

Develop a content marketing plan and implement it for the website lovetocat.com.

Luong Thi Mai

Abstract: In the context of increasingly fierce competition in the online content market, this topic focuses on building an effective content marketing plan for the website lovetocat.com. The objective of the study is to identify suitable strategies and methods to enhance brand recognition and increase engagement with the target audience. The approach includes analyzing market trends, assessing customer needs, and implementing experimental content marketing activities. The expected outcome is to provide a specific plan that can be applied to promote the sustainable development of the website lovetocat.com.

Keywords: content marketing, website lovetocat.com, marketing strategy, market analysis, customer engagement