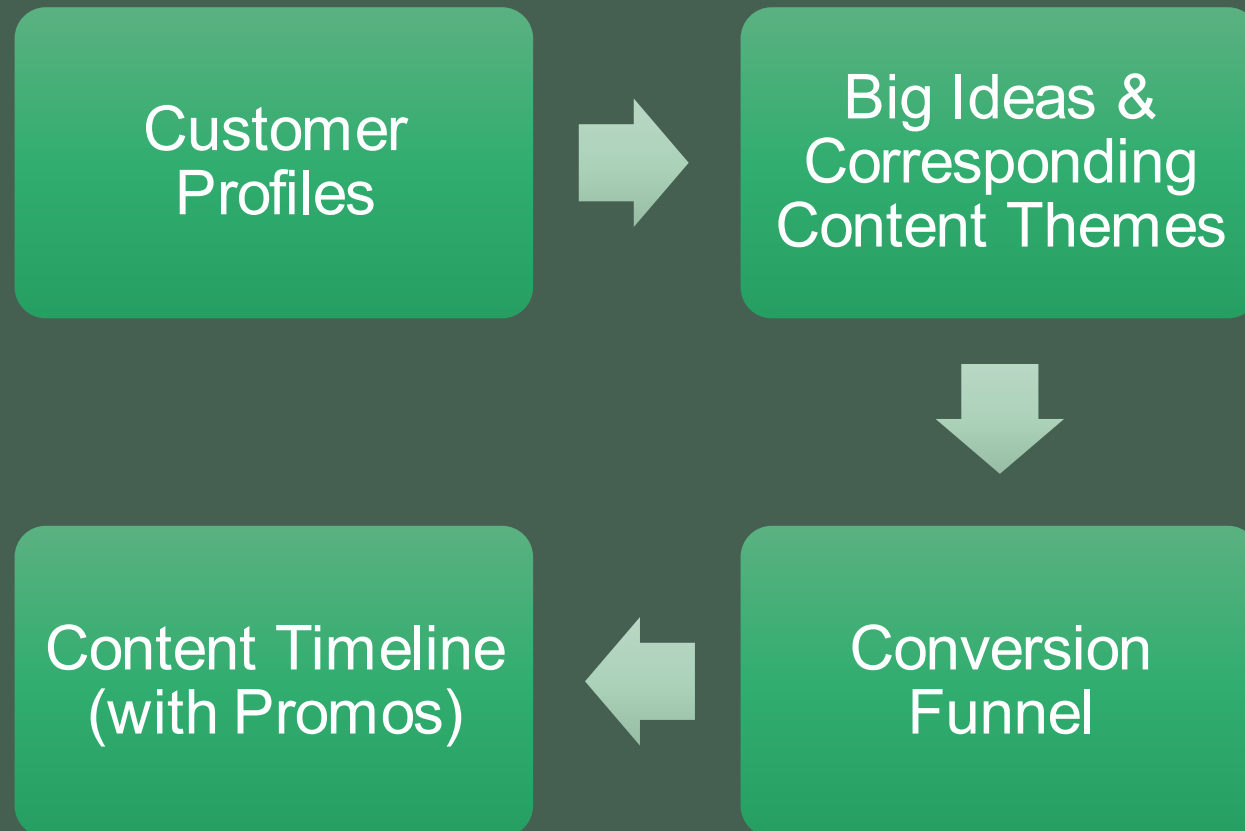


Karton

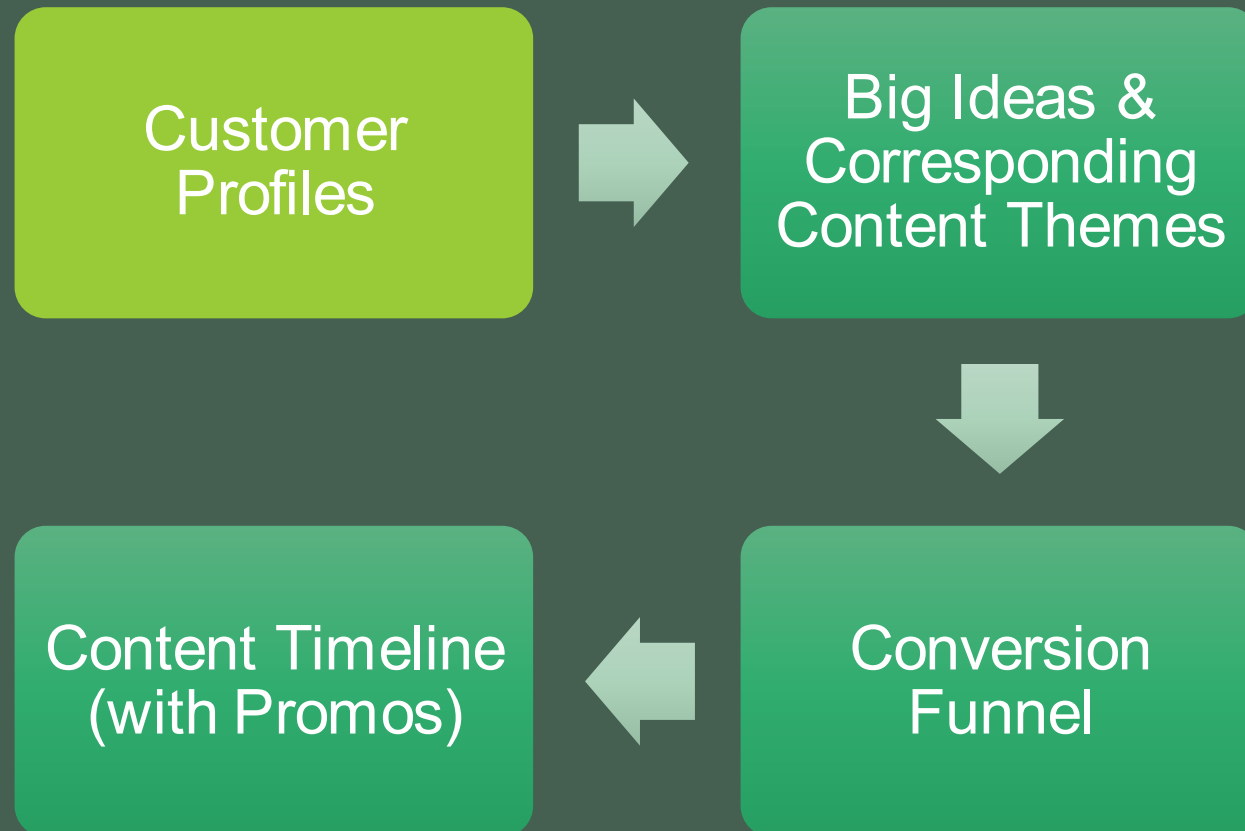
CONTENT STRATEGY

JANUARY – APRIL 2018

CONTENT STRATEGY



CONTENT STRATEGY



MARKET SEGMENTS

**Females, 25-34,
Young Urban
Professionals, ABC1**

Existing Customer

Frequent and one-time customers

Site Visitor

Customers who have landed on site or social media pages, but haven't purchased anything yet

Non-Visitor

Customers who have never visited the site but fall within the target market

EXISTING CUSTOMER

CONSUMER
PERSONA |
CUSTOMER
PROFILE



Meet Grace.

She's 29, an Accounting Officer, married with kids. She lives with her family in a condo in Mandaluyong.

She spends around 3 hours daily on social media and the internet, but most of her time online is spent on YouTube watching videos with her kids. She uses her smartphone to check Pinterest, FB, and IG.

She likes reading articles online and spends most of her time reading about kids and buying stuff for her kids. She also loves checking out good deals at MetroDeal.

EXISTING CUSTOMER

JOBS, PAINS,
GAINS



Grace's kids are very important to her. Being a mom is the best decision she's made in her life. Her time is usually split between working at the office and taking care of her kids.

She rarely has time alone for herself. When she does get the time to relax, she spends it getting facials or going to the spa. She frequents the mall to hang out. When she gets her leave, she also likes to travel out of the country.

She'd love to get free shopping for a day, or get a tour out of the country.

EXISTING CUSTOMER

CUSTOMER INSIGHT



**Grace is exhausted.
(Insight)**

She is busy juggling her time between work and family.
(Truth)

This is because she wants to give her kids and her family a good life. **(Motivation)**

However, because of her busy schedule, she rarely has time to take care of herself. **(Tension)**

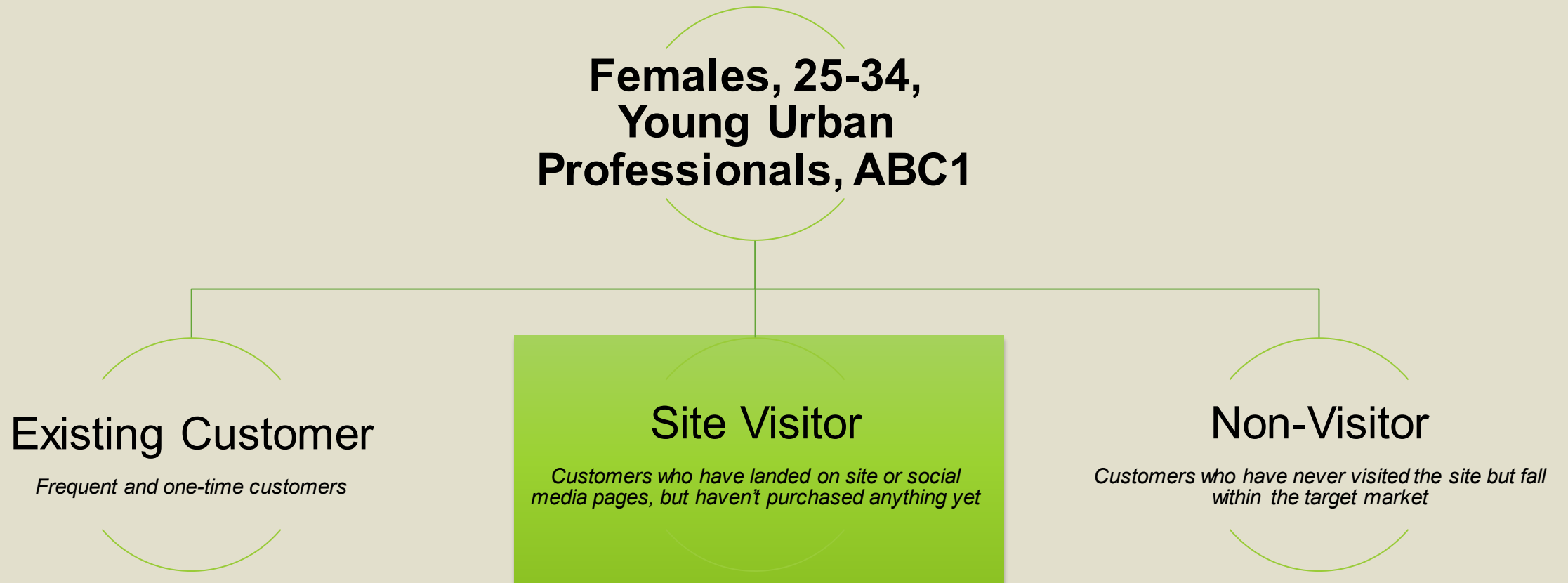


EXISTING CUSTOMER
UNIQUE VALUE PROPOSITION

**Karton.ph makes shopping
for your family easier.**

You can choose from a
variety of unique and healthy
products for your family and
we'll deliver them right to
your doorstep in 1-2 days.

MARKET SEGMENTS



SITE VISITOR

CONSUMER PERSONA
| CUSTOMER PROFILE



Meet Naomi.

She's 25, a Sales Specialist living with her family in Ayala Alabang. She likes spending time on her iPhone checking her social media accounts – FB, IG, Pinterest.

She likes checking the news for new trends and the latest headlines on entertainment. She also loves listening to music during her downtime. Being a millennial, it's Naomi's habit to post on social media and share IG-worthy or FB-worthy moments or things in her life.

SITE VISITOR

JOBS, PAINS, GAINS



Naomi loves to travel, go to the beach, and have vacations. She's weight conscious, so she aims to stay thin all the time. She also wants to find a husband and be rich someday.

She doesn't pay the bills because she's still living with her parents, which is why she's picky with the things she purchases. They need to be of high quality. Naomi still loves getting big discounts though.

She's impatient and wants fast delivery for her purchases. Naomi hates traffic. She does online shopping at least once a month, and she mostly buys stuff online to give as gifts.



SITE VISITOR

CUSTOMER INSIGHT

Naomi doesn't know what she wants. (**Insight**)

She always tries to find new and exciting things to do. (**Truth**)

She aims to have the "the perfect life." (**Motivation**)

She's very impatient and has difficulty finding things that satisfy her. (**Tension**)



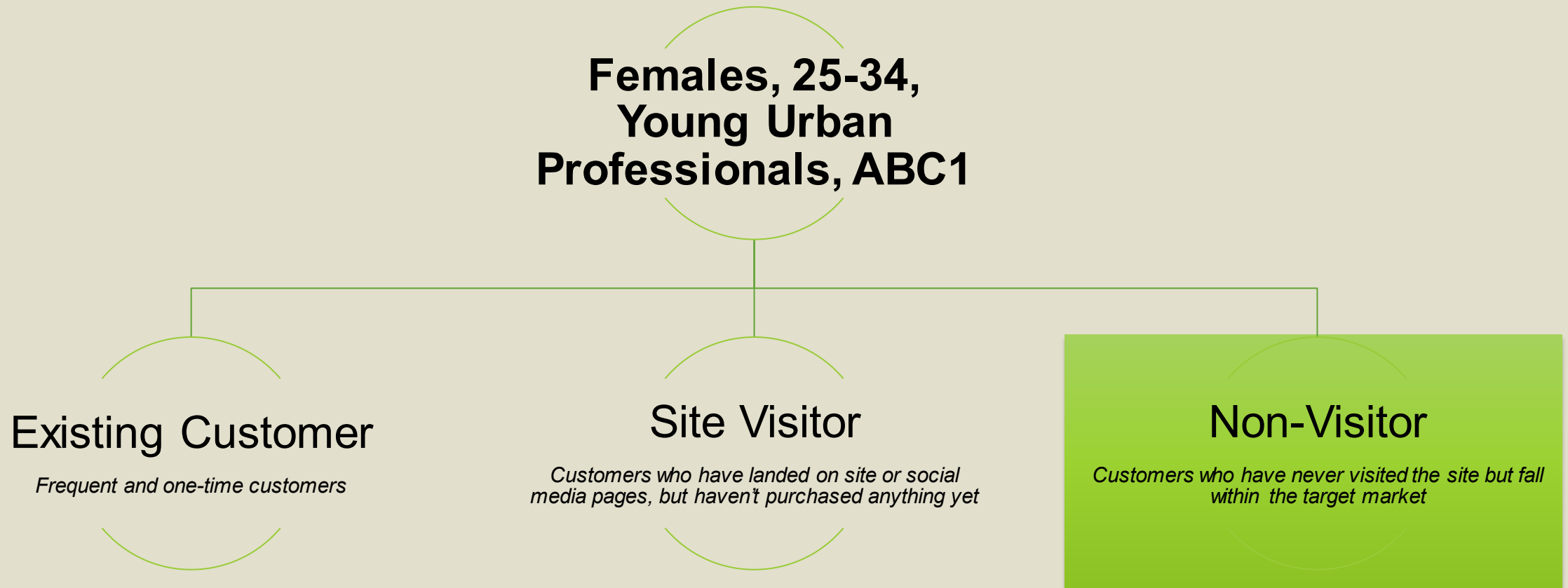
SITE VISITOR

UNIQUE VALUE PROPOSITION

Karton.ph provides a host of unique options to choose from.

The website has different categories and products sure to satisfy every craving and every need. Our products are unique and are rarely seen in commercial establishments.

MARKET SEGMENTS





NON-VISITOR

CONSUMER PERSONA | CUSTOMER PROFILE

Meet Olga.

She's 33, a housewife living with her family in an upper-class, gated community. She speaks to her friends in conyo English.

She likes to spend her time googling her interests and browsing her FB, IG, and Pinterest on her smartphone. She loves to read books and read articles online.

She doesn't have a regular routine, but it normally includes watching videos online about makeup tutorials. Olga loves makeup and buying makeup, which is why she goes to Seek the Uniq and Sephora when she does online shopping. Her common hangout spot is Rockwell.

A portrait of a young woman with voluminous, wavy blonde hair and bright red lipstick. She is looking directly at the camera with a neutral expression. She is wearing a dark, possibly black, top. The background is blurred, showing what appears to be an outdoor setting with some architectural elements.

NON-VISITOR

JOBBS, PAINS, GAINS

A day doesn't go by without Olga drinking coffee. Olga's passions include cosmetics, interior design and photography.

Family is very important to Olga, which is why she prioritizes spending time with them. She always tends to worry about her family's welfare.

She hates traffic and dislikes rude people. Olga frequently shops online because of convenience, big discounts and free shipping. She's choosy about her purchases and likes items of quality. She makes her purchases after researching them on Google, seeing social media ads, and recommendations from friends and family. She also loves shopping at the mall when out of the house.

NON-VISITOR

CUSTOMER INSIGHT

Olga wants to do more with her life.
(Insight)

She has a lot of time on her hands.
(Truth)

Because she's rich, she gets to spend most of her time on her hobbies and passions. **(Motivation)**

She tends to worry sometimes that she can't do enough for her family. **(Tension)**



NON-VISITOR

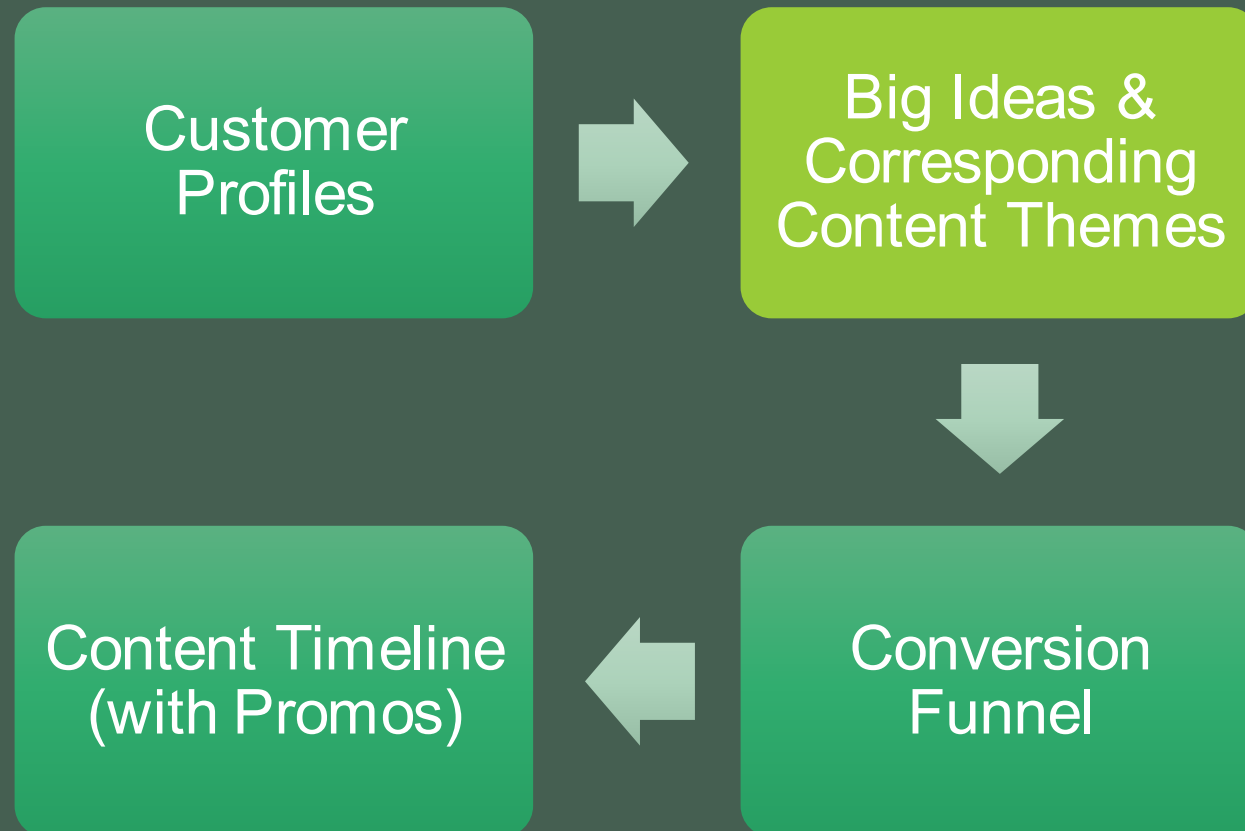
UNIQUE VALUE PROPOSITION

**Karton.ph has products that will help you
and your family stay healthy and happy.**

We have organic and all-natural food and lifestyle items for every member of the family.



CONTENT STRATEGY



BIG IDEA

Existing Customer

As a mom and a career woman, the customer feels fulfilled taking care of her family while growing her career. However, this leaves little room to take care of herself.



Karton.ph is the best friend of working moms. We offer a variety of healthy products for the whole family while saving you the hassle of going through traffic to go to the mall. We'll deliver right to your doorstep.



Before you can take care of your family, you have to take care of yourself first.

Site Visitor

When you're young, it's tough to figure out what you truly want in life. As a result, you feel empty or unfulfilled when there is no "big moment" happening in everyday life.



Karton.ph will help you discover what you want while helping small Filipino entrepreneurs grow their businesses. We're in constant search of new seller partners who will provide more unique and rare products for our customers.



Life isn't about the big moments, but the little moments in service of others.

Non-Visitor

When your family is your career, it's hard not to worry about their future. You always feel that there's something you could be doing better to make their lives better.



Karton.ph cares about you and your family. We have a wide range of organic and natural food and beauty alternatives that will have no negative impact on you and your family's future health.



The future of your family depends on your choices today.

CONTENT THEMES

CUSTOMER	BIG IDEA	CONTENT THEMES	
Existing Customer	Before you can take care of your family, you have to take care of yourself first.	1. Karton (Who, What, How, Why)	Introduction to Karton
		2. Kids and Family	Content about how to take care of kids and family
		3. Self-Care and Health	Content about taking care of yourself
Site Visitor	Life isn't about the big moments, but the little moments in service of others.	1. Karton (Who, What, How, Why)	Introduction to Karton
		2. Self Actualization	Content about fulfillment and following dreams
Non-Visitor	The future of your family depends on your choices today.	1. Karton (Who, What, How, Why)	Introduction to Karton
		2. Family and Health	Content about easier ways to take care

CONTENT MATERIALS

CONTENT THEMES		CONTENT MATERIALS
Karton (Who, What, How, Why)	Introduction to Karton	<ul style="list-style-type: none">• Photos and Videos: Intro, Where To Use, Benefits, Ingredients• Seller Stories video and photo series• GIFs: About products• How to order on the website• How to find what you need on the website• Company News• VIDEO CAMPAIGNS: Taste the products, Chili Challenge, Fun videos with adults/kids trying our products, Food for the workplace
Kids and Family	Content about family	<ul style="list-style-type: none">• Quotes about health and family• Articles: Family, Health, Food• Interactive Quizzes
Self-Care	Content about taking care of yourself	<ul style="list-style-type: none">• Infographics: Fashion, travel, beauty• Lists: Top 5 Best Beauty products, Top 5 Products that make skin clearer• Articles: Self-Care, Health, Fashion, Travel, Food, Beauty• Interactive Quizzes
Self Actualization	Content about fulfillment and following dreams	<ul style="list-style-type: none">• Motivational quotes about dreams and purpose• Personal stories about the people the sellers are helping• Infographics: Fashion, travel, beauty• Social causes of sellers• Articles: Health, Fashion, Travel, Food, Beauty• Interactive Quizzes
Family and Health	Content about taking care of one's family	<ul style="list-style-type: none">• Quotes about health and family• Infographics: Health• Lists: Top 10 Health Benefits of Products• Articles: Health, Family• Interactive Quizzes

CONTENT MATERIALS

Karton (Who, What, Why, How)

- INTRO PHOTO**
- Photos identifying each product from each seller
 - Shows what the product is
 - A close-up look at product



WHERE TO USE PHOTO

Photos showing products in different settings (events, parties, bathroom, living room, etc.) **Place models if possible, like model holding mug or person wearing accessories*



BENEFITS PHOTO

Photos that list benefits when consuming / using product (happiness, health, etc.)

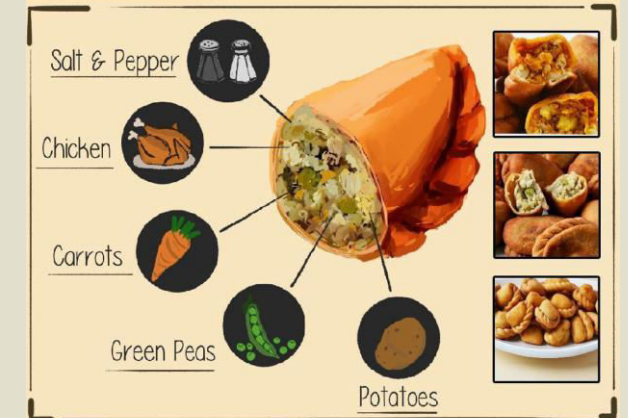


INGREDIENTS PHOTO

Photos showing ingredients or materials used for product



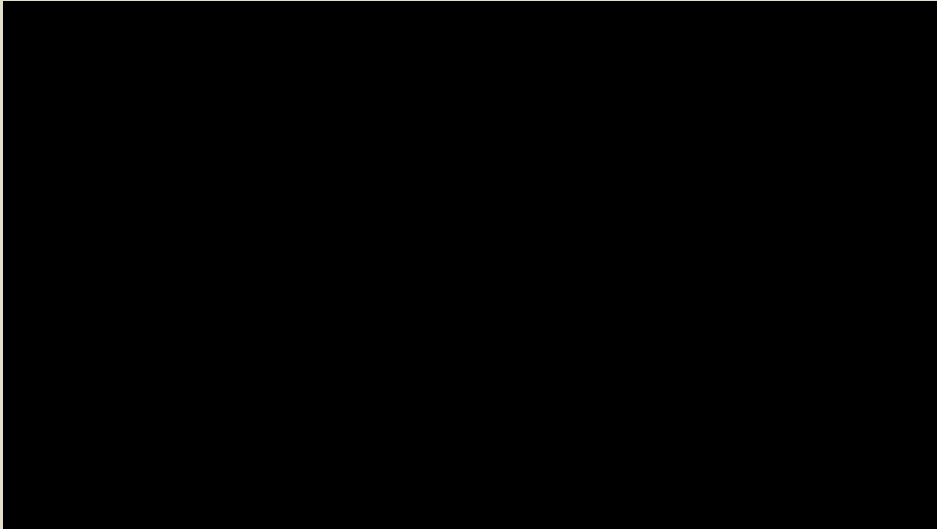
What is in your empanada ?



Order now at Karton

INTRO VIDEO

- Videos identifying each product from sellers
 - Shows what the product is
 - An close-up look at product
-



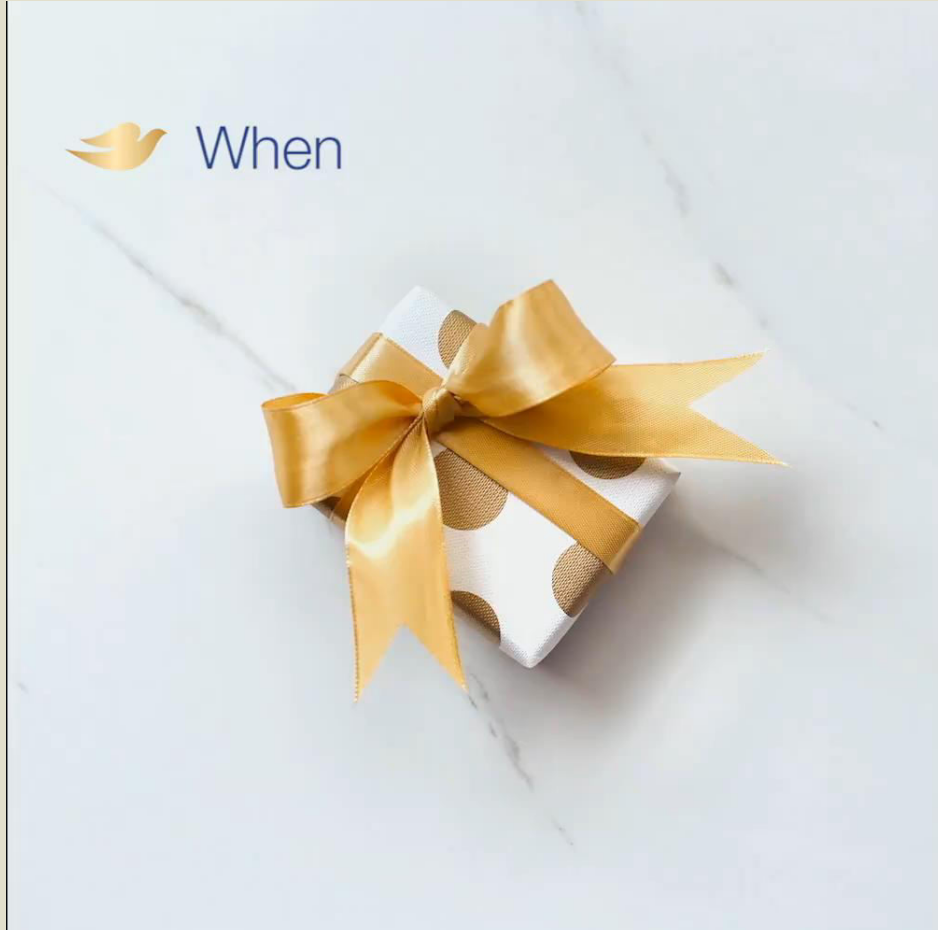
WHERE TO USE VIDEO

Videos showing the product in different settings (events, parties, etc.)



**BENEFITS
VIDEO**

Videos showing list of benefits when
consuming / using product
(happiness, health, etc.)



**INGREDIENTS
VIDEO**

Video showing ingredients or
materials used for product



SELLER STORIES

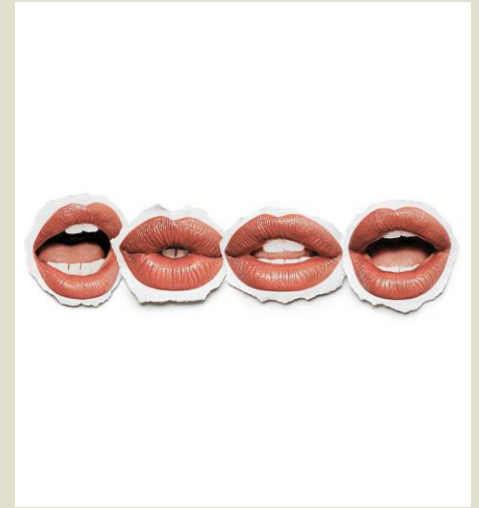
Photo and
Video Series

Series of videos and
photos showing the story
of sellers and how they
make their handmade
products



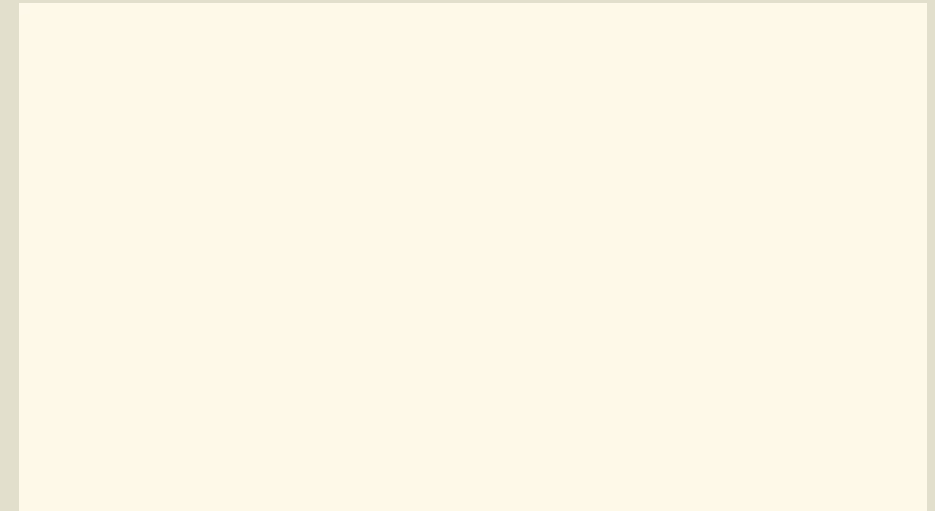
PRODUCT GIFs

GIFs about
products



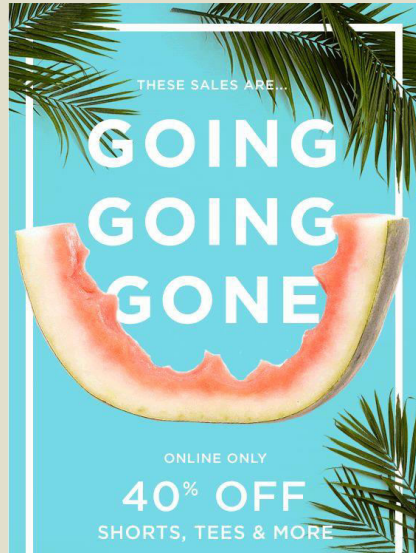
HOW TOs

- How to order on the website
- How to find what you need on the website



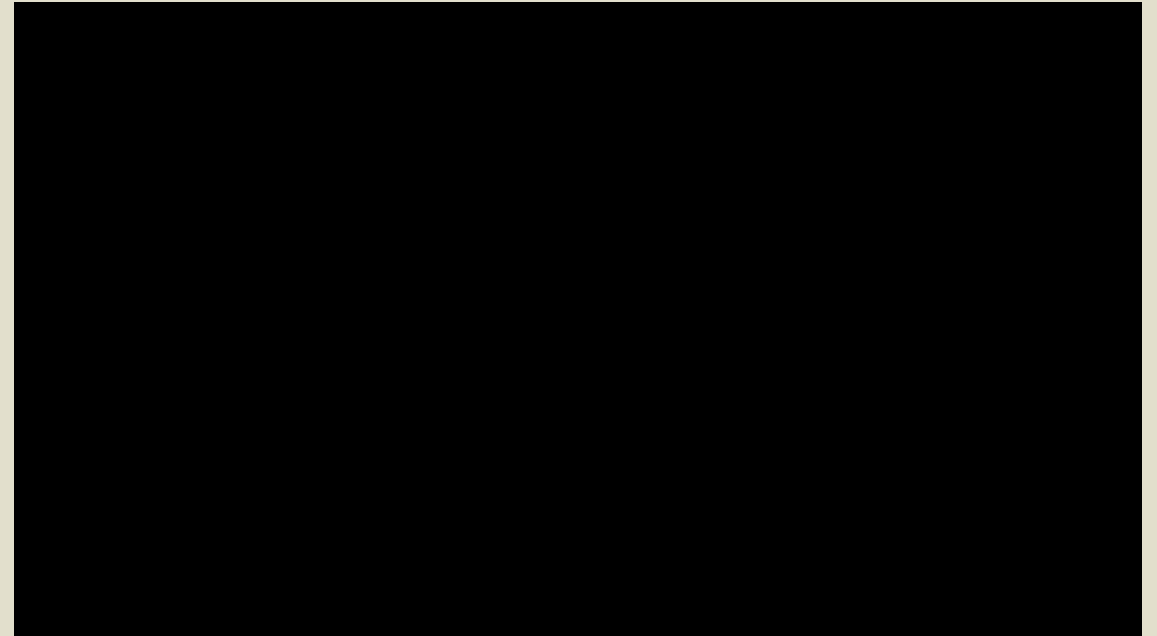
COMPANY NEWS

- Promos
- Sales



VIDEO CAMPAIGNS

- Taste the products
 - Chili Challenge
 - Fun videos with adults/kids trying our products
 - Food for the workplace
-



CONTENT MATERIALS

Kids and Family

Quotes

- About health
- About family



Articles / Blog

- About Family
- About Health
- About Food



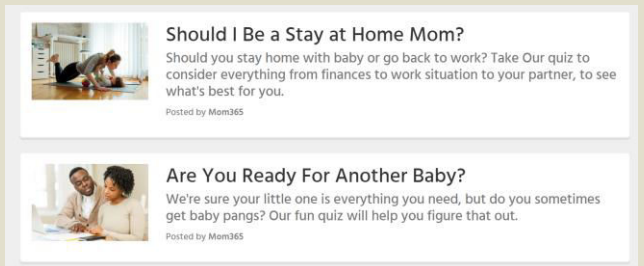
Liver Cleanse: A Simple Step-by-Step Guide

By Dr. Edward Group DC, NP, DACBN, DCBCN, DABFM
Published on December 12, 2017, Last Updated on December 14, 2017

The liver is the human body's largest internal organ and one of the most important for survival. Without it, bodily tissues would die from lack of nutrients and oxygen and the digestive process would not be able to take place. One of the liver's most important functions is the removal of toxins from your system. This function is why cleansing your liver and living a healthy lifestyle is so crucial. Performing a liver cleanse can help remove toxic buildup for overall health and wellness. Before doing a liver cleanse, it [...]



Interactive Quizzes

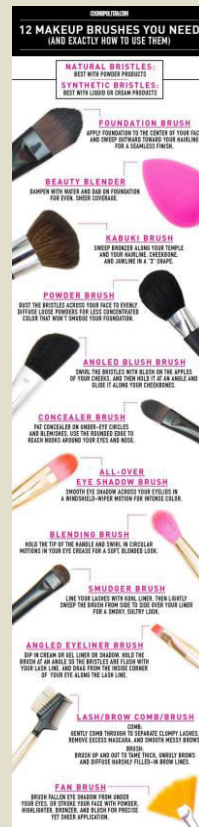
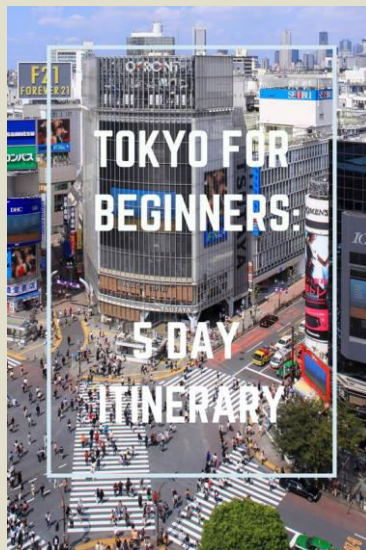


CONTENT MATERIALS

Self-Care and Health

Infographics

- Fashion tips
- Travel tips
- Beauty tips



Lists

- Top 5 Best Beauty products for Sensitive Skin
- Top 5 Products that make skin clearer
- Scents that will relax you

WHAT TOXIC CHEMICALS IS YOUR BODY ABSORBING?

WE ABSORB UP TO 60% OF WHAT WE PUT ON OUR SKIN
Children's bodies absorb 40-50% more than adults. They are at higher risk for diseases later in life when exposed to toxins.

Health issues linked to toxic chemicals in the body:



LIST OF INGREDIENTS TO AVOID

12 toxic & carcinogenic compounds found in beauty & skin care products

Benzoyl Peroxide Used in acne products, the MSDS states: Possible tumor promoter. May act as mutagen; produces DNA damage in human and other mammalian cells. Also, toxic by inhalation. Eye, skin and respiratory irritant.	DEA (Diethanolamine), MEA (Monoethanolamine), & TEA (Triethanolamine) This foam booster is a skin/eye irritant and causes contact dermatitis. Easily absorbed through skin to accumulate in body organs & the brain.	Dioxin Won't appear in ingredients. Often in antibacterial ingredients like triclosan, emulsifiers, PEGs and ethoxylated cleansers like Sodium Laureth Sulfate. Dioxin causes cancer, reduced immunity, nervous system disorders, miscarriages and birth deformity.	DDM (Dimethyldiphenylmethane) & Urea (Imidazolidinyl) 2 preservatives that release formaldehyde which may cause joint pain, cancer, skin reactions, allergies, depression, headaches, chest pain, ear infections, chronic fatigue, dizziness, & insomnia.
FD&C Color & Pigments Synthetic colors from coal tar contain heavy metal salts that deposit toxins in skin, causing skin sensitivity/irritation. Absorption can cause depletion of oxygen and death. Animal studies show almost all are carcinogenic.	Parabens, (Methyl, Butyl, Ethyl, Propyl) Used as preservatives. Not always labeled. Used in deodorants & other skin care products, have been found in breast cancer tumors. May contribute to sterility in males, hormone imbalance in females & early puberty.	PEG (Polyethylene glycol) Made by ethoxylating Propylene Glycol. Dangerous levels of dioxin have been found as a by-product of the ethoxylation process. PEGs are in everything including personal care, baby care and sunscreens.	Phthalates Found in many products, usually not listed on labels. Health effects include damage to liver/kidneys, birth defects, decreased sperm counts and early breast development in girls & boys.
Propylene Glycol (PG) & Butylene Glycol Petroleum plastics. EPA considers PG so toxic it requires gloves, clothing, goggles & disposal by burying. EPA warns against skin contact to prevent brain, liver, and kidney abnormalities.	Sodium Lauryl Sulfate (SLS) & Sodium Laureth Sulfate (SLES) Used in car washes, garage floor cleaners, engine degreasers and 90% of personal-care products that foam. Eye damage, depression, labored breathing, diarrhea, skin irritation, & death.	Sunscreens chemicals Azo-benzene, benzophenone, ethoxycinnamate, PABA are commonly used ingredients that are known free radical generators and are believed to damage DNA or lead to cancers.	Triclosan Synthetic antibacterial ingredient. EPA registers it as a pesticide, posing risks to human health and environment. Classified as a chlorophenol, chemicals suspected of causing cancer in humans.

JOIN THE BEAUTY ECOLOGIST MOVEMENT!

Articles

- **Self-Care**
 - **Health**
 - **Fashion**
 - **Travel**
 - **Food**
 - **Beauty**
-

Interactive Quizzes

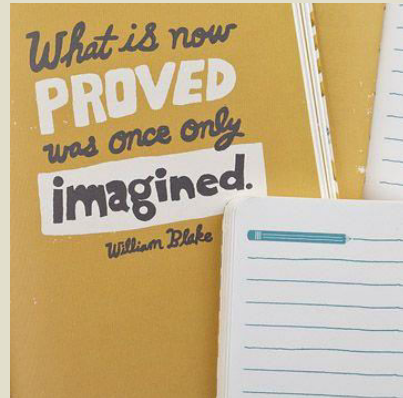
- **Self-Care**
 - **Health**
 - **Fashion**
 - **Travel**
 - **Food**
 - **Beauty**
-

CONTENT MATERIALS

Self Actualization

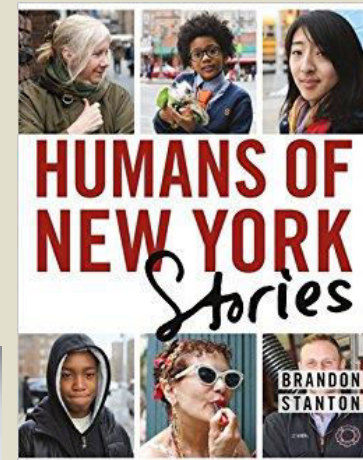
Motivational quotes

- About dreams
- About purpose



Personal stories *Like Humans of New York photo and story series*

- About the sellers
- About the people the sellers are helping



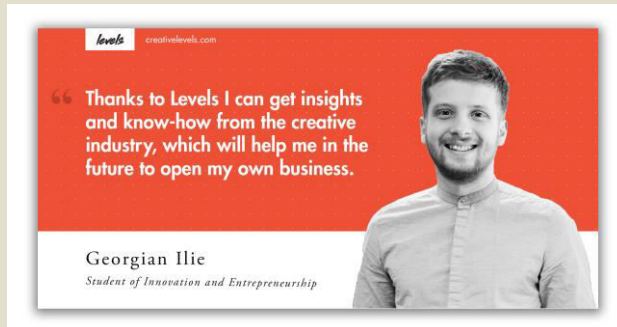
Infographics

- Fashion
- Travel
- Beauty



**Social causes
of sellers**

**Quotes from sellers
and the
communities
they're helping
through their
businesses**



Articles

- Health
 - Fashion
 - Travel
 - Food
 - Beauty
-

**Interactive
Quizzes**

- Self-Care
 - Health
 - Fashion
 - Travel
 - Food
 - Beauty
-

CONTENT MATERIALS

Family and Health

Quotes

- **About health**
 - **About family**
-

Infographics

- **Health**
 - **Family Relationships**
-

Lists

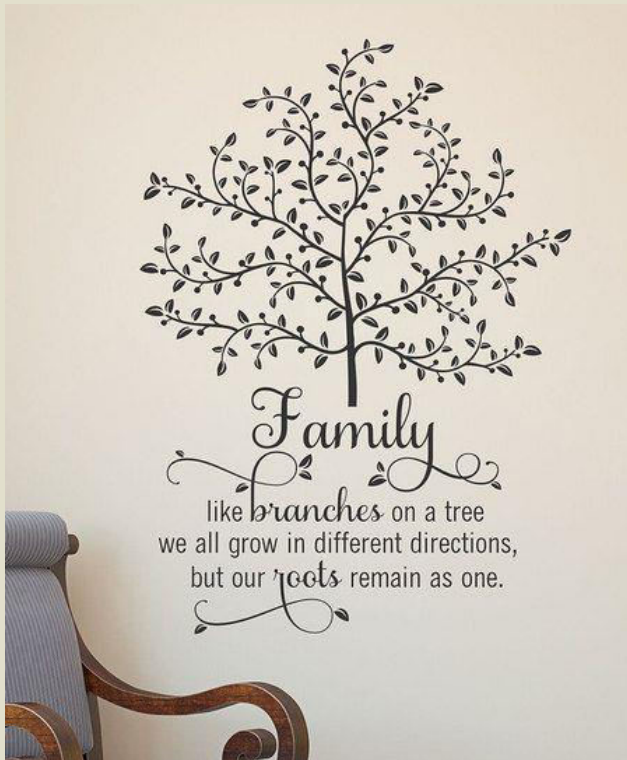
- **Top 10 Health Benefits of Products**
 - **Best Snacks for Family Gatherings**
-

Articles

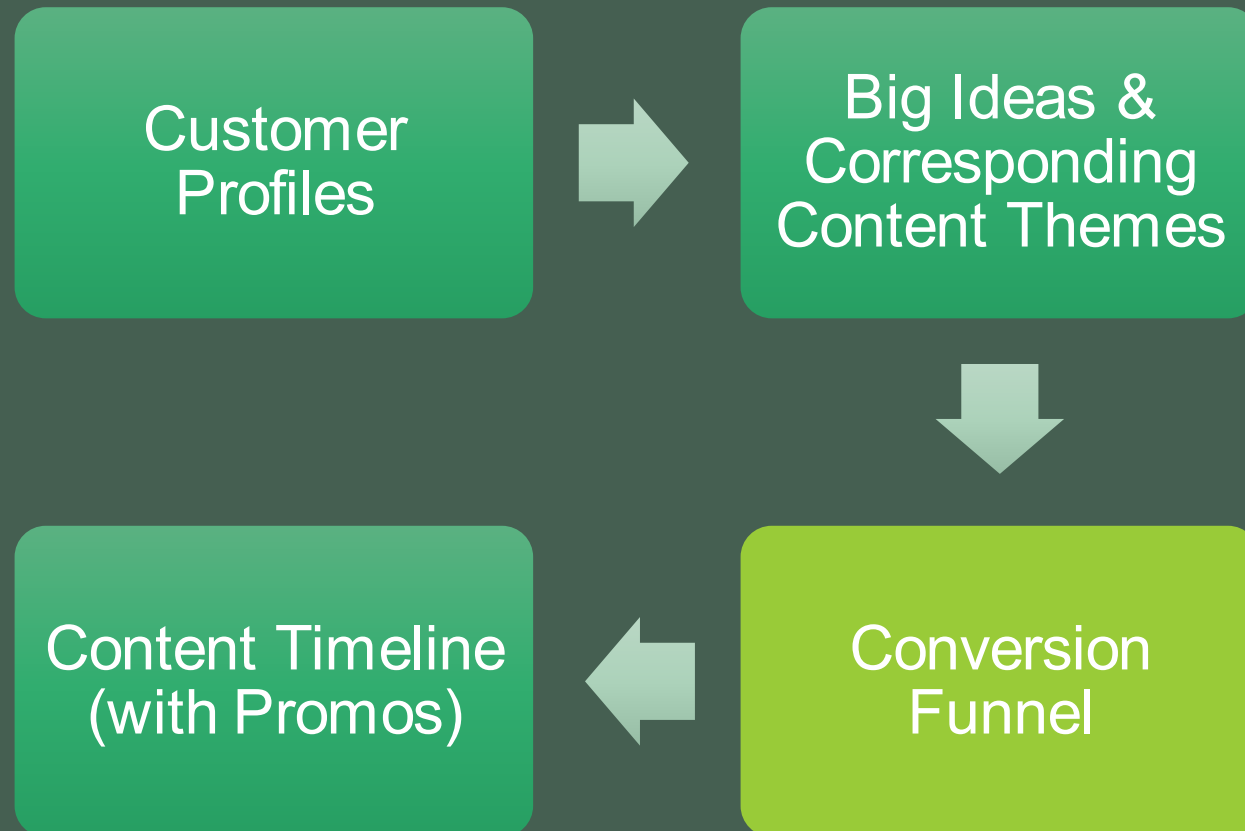
- **Health**
 - **Family**
-

Interactive Quizzes

- **Health**
 - **Family**
-

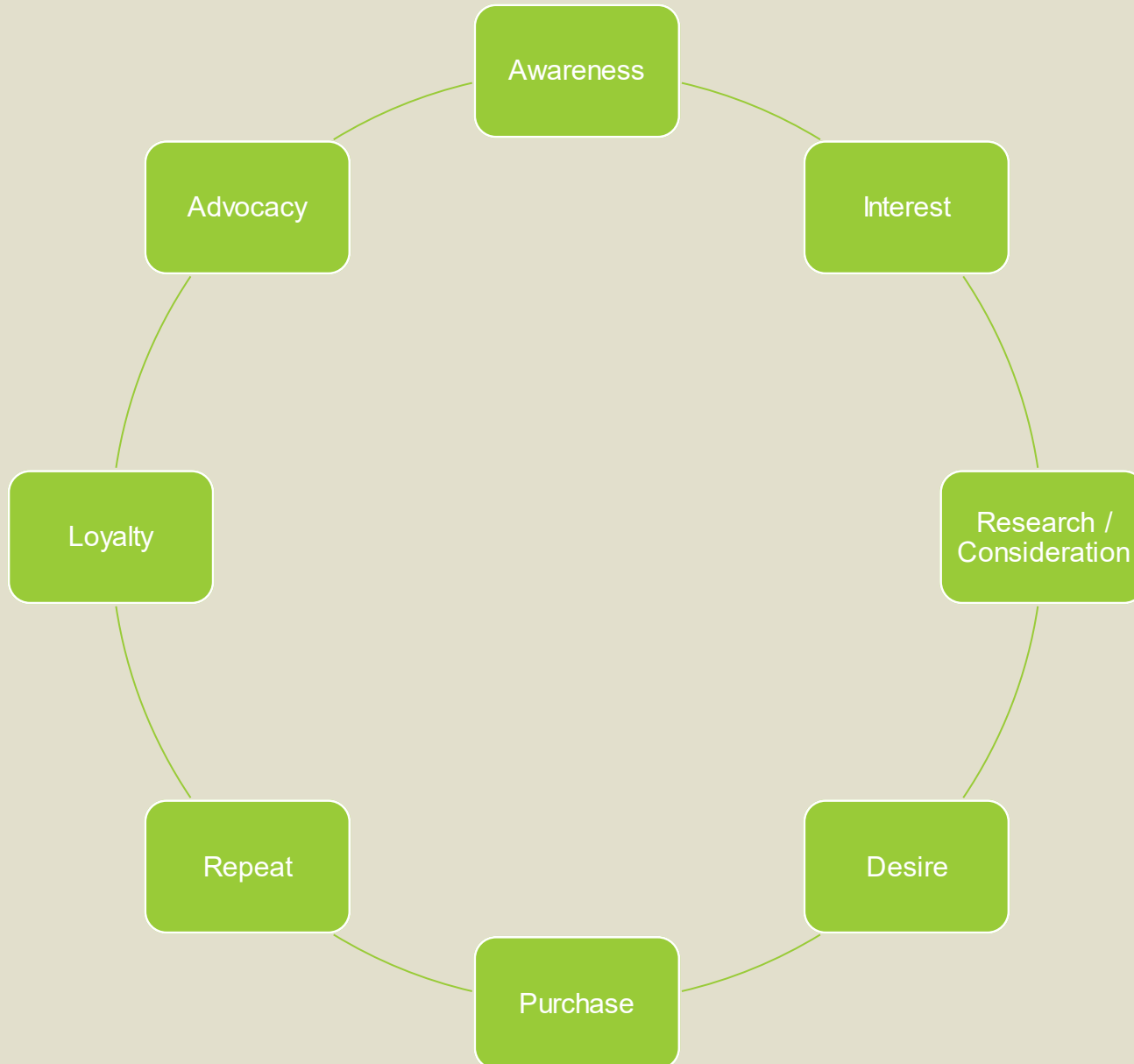


CONTENT STRATEGY



CONVERSION FUNNEL / CYCLE

Stages of customer decisions
and actions



AWARENESS

Customer is made aware of brand's existence.

INTEREST

Customer likes the brand.

RESEARCH / CONSIDERATION

Customer seeks information in order to make an educated purchase decision.

DESIRE

Customer is thinking of purchasing or wants to make a purchase.

PURCHASE

Customer buys product.

REPEAT

Customer makes another purchase.

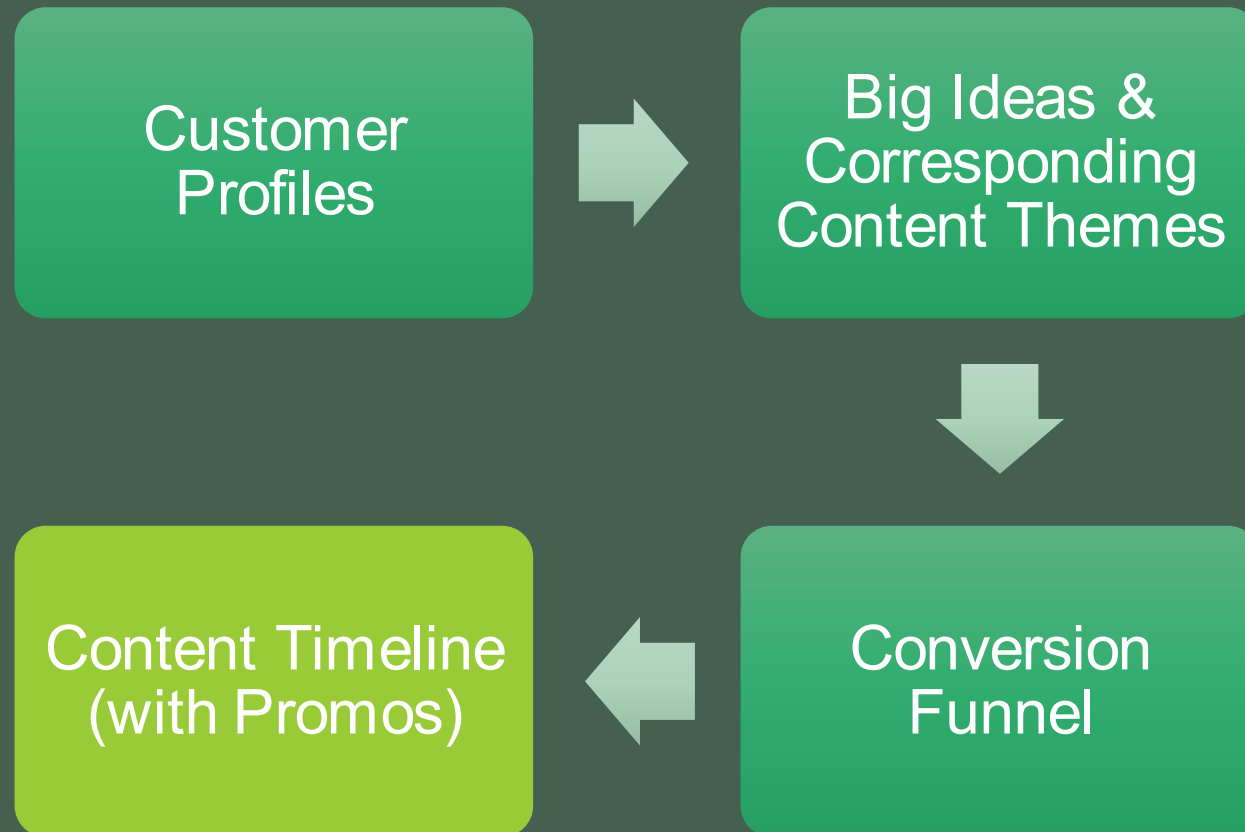
LOYALTY

Purchase of the brand or service becomes habit.

ADVOCACY

Customer speaks about the benefits of the brand to other potential customers.

CONTENT STRATEGY



	Content Theme / Material	Conversion Stage	Jan	Feb	Mar	Apr
	Karton (Who, What, How, Why)	Awareness Interest Research / Consideration				
	Ads	Awareness Interest Desire	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Clearance Sale New Year Discount for Big Buyers Student Discount Early Bird Discount Trip To La Union Contest 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Student Discount Valentine’s Sale / Singles Day Early Bird Discount Trip To La Union Contest 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Early Bird Discount Trip To La Union Contest Black Saturday 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Refer A Friend Gift for Next Purchase Shop & Win
	Promos & Sales	Interest Desire Purchase Repeat	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Clearance Sale New Year Discount for Big Buyers Student Discount Early Bird Discount Trip To La Union Contest 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Student Discount Valentine’s Sale / Singles Day Early Bird Discount Trip To La Union Contest 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Early Bird Discount Trip To La Union Contest Black Saturday 	<ul style="list-style-type: none"> Birthday Discount Payday Sale Loyalty Reward for Returning Customers New Seller Sale Refer A Friend Gift for Next Purchase Shop & Win
	Family / Kids	Interest Desire Loyalty Advocacy				
	Self-Care / Beauty					
	Self Actualization					
	Family / Health					
	Food / Health					
	Travel					
	Fashion					

A decorative graphic on the left side of the slide consisting of three vertical, wavy lines. The outermost line is light beige, the middle line is a vibrant lime green, and the innermost line is a slightly darker shade of green. These lines create a layered, organic shape that resembles a stylized leaf or a modern logo element.

END.

THANK YOU!