**CONTENT STRATEGY**

**Umuzi solves**



**Objectives**

* To raise awareness about Human centered design as a product that Umuzi Solves hosts at Umuzi.
* To assist Umuzi Solves become recognised as an leader In Human centered design and design thinking.
* To increase organic search engine results.
* To generate profitable leads.
* To drive valuable clients to the Umuzi Solves site

**Value proposition**

The product has a strong potential to be able to equip all clients that interact with the Umuzi Solves product to make strategic decisions, and incentivize creative opportunities for innovation.

**Problem statement**

How might Umuzi Solves engage people interested in learning about design thinking and build credibility in the industry because people do not associate Umuzi with design thinking.

**Research**

**Audience**

Our research presented us with two types of audiences, Below are the findings;

Organisations- companies are constantly looking for ways to continually improve the quality of their offering and their efficiencies, in the most time saving and innovative ways.

Novices-People who do not have in depth knowledge on the subject but are interested in it.

**Content research**

Our research showed us that between the two types of audiences that we host, the best ways to reach them would be;

1.Published content

2.Reactive content

3.Pro-active content

These types presented the highest probability of penetrating the said audiences with an infallible success rate.

**Platforms**

Social media platforms include;

Instagram

Twitter

Wordpress

Facebook

Linkedin

**Tone**

* Confident
* Positive
* Accessible

**Style**

* Formal
* Professional

**Methods of delivery**

**Webinars-**Company representatives who are seen as thought leaders can share on various topics.

**Videos-** Educational videos of how others are applying design thinking in their lives.

**Presentations-** At other companies about what we do and what we are about.

**Podcasts**

**Quizzes and polls**

**Email newsletters-**  Short articles about the application of and implementation of DT in the daily lives of normal people

**Thought leadership blog**

Images- With business related quotes “topics for the day”

**Measure of success**

* User demographics and behaviour.
* Social and sharing.i.e shares; follower growth; comments
* Lead generation and new business

**Recommendations**

At the moment Umuzi Solves does not have a following and does and has not gained momentum through the workshops that it has hosted. It is therefore imperative that this strategy be actioned with immediate effect.

As a product team of Umuzi, Umuzi solves can latch on to the existing social media format until there is enough social media recognition for them to leave the nest and nurture their new found engagements.