[Content] CARSOME Content Pillars

This deck was made possible with the combined effort from:
Names of collaborators

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CARSOME Content Pillars

What is it?

- Content pillars are topics or themes that are specific to the brand that can be used to create/generate content. They can help us articulate what we do and make planning content easier.

Why do we need Content Pillars?

- Content pillars ensure that each piece of content we post is as relevant to the audience as possible.
- To rank in search and provide the best answer to the queries that searchers have.

What are we doing for CARSOME Content Pillars?

- We will be going through every article (starting with all BM articles, since the number of articles are manageable) to make sure only related content in the topic cluster is linked. Read more on slide 6.

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CARSOME Content Pillars Challenges & Opportunities

Challenges:

1. Finding the right topics: Need to identify topics that are relevant to our target audience, align with the brand messaging, and are not too broad or too narrow.
2. Managing resources: Content pillar execution requires significant time, effort, and resources.
3. Maintaining consistency: Consistency is key when it comes to content pillar planning. We need to ensure that our supporting content aligns with the pillar content and that consistent tone, style, and messaging is maintained throughout all content pieces.
4. Measuring success: Time is required to measure success accurately.

Opportunities:

1. Build brand authority: Content pillar planning allows us to establish our brand as a thought leader in the industry. By creating comprehensive and valuable content that addresses the target audience's pain points, we can position our brand as a go-to source of information and expertise.
2. Maximizing content ROI: Content pillar planning can help us get more mileage out of all our content assets. By creating pillar content that serves as the foundation for supporting content, we can create a cohesive content ecosystem that drives engagement, boosts SEO, and increases conversions.
3. Drive customer engagement: Content pillar planning allows us to create content that resonates with our target audience and drives engagement. By providing valuable, informative, and actionable content, we can build trust with the audience, encourage social shares, and foster customer loyalty.
4. Streamlining content creation: Content pillar planning can help streamline our content creation process. We can reduce the time and resources required to create new content pieces, ensure consistency and quality, and improve our content planning and execution process.

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CARSOME Content Pillars

- Reference:

- https://www.semrush.com/blog/creating-a-content-hub/
- https://blog.hubspot.com/marketing/what-is-a-pillar-page

- Samples:

- https://www.wapcar.my/used-cars
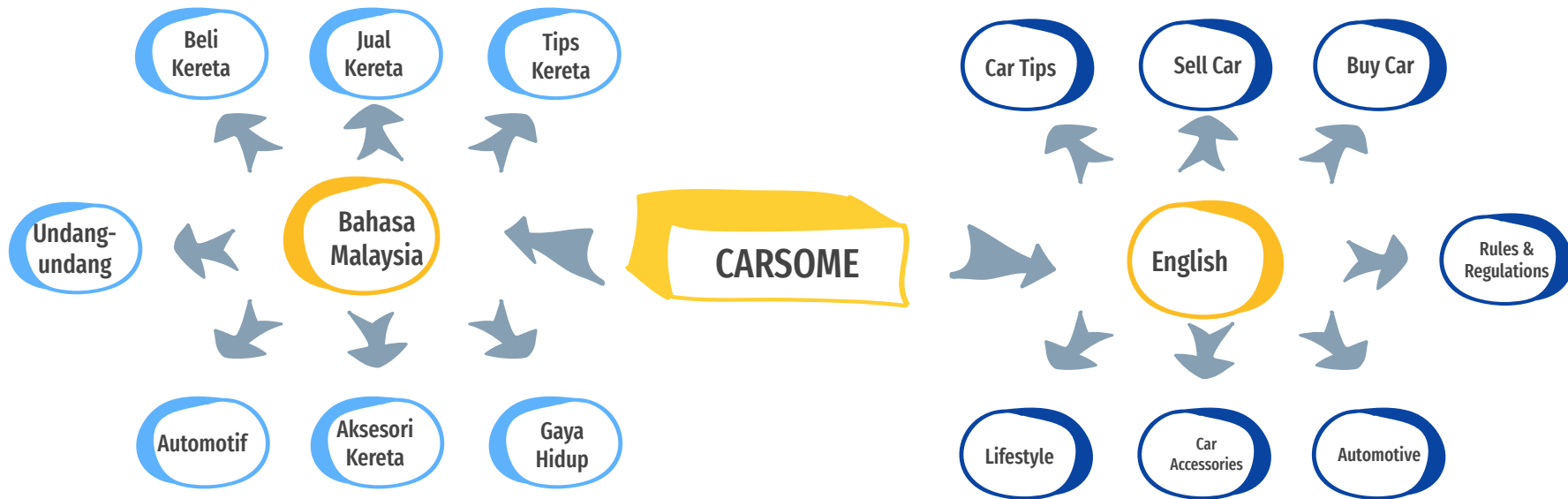- https://blog.hubspot.com/marketing/pillar-cluster-model-transform-blog

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CARSOME Content Pillars

We will work on improving the blog with the following two Content Pillars and their respective pillar clusters :

Under each of the Content Pillars, will be selected Topic Clusters and its Contents, like the ones listed for Bahasa Malaysia Content Pillar:

CARSOME Content Pillars

CARSOME Bahasa Malaysia Topic Clusters and Content list:

1. **Tips Penjagaan kereta** - cara penjagaan tayar/enjin/cat/kerusi kulit/aircond/bateri kereta, penjagaan kereta baru, penjagaan kereta auto vs manual, berapa wang diperlukan untuk maintain kereta, beza maintenance kereta import dan local, jenis kereta low maintenance, cara isi angin tayar, tanda-tanda waktu tukar bateri/brek/tayar,

2. **Beli kereta** - diskaun kereta, proses beli kereta, dokumen untuk beli kereta, syarat beli kereta, tips dan cara beli kereta terpakai, formula gaji beli kereta, loan kereta, beli kereta tanpa lesen, beli kereta cash, bila beli kereta dapat apa free, cara beli kereta tanpa slip gaji, kereta terpakai vs kereta baharu

3. **Jual kereta** - trade in kereta, contoh surat perjanjian jual beli kereta, jual kereta di carsome, cara jual kereta sendiri, jual kereta lama, app jual beli kereta, pengalaman jual kereta di carsome, tips jual kereta

4. **Aksesori kereta** - baby car seat, dashcam, karpet, filem tint, kit keselamatan, kit bantuan kecemasan, infotainment,

5. **Automotif -** EV, jenis dan pengelasan kereta, kapasiti enjin, naturally aspirated vs turbocharged, transmisi, jenis bahan api, kereta conti vs jepun, car features - performance features/safety features (ABS, ADAS, ASA, traction control etc), car comparison, automotive updates, glossary

6. **Gaya hidup** - road trip, jalan berhantu, driving to Thailand, R&R, kereta kena langgar, cara guna first aid kit

7. **Undang-undang jalan raya** - saman, road tax, insurance, plate number, lebuh raya, tol, harga minyak, PUSPAKOM, cara lapor jalan berlubang, boleh ke pasang siren, ubahsuai kereta haram, Lemon law

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CARSOME Content Pillars SOP (Updated)

- We currently have around 20 pages of articles in BM category - as of end April.
- Each of us will work on a set of pages in the BM category:
- **Haziq:** https://www.carsome.my/news/item/category/bm/page/20 to https://www.carsome.my/news/item/category/bm/page/25
- **Wadie:** https://www.carsome.my/news/item/category/bm/page/13 to https://www.carsome.my/news/item/category/bm/page/19
- **Brian:** https://www.carsome.my/news/item/category/bm/page/7 to https://www.carsome.my/news/item/category/bm/page/12
- **Devan**: https://www.carsome.my/news/item/category/bm/page/1 to https://www.carsome.my/news/item/category/bm/page/6

What are we doing?

- To ensure that each article is only linked to related articles within their topic clusters. Eg: for Buy Car/Beli Kereta topic cluster, only the following content pieces should be linked together:
- diskaun kereta, proses beli kereta, dokumen untuk beli kereta, syarat beli kereta, tips dan cara beli kereta terpakai, formula gaji beli kereta, loan kereta, beli kereta tanpa lesen, beli kereta cash, bila beli kereta dapat apa free, cara beli kereta tanpa slip gaji, kereta terpakai vs kereta baharu

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CARSOME Content Pillars How-to?

Linking content -

2 methods:

i) **In-text linking:**

Ford Raptor F-150 milik Wak Doyok semestinya antara koleksi kereta yang mencuri tumpuan. Model CKD dengan pemasangan di Gurun, Kedah ini tampil dengan rekaan dan spesifikasi yang memukau. Ia dikuasakan oleh enjin 3.5L *twin turbo EcoBoost V6* yang mampu menghasilkan 450 kuasa kuda dan 691 Nm tork. Selain itu, ia turut dilengkapi dengan sistem transmisi automatik 10 kelajuan. Model kereta ini turut menampilkan paparan kluster instrumen 4.2 inci, kamera 360 darjah, kain upholsteri kulit, tempat duduk dengan kuasa elektrik dan pendingin hawa manual dwizon. Malah, ia turut dilengkapi dengan *sunroof*, stereng pelbagai fungsi, Kawalan Pemanduan Adaptif (ACC), Sistem Maklumat Titik Buta (BLIS), *Cross-Traffic Alert* dan *Terrain Management System*.

Or ii) **Read more/Artikel berkaitan:**

Memandangkan kebanyakan alat ganti seperti ini boleh didapati pada harga jauh lebih murah daripada yang tulen, ia tidak mematuhi piawaian keselamatan yang ditetapkan oleh industri untuk mengurangkan kos pengeluaran dan boleh mendatangkan bahaya kepada lebih ramai pemandu yang menggunakannya.

Artikel berkaitan: Kereta Rosak? Kos Alat Ganti atau Spare Part Kereta yang Perlu Anda Tahu

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CARSOME Content Pillars Process

What about Categories for the articles?

- Avoid using the **"All Articles"** category, to avoid articles being parked under **"Uncategorized"** in the blog site.
- Articles can be linked into 1 or more categories, but the primary category should be the pillar cluster.

CARSOME Content Pillars Process

What about Tags for the articles in WP?

- Best practice when using Tags for articles in WP is to use it to link articles in the same Campaigns. For example, all **IWD campaign articles** will be tagged with **IWD**, all **financial campaign articles** will be tagged with **Finance**, all **CARSOME Certified articles** will be tagged with **CARSOME Certified,** all **CARSOME Certified Lab articles** will be tagged with **CARSOME Certified Lab**, all **CARSOME Value articles** will be tagged with **CARSOME Value.**
- This will help us recognize which article belongs to what campaign and will also be useful for other departments to recognize what other articles we have for ongoing campaigns.
- Let's avoid using too many tags since it may confuse other departments when they're going through our articles.
- Use the following sheet to check out available tags/add your own for related campaign: https://docs.google.com/spreadsheets/d/1FT1FNP09iF1C-CTDq88h_12OdbBnJzv4O2CWJLhPUEc/edit?usp=sharing

22 February 2022

CARSOME Certified Lab: Here's How CARSOME Refurbishes Pre-owned Cars

CARSOME Certified   CARSOME Certified Lab

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CARSOME Content Pillars Timeline

May 2023 – July 2023

- This project is expected to be completed in 3 months.

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Thank You

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