MKT 625 Milestone One

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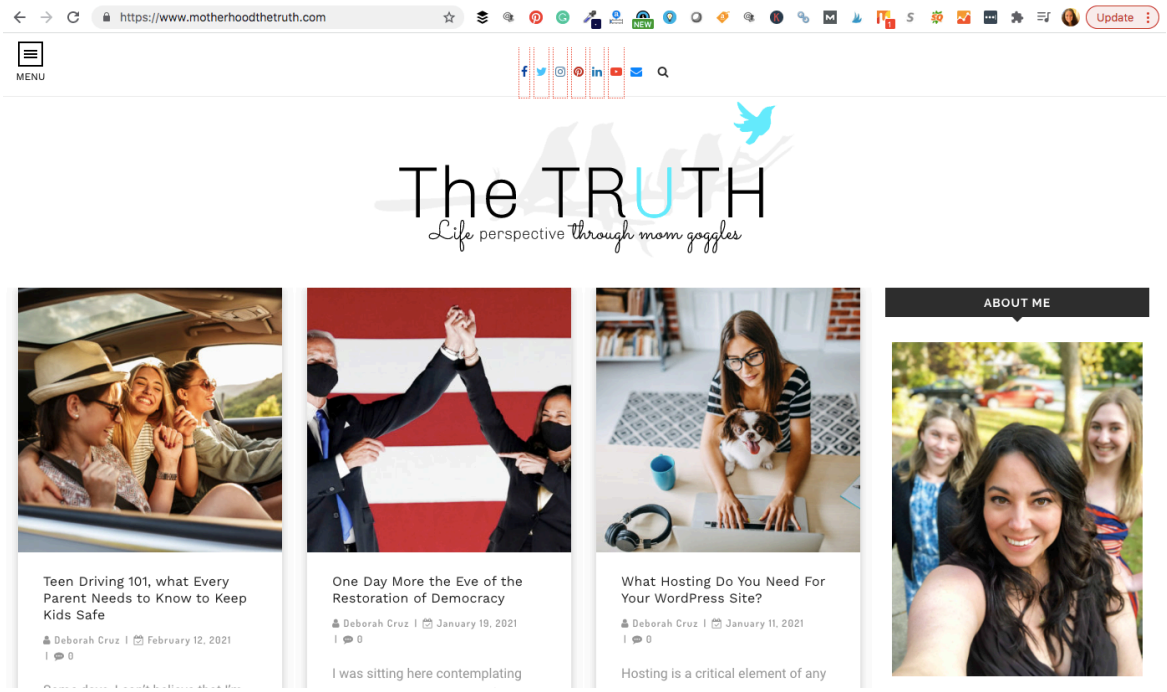
The client chosen for this project is The TRUTH about Motherhood, a parenting and lifestyle website that provides entertaining and informative content delivered with an authentic and honest voice. The website's target audience is parents who are expecting or have children of all ages. According to Google Analytics, they are college educated professionals, middle-class, men and women age 18-45, with 25-34 being the most active demographic.

The TRUTH about Motherhood was created in 2009 by Deborah Cruz who creates all the content on the site. Deborah is The TRUTH about Motherhood. The website partners with brands that are appealing to the key demographic to write compelling stories to share their products with the TRUTH's audience. I chose The TRUTH about Motherhood as my client because it has a lot of growth potential with increased brand visibility via better Google page-ranking, search engine optimization and increased traffic via more strategic content creation. According to MOZ.com, The TRUTH about Motherhood already has a strong domain authority of 42 and is an established and trusted resource in the digital parenting space for over a decade.

The TRUTH about Motherhood website: https://www.motherhoodthetruth.com



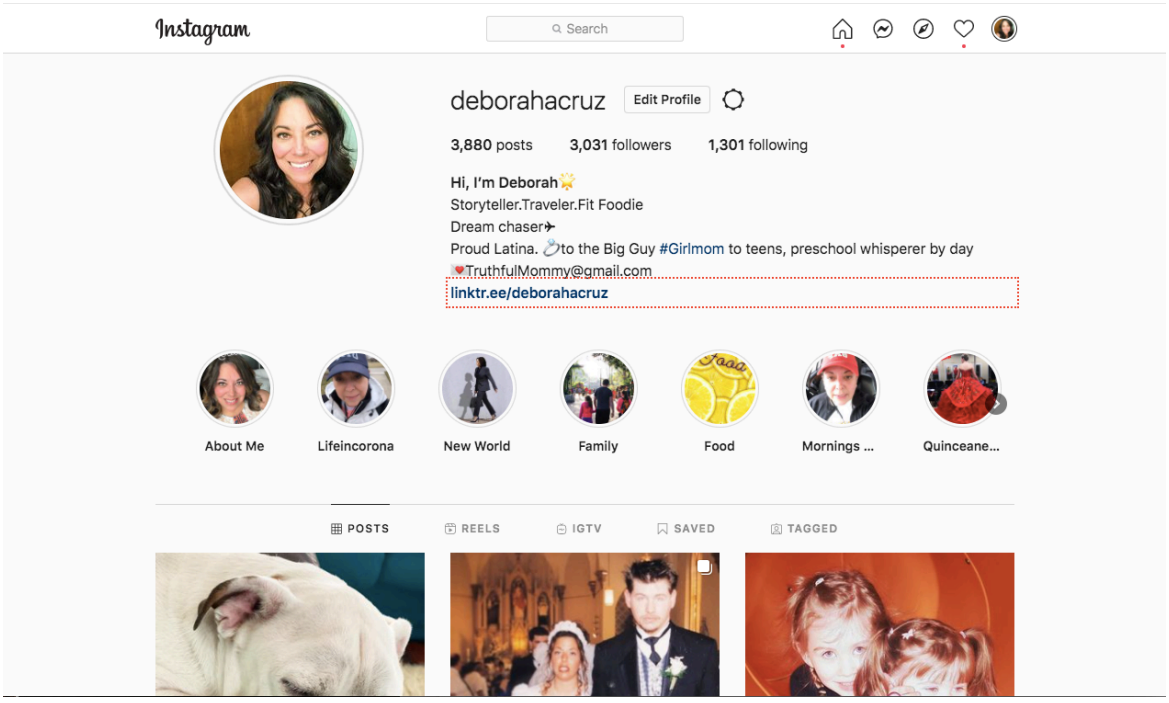
Facebook: https://www.facebook.com/thetruthaboutmotherhood/
5484 Followers



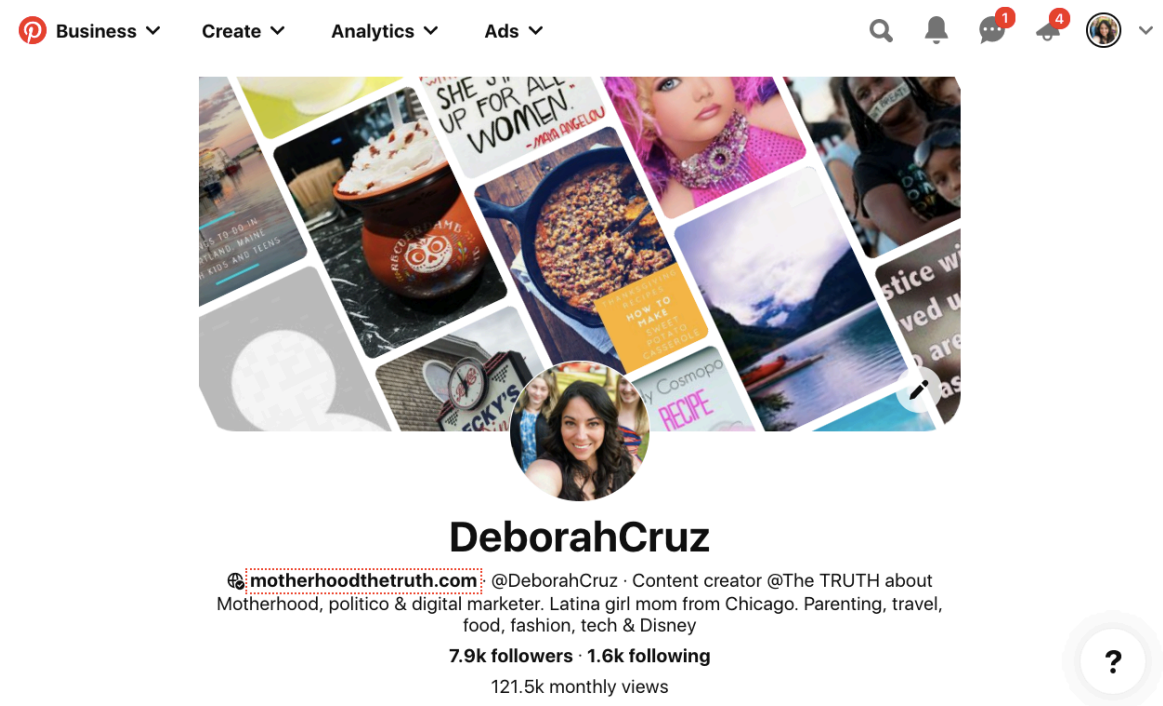
Twitter: https://twitter.com/DeborahACruz
8944 Followers



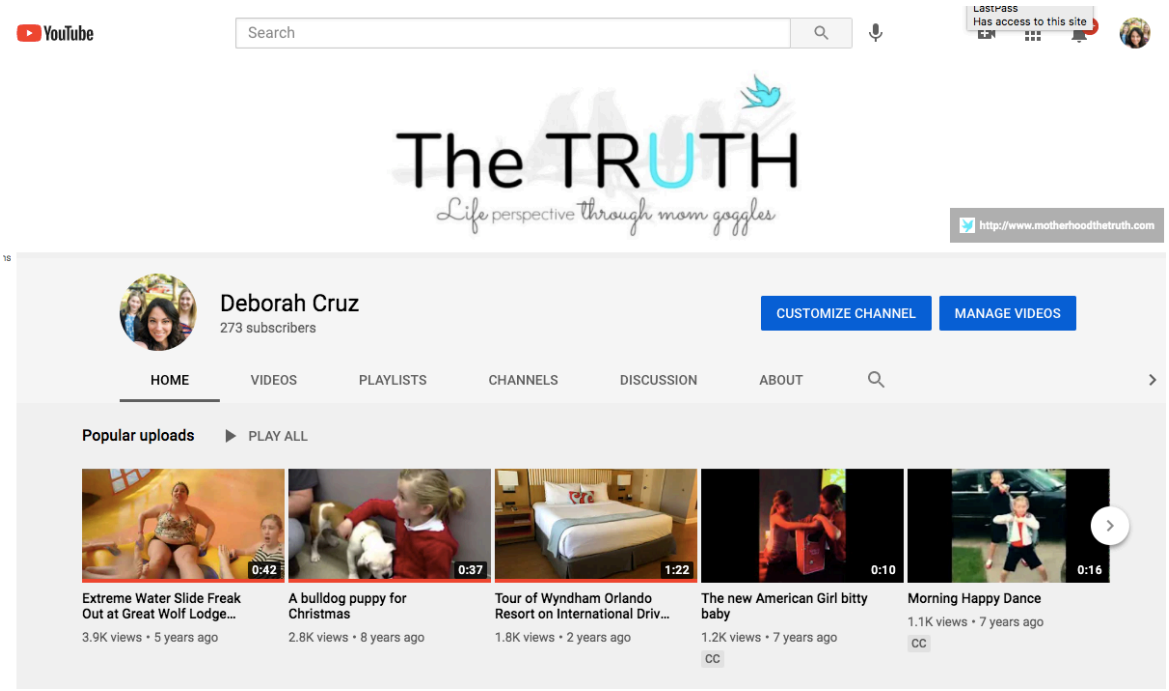
Instagram: https://www.instagram.com/deborahacruz/
3031 Followers



Pinterest: https://www.pinterest.com/DeborahCruz/
7.9K Followers



YouTube: https://www.youtube.com/deborahcruz
273 Followers



A problem The TRUTH about Motherhood has is that while it produces quality, compelling content it is not utilizing search engine optimization as effectively as it could be and this is causing less visibility in SERPs, resulting in less conversions and lower rates for brand partnerships. This also makes it harder for potential customers to see the product being offered, as well as, being less efficient at serving its target demographic simply by not being on the first page of Google.

Another problem is lack of consistent posting and no editorial calendar. As a one-person business, there is definitely a lack of time and people to effectively provide consistent quality of content and follow up amplification, resulting in fatigue. In order for the company to grow and maintain the quality of the content it is known for, time management and stricter adherence to a schedule needs to be in place. According to Quicksprout, not consistently posting content, not

effectively keyword targeting and not ranking on the first page of Google all contribute to lower conversion rates, (“What Matters To Google: Ranking Factors in 2021,” 2019).

Another issue is that currently, while the key demographic for the content is Millennial and Gen X parents, according to recent Google Analytic demographic reports, there has been a recent uptick in traffic from Gen Z males and that is not the intended target audience of the content or the brand partnerships that The TRUTH about Motherhood partners with.

The most appropriate digital marketing strategies that account for the macro environment and commercial, legal and cultural factors are SEO, PPC, content marketing, email marketing, social media marketing, voice SEO and video marketing. This could include tactics like using a content marketing strategy that uses online guides to drive leads or using a growth marketing strategy that uses social media and email to build customer loyalty.

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