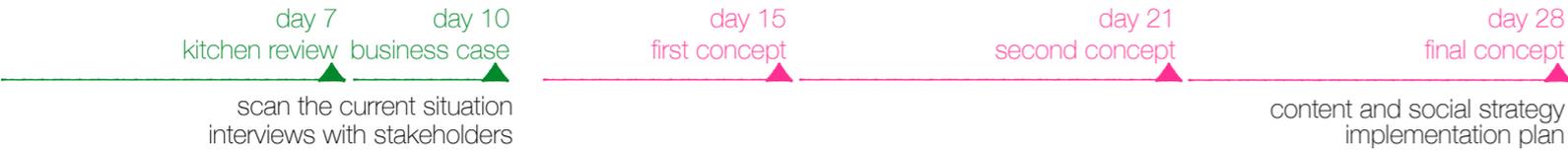


Content & Social Strategy in 21 to 28 days ‘Create impact with content’



Your brand matters, especially now. Post COVID-19 and #BLM it is time for brands to speak up on their values and their ‘why’. Your content is key to stand out, to claim leadership, and to build your brand.

Accountability marketing spend
Content should always contribute to your business objectives. In the end, it is all about sales. Define KPIs, fill the funnel and shorten the sales process.

Content themes. A tree diagram with your main topics. Content is the proof of your claim. [Read more](#)

Content eco-system. Overview of all touch-points, online and offline. Indispensable for crisis comm. [Read more](#)

Social strategy. How to use social: audiences, channels and themes.

Google YT & data research. Get insights into your audience’s needs. I promise you will be surprised by the outcome. (Agency deliverable) [Read more](#)

Combine media buying and content production. ‘Get more bang for your buck.’ Smarter usage of the FB/IG algorithm. Strategize media, create audiences, and ongoing testing of content assets.

Requirements for success. Own it. What do you need to succeed.

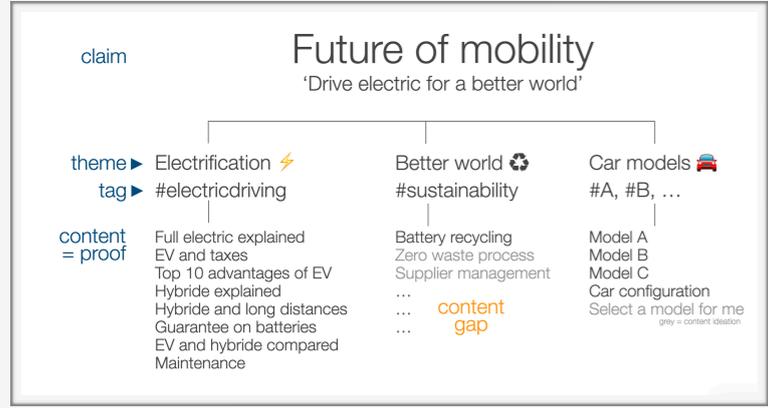
Publishing House in 10 days ‘Blueprint and roadmap’

Become your own publisher. Balance 60-40 between brand and marketing activation [Les Binet]. Set up your own data driven publishing platform. Learn how to [use social to build your brand](#)

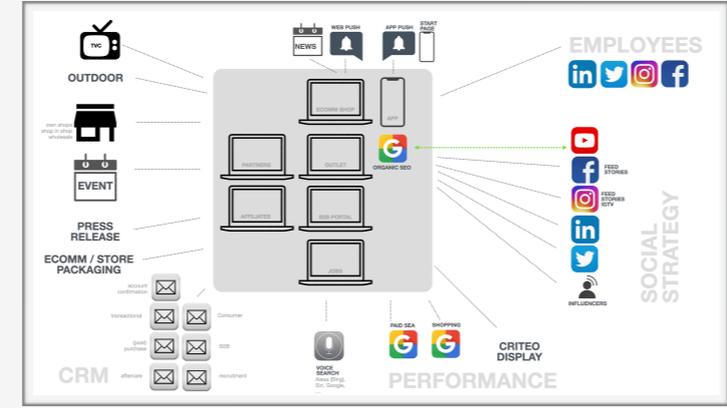
Editorial team, content board, and planning. Set up a department-agnostic content team with an Editor in Chief, producers and data analyst. Involve your stakeholders via the content board.

With a high-level yearly planning and detailed Q planning, realize iterative testing, learning and ongoing improvements. First deliverable.

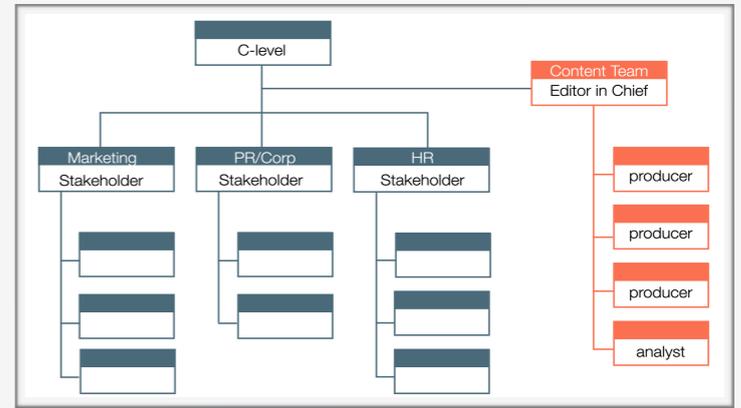
Implementation planning. Phased planning to set up the publishing house, with pilot projects. Including budget and resources. Second deliverable.



Content as proof



Content eco-system and (social) distribution



Department-agnostic content team

Budget

To hit the ground running, you need 21 for local to 28 days for global brands. Guaranteed deliverables with a fixed price. Daily fee of € 1.250 includes WARC subscription and access to an extended international network of agencies and freelancers. For international assignments the daily fee can vary depending on travel and expenses.

Content Strategy starts from € 26.250
10-day Publishing House € 12.500

The runtime of these processes is bespoke. Usually 8 to 10 weeks for the strategy, and 4 weeks for publishing.

Tailored Workshops

Not the budget for the extended track or do you prefer to DIY, we can cherry-pick experiences, tips and tricks with a tailored workshop or a spontaneous brainstorm.

Starts from € 750

Content & Social Director

Skills

Inspire, tech and trends	★★★★★
Stakeholder Management	★★★★★
Build & manage teams	★★★★☆
Patience	★★★★☆
Tolerance for whining	★★★☆☆
Getting things done	★★★★★

2020

Digitally publishing the book **'Think like a publisher'** to get grip on your content and social media, data driven and contributing to business objectives. Be nimble and work agile. With 25+ interviews from international top agencies, brands and experts.

Fleur Willemijn van Beinum (1976)

Scheveningen, NL

fleurwillemijnvanbeinum@gmail.com

+31 6 245 03 999

www.linkedin.com/in/fleurwillemijn

thinklikeapublisher.com

www.fleurwillemijn.com

About me

At my best after an early morning WOD or run on the beach. Life is a matter of priorities, don't overcomplicate :)

Passionate. Inspiring. Raising the bar. Live to love your life. Every. Single. Day.

Ad Interim since 2006, main projects

Global Content Strategist @G-Star RAW | Q1 2020

Setting up global content and social strategy, Publishing House and Newsroom. As fast as possible, as long as it takes

Content Strategy & Campaigns Olympics Tokyo2020 @Toyota NL | 2019-20

Develop overarching brand content strategy, incl. hub and campaigns for Olympics 2020

Global Content Director @JDE | 2018

Implement global content strategy with local roll out

Global Content & Social Director @FrieslandCampina | 2017-18

Setting up Global Newsroom for international stakeholders and national consumers

Social Business Strategist @ABN AMRO | 2017

Data driven insights on added value of content and social

Content Strategist @Shimano EMEA (via DRRD) | 2017

Fixing the basics for content marketing: strategy, brand persona, planning, reporting

Global Content Strategist & Director @Unilever Food Solutions | 2017

Setting up global content platform and distribution strategy for brand-storytelling

Content Hub & Newsroom @eBay Labs EMEA | London, Zurich | 2016

Define project scope and proposal to create seller storytelling

Content Director & Social Expert @DeltaLloyd | 2016

Setting up social and corporate storytelling, launch Social Hub and Summer Olympics in Rio

Content Director @Havas WW NY & Teva Pharma HQ | New York, Tel Aviv | 2015/16

Defining the brand story for Teva Pharma. Content strategy, mapping and Editorial Board.

Head of Social & Content @Peugeot, Citroën, DS Benelux | Brussels, A'dam | 2015

Define Content Strategy and fixing the social basics.

Digital & Content Strategy @AIR FRANCE KLM HQ | 2013/14

'How to sell tickets via content' for the international B2B platform. MH17 Crisis Comms.

Head of Digital Communications @Leaseplan Corporate | 2013

International Digital strategy for 39 international entities; from central dev to local roll out.

Social and Content Strategy @Pon: Volkswagen, Audi, Porsche | 2011/12

Defining the Digital, Social Media and Content Strategy. Launch of Webcare.

More...

- Keynote speaker
- Masterclasses and workshops
- Teaching at Beeckestijn College
- Social Profiling and LI presence
- Ghostwriter for C-level, artists and DJs
- Marathon runner
- CrossFit addict

Education & Awards

Ongoing hunt for knowledge and inspiration: technology, innovation, social trends. And my love for the Cannes Lions, 2012-16: Trendwatching & Social Saviness 2003: Post HBO Multimedia and Prince2 1997 - 2000: Social Science Uni Utrecht 1996: Marketing: NimaA, NimaB, Nima PR-A

Awards: FWA (4x), Webby nomination, SpinAwards, Website of the Year