

ABSTRACT

This report discusses the development and management of content for the social media platform of JHL Collections, a hospitality company. In the ever-evolving digital era, social media has become an important key for companies like JHL Collections in strengthening their brand image, building relationships with customers and increasing their brand awareness. With a holistic approach, this report reveals the key steps in digital marketing content development, from content discovery, creative content definition, attractive visual design, to delivery of customized content on relevant social media platforms. The ultimate goal is to increase consumer engagement, build a strong brand identity and gain a competitive edge in an increasingly tough market. The process begins by using a content plan to identify target audience preferences, competitors, and current trends. A content ideation session was conducted to produce innovative and interesting content ideas that are in line with the JHL Collections brand identity. Additionally, a multi-channel approach was adopted to disseminate content across various social media platforms, including Instagram, Facebook, LinkedIn, and YouTube, with customized content formats to maximize reach and engagement with diverse audience segments.

Keywords: Content, Management, Development, Social Media.