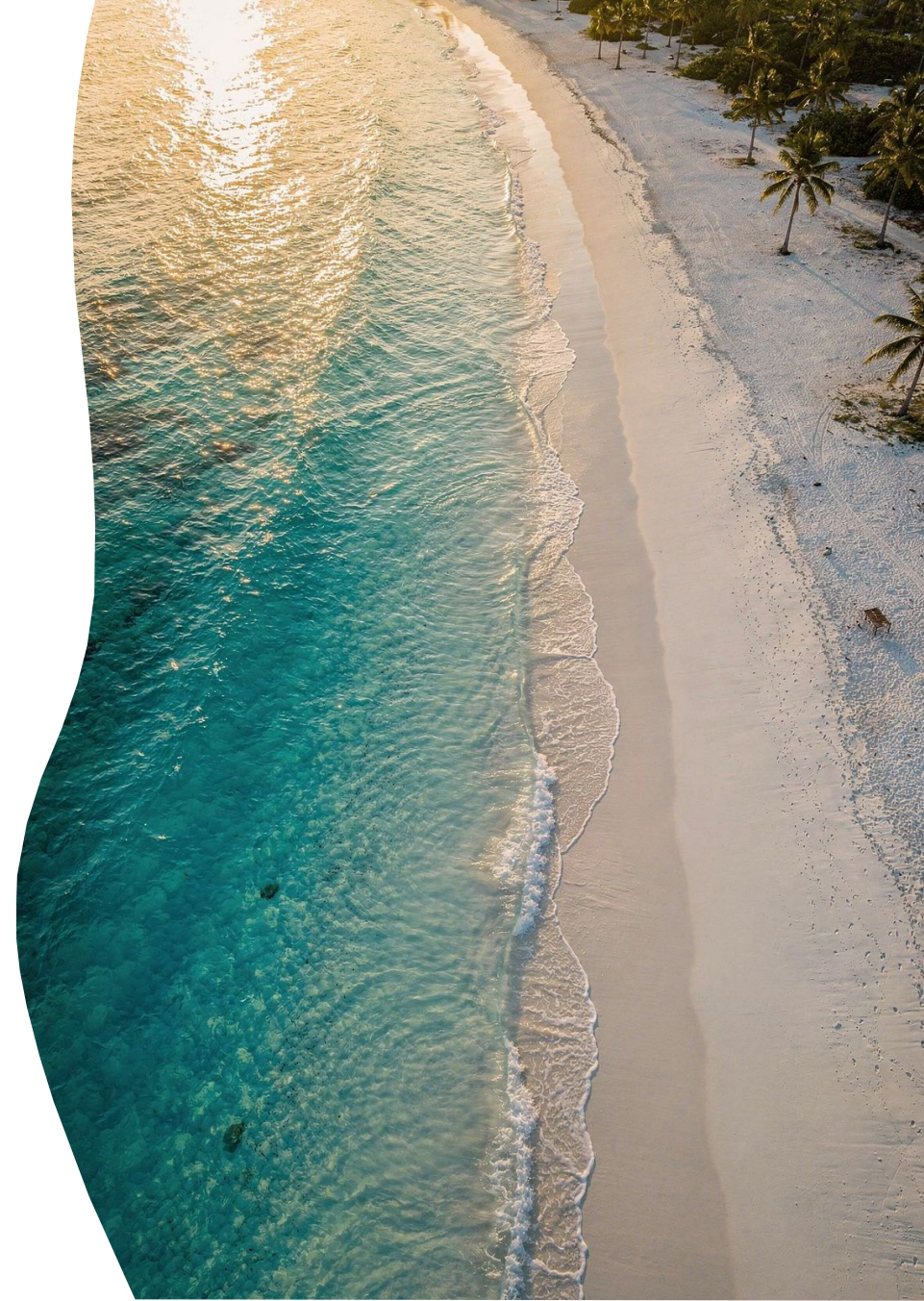


FY26 Integrated Content Strategy

Building One Content Engine for Yello & FindYello



Building One Content Engine

Creating consistent content that supports our brand, products, and business goals — across every channel, for every audience.



Meeting Objectives

By the end of this session, we walk away with:

1

Agreed Priorities

Shared content focus for FY26

2

Defined Roles

Clear ownership across the team

3

Key Campaigns

Identified and ready to plan

4

Shared Calendar

One source of truth

5

Repeatable Workflow

Scalable and sustainable



Our FY26 Growth Drivers

More Users

Grow awareness & attract new audiences



More Usage

Increase platform engagement & repeat visits

More Value

Build trust & deepen customer relationships

Our Two Audiences

B2C

Consumers

Help people discover local businesses and solve everyday problems.

- Find restaurants, plumbers & hotels
- Discover local deals
- Seasonal inspiration
- Community content

B2B

Businesses

Help businesses grow through Yello's marketing and advertising solutions.

- Product education & SEO tips
- Success stories & case studies
- AI & digital marketing advice
- Customer spotlights

Content Pillars — B2C

Stories that help Caribbean consumers find, discover, and connect locally.



Yello Finds

Curated local discoveries



Hidden Gems

Under-the-radar local spots



Seasonal Campaigns

Holiday & cultural moments



Directory Distribution

Expanding local reach



Local Deals

Promotions worth sharing



Community Stories

Real people, real connections

Content Pillars — B2B

Content that helps Caribbean businesses grow smarter with Yello.



Product Marketing

Feature launches & updates



Business Spotlights

Celebrating local success



Customer Success

Real results, real stories



Marketing Tips

Practical, actionable advice



AI Tips

AI & digital marketing trends



Thought Leadership

Industry insight & perspective

Current & Upcoming Projects

 Yello Finds

 Product Launches

 FindYello Traffic

 Directory Distribution

 Brand Awareness

 Business Spotlights

 Customer Success

 Seasonal Campaigns

 World Cup Campaign

 Made in the Caribbean

 WayPoint Stories

Create Once. Repurpose Everywhere.

One great content idea fuels your entire ecosystem. Start with a single strong concept and distribute it intelligently across every channel.

📄 One idea. Ten touchpoints. Zero waste.

One Idea

Blog & Website

Email & LinkedIn

Social & Video

Roles & Responsibilities

Content Writer

- Blogs & Articles
- Website Copy
- Email Marketing
- SEO & Landing Pages
- Customer Stories
- FindYello Articles

Marketing

- Campaign Strategy
- Social & Paid Media
- Photography & Video
- Creative Direction
- Community Management
- Analytics

Shared

- Content Planning
- Campaign Brainstorming
- Monthly Reviews
- Editorial Calendar
- Performance Optimisation



Our Publishing Cadence

A minimum viable rhythm that keeps Yello visible, consistent, and growing
— every single week.

Social Media

2–3

Posts Every Week

Minimum across all channels

Content Mix



Educational

Tips, how-tos, local insights



Promotional

Products, campaigns, offers



Engagement

Polls, questions, community moments

Blog, Email & Video

1

Blog Article

Weekly or fortnightly — long-form, SEO-led storytelling

2-4

Email Campaigns

Per month — targeted to B2C and B2B audiences

1-2

Short-Form Videos

Per week — Reels, TikTok-style, or product demos

Website updates — landing pages, product launches, case studies, and blog uploads — published on a rolling basis throughout the month.

Monthly Content Calendar

A rotating four-week rhythm that keeps both audiences covered — every month, consistently.

Week	Hero Theme	Audience	Channels
Week 1	Yello Finds	B2C	Social, Blog, Email
Week 2	Product Spotlight	B2B	Social, Website, LinkedIn
Week 3	Business Spotlight	Both	Social, Blog, FindYello
Week 4	Seasonal Campaign	Both	Social, Email, Website

Let's Build This Together

One team. One strategy. One content engine — powering Yello's growth across the Caribbean.



Next Step

Align on the editorial calendar for Q1



Action

Confirm roles and assign campaign ownership



Launch

Publish first content within two weeks

