

# 2025 Content Marketing Strategy

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Driving Impact, Engagement,  
and Growth

# Our 5 Core Brand Goals

**\*Brand Awareness** - Expand ARC Gaming's recognition as the go-to destination for COAM gaming **solutions** and **services**

**\*Generate High-Quality Leads** - Boost inquiries and sales opportunities from store owners and business operators in the 457100 NAICS

**Enhance Customer Retention and Engagement** - Increase satisfaction and loyalty among current partners and players

**Position as Industry Thought Leader** - Establish ARC authoritative voice in COAM industry

**End-User Retention Program** - Loyalty Program (Pending)

# 3 Strategic Aims

After conducting market research and experimenting with posts, I realized that achieving ARC's brand goals in the digital space requires a deeper understanding of who our content is truly for and what they need. Simply creating posts about ARC Gaming might fall on deaf ears if the content doesn't directly address the interests, challenges, and aspirations of our target audience. To resonate with our audience we need to focus on three core aims:



01

**Get Closer to our Target Audience in the Digital Space**

02

**Get People Excited About COAMs**

03

**Create Impactful Content That Our Audience Finds Useful**

# Getting Closer to Our Audience

**Aim:** We want to find methods to get closer to our target audience in the digital space.

**Problem:** Traditional sales-focused posts seem to fail to resonate because they don't meet the audience where they are or address what they care about

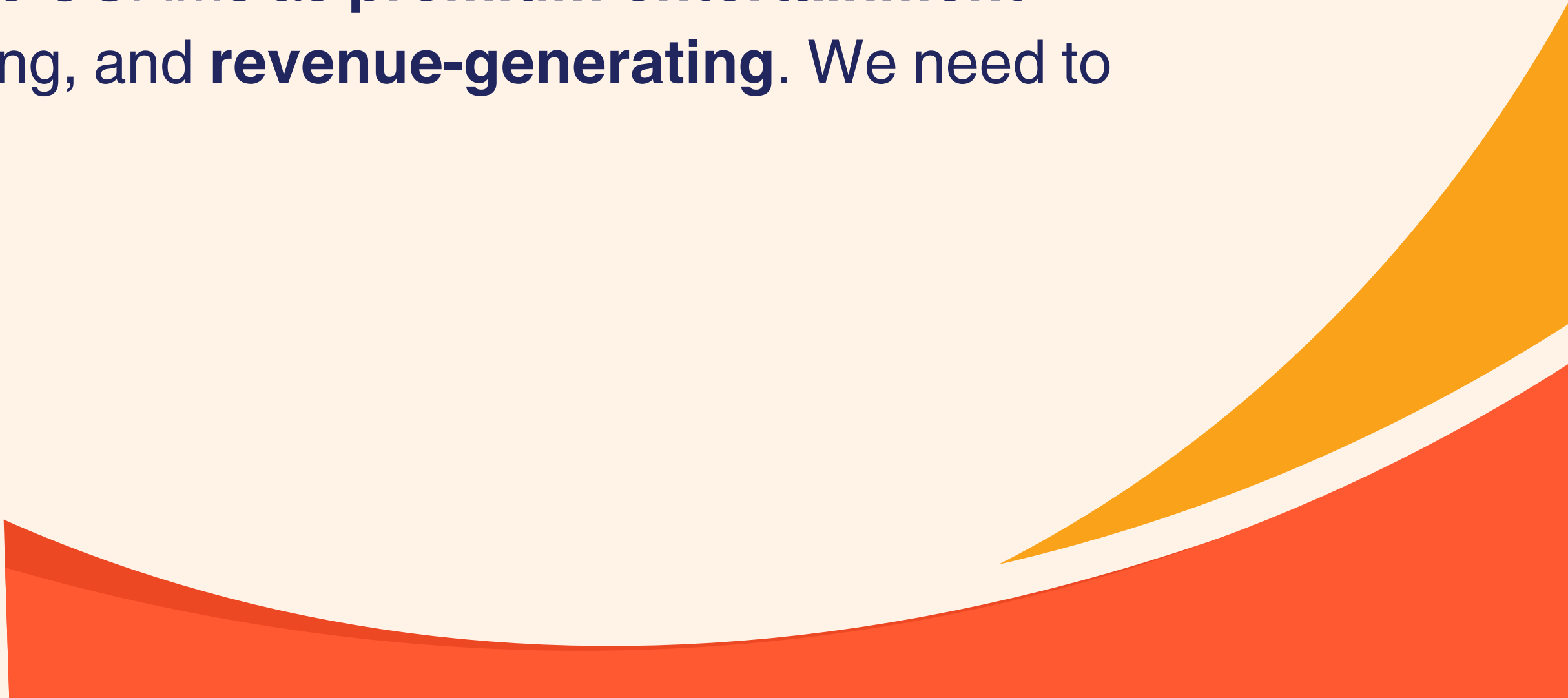
**Solution:** We can aim to engage in digital conversations directly with our audience, find decision-makers online, and "befriend" them digitally. This requires us to **engage** with our target audience in post and on their pages. (Give Example from Lampstand)

# Get People Excited About COAMS

**Aim:** We want people to excited about COAMs

**Problem:** People generally don't know what a COAM is, so they have limited awareness of its benefits.

**Solution:** We need to reframe COAMs as **premium entertainment systems** that are fun, engaging, and **revenue-generating**. We need to **show** their value.



# Create Impactful Content

**Aim:** We want to create powerful and impactful content that will make our target audience trust us.

**Problem:** Potential clients don't view us as valuable.

**Solution:** Publish high-value content that answers the audience's questions, solves problems, and provides them with useful material to help enhance their business. We can prove to be valuable in various ways and become thought leaders. (Share insights about post frequency and establishing a Weekly Posting Cycle)

# Monthly Themes

To help establish a weekly posting cycle, we've established a theme for each month. Some themes have been refined or placed strategically to align with events. Feel free to make adjustments/suggestions:



- 01** January - Passive Revenue
- 02** February - COAMs: Fun Meets Profit
- 03** March - COAMs Impact on Restaurants
- 04** April - COAMs Impact on C. Stores
- 05** May - Maximizing Profits with COAMs (Small Biz)
- 06** June - Building Brand Loyalty
- 07** July - Gaming Innovations/ Technology Showcase
- 08** August - Community Impact: HOPE Scholarship
- 09** September - COAMs + Responsible Gaming
- 10** October - Scalable Solutions for Chain Stores
- 11** November - Planning for 2026: Strategic Growth
- 12** December - Celebrating Success Together

# Content Types

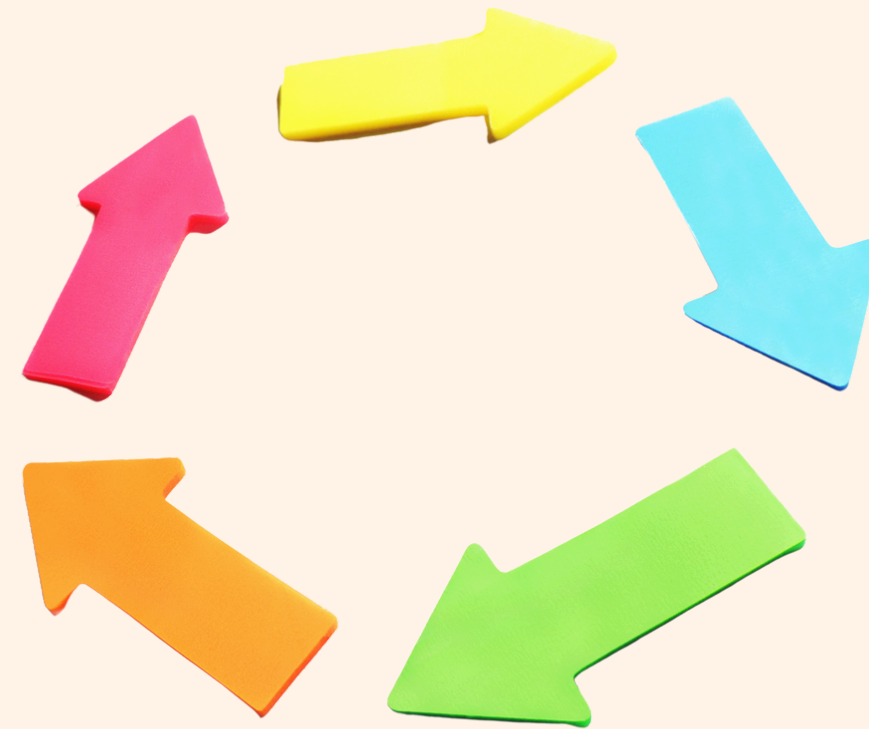
Creating content that resonates with our target audience means diversifying the types of content we produce. To engage, educate, and excite, our posts need to strike a balance between being informative, entertaining, and actionable.

This list serves as a comprehensive guide to what we can create to achieve our brand goals.

Here are is our comprehensive list of content: [Here](#)

# Weekly Posting Cycle

To keep our audience engaged, we'll post 3 times a week following a structured cycle. This ensures variety, consistency, and alignment with our monthly themes and goals. Each post type is tailored to educate, excite, or build trust with our target audience.



# Weekly Posting Cycle

## Example Weekly Posting Cycle:

### Theme: Boost Revenue - Week 1

- Monday – **Engagement Post**
  - Format: Question
  - Example: “How do you plan to boost Revenue in 2025”
  - Objective: Start a conversation with audience to think about Revenue
- Wednesday – **Curated Post** <sup>e</sup>
  - Format: Quote
  - Example: “Revenue is at the center of any business”
  - Objective: Encourage audience interaction and spark curiosity.
- Friday – **Educational Post**
  - Format: Article/ Social Media post
  - Example: “10 Amazing Ways to Build Revenue in 2025 (#7 will surprise you).”
  - Objective: Highlight real-world success and position ARC as a trusted partner.

# Weekly Posting Cycle

## Example Weekly Posting Cycle:

**Theme:** Boost Revenue - Week 2

- **Monday – Machine Featured Post**
  - Format: Social media
  - Example: Machine of the month: Why are clients love the [Insert machine name]
- **Wednesday – Case Study**
  - Format: Case Study
  - Example: “How ARC Helped [Insert Buisness] Bostt their Revenue”
  - Objective: Build Ethos
- **Friday –Sales Post**
  - Format: Article/ Social Media post
  - Example: 10 Amazing ways ARC Gaming and Technology can help you boost Rev
  - Objective: Highlight real-world success and position ARC as a trusted partner.

# Weekly Posting Cycle

## Example Weekly Posting Cycle:

### Theme: COAMs: Fun Meets Profit - Week 2

- Monday – **Educational Post**
  - Format: How-to guide or infographic.
  - Example: “What Are COAMs? Everything You Need to Know About the Niche Premium Entertainment Systems.”
  - Objective: Educate the audience about COAMs and their value.
- Wednesday – **Engagement Post**
  - Format: Trivia or poll.
  - Example: “Poll: What’s your favorite type of game—Trivia, Puzzle, or Slots?”
  - Objective: Encourage audience interaction and spark curiosity.
- Friday – **Trust-Building Post**
  - Format: Testimonial or case study.
  - Example: “How [Business Name] Increased Customer Engagement with COAMs.”
  - Objective: Highlight real-world success and position ARC as a trusted partner.

# Content Creation Framework

[View here:](#)