
ABLR

— CONTENT STRATEGY 2022 —

Brand Statement

Ablr is a financial technology company in the buy now pay later (BNPL) space.

Brand Mission

To utilise technology, design and data to deliver honest, innovative products that help improve people's lives and build financially-inclusive communities.

Brand Purpose

Empower a community of digital savvy consumers by helping them make responsible and meaningful purchases to reach their life-fulfilling goals over time.

Brand Behaviour



How the story is told

MISSION

Deliver honest, innovative products that help improve people's lives and build financially-inclusive communities

PURPOSE

Everyone deserves to achieve life-fulfilling goals

BEHAVIOUR

Honest. Caring. Optimistic. Joyful.

CAMPAIGN SETUPS

Audience

Users

Partners

Employees

Campaign

Camp. Concept

Camp. Concept

Camp. Concept

Key Message

Camp. K. Message

Camp. K. Message

Camp. K. Message

Product

Benefits / Reasons to believe

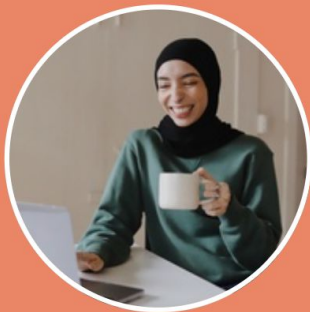
Benefits / Reasons to believe

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The Audience

Working adults with life goals and needs, but can't afford to finance them. It could be their own, their partners' or their children's needs.

They are careful with their finances, have long-term plans, and have envisioned how their ideal life would be.



Han Im, 38

"I've recently moved in to my own place and I need to buy furniture and appliances. I'd love to travel, but my financial commitments don't allow me to save enough."



Steven, 27

"My firstborn turned 6 months last week. His health problem is the reason my wife quit her job. As the sole breadwinner, I am struggling to finance his medical bill"



Richard, 54

"I will be retiring next year, but my youngest daughter is still in college. My wife is not well and needs therapy. I'm considering extending my tenure."

Content Marketing Objectives

1 Registration

2 Awareness

3 Traffic





“

We need to stop *interrupting* what people are interested in and *be* what people are interested in.

”

Craig Davis
Former Chief Creative Officer
J. Walter Thompson

Action item: Conduct content competitive Analysis

- Atome
- Hoolah
- FavePay Later
- GrabPay Later
- Spay Later
- Split

Action item: Figure out current state & set benchmarks

- Current sales-ready lead volume per month
- Current success by programme and content
- Current lead sources
- Current conversion rates from marketing qualified lead (MQL) to close

Content Pillars

Partners' products & services

- Health & Wellness
- Education & Enrichment
- Home & Family
- Travel & Experience

Promotional & tactical

- Sales
- Offer
- Events
- New partners

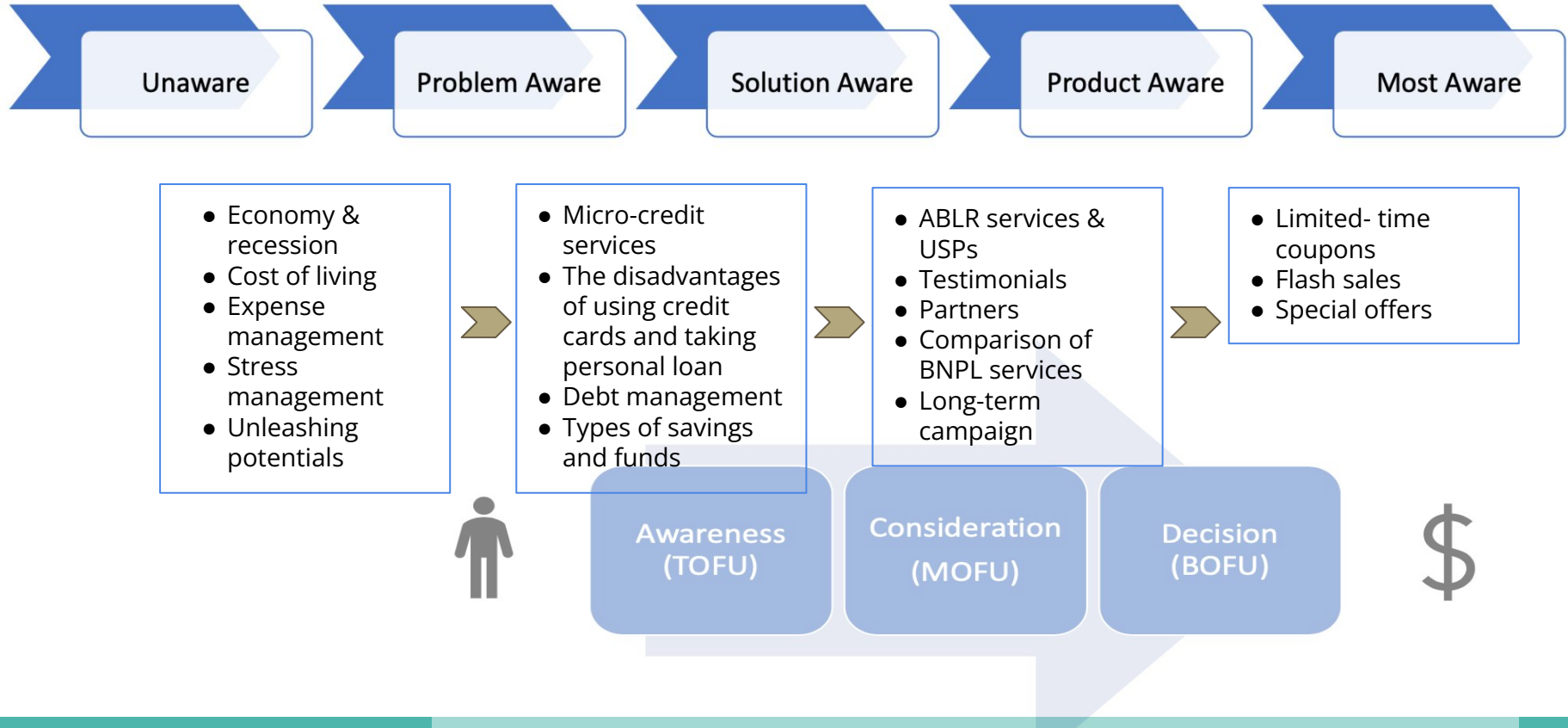
Branding & brand news

- Brand story
- USPs
- New features
- Employer branding

Educational

- Trending & seasonal
- Thought-leadership
- Personal finance management
- Inspirational & motivational

Topic Clusters & Content Funnel



Content Distribution

Paid channels

Tactic	Channels	Content Pillars
Influencer programme	Tiktok, IG, YouTube	Educational, brand awareness & promotional
Sponsored content partnership	RinggitPlus LoanStreet Compare Hero Vulcan Post RinggitOhRinggit	Educational & brand awareness

Media/ad strategy for Always On

Channel	Ad type	Objective	Monthly Budget	Remarks
Facebook ▾	Page Like Ads	Awareness	RM 500	
Facebook ▾	Boost Post x2	Awareness and Conversion	RM 100	
Facebook ▾	Click Ad	Traffic	RM 500	Drive traffic to Website
Instagram ▾	Boost Post x2	Awareness and Conversion	RM 100	
LinkedIn ▾	Follower Ads	Awareness	RM 250	
LinkedIn ▾	Single Image Ad	Traffic	RM 500	Drive traffic to Website
LinkedIn ▾	Single Image Ad	Conversion	RM 500	Retarget those who have been to website to sign up
TikTok ▾	Top View and Top Feed	Awareness	RM 250	
Total			RM 1,200	

Content Distribution

Owned channels

Channels	Tactics	Min. frequency
Blog	<ul style="list-style-type: none">- Cover all content pillars- Articles, quizzes, surveys, infographics- Timely content- SEO implementation- E-A-T strategy	4-8/monthly
Website	<ul style="list-style-type: none">- Content audit- SEO audit- Update on-page SEO- E-A-T strategy	Monthly or quarterly

Owned channels

Channels	Format / theme	Min. frequency
Facebook, Instagram, Twitter	Static image, short video, GIF, infographic, comic strips, curated content, survey	3/week
Tiktok	Scenario, review, promo	3/week
LinkedIn	Employer branding, thought-leadership, recruitment, announcement	1/week
YouTube	Reviews, interviews, promo videos, influencers	N/A
EDM	Automated (collab with CRM team, follow content funnel) and blast emails	Weekly blast

Performance Metrics

Platforms	Metrics
Social media channels	<ul style="list-style-type: none">- Traffic to website- Followers- Engagement Rate- Influencer Conversion Rate
Website	<ul style="list-style-type: none">- Organic traffic- Programme sign-up- Newsletter opt-in- Page Authority
Blog + Sponsored content	<ul style="list-style-type: none">- Organic traffic- Traffic to website- Backlink
YouTube	<ul style="list-style-type: none">- Followers- View
EDM	<ul style="list-style-type: none">- CTOR- Subscriber list growth

Framework

