

TVET Content Marketing Strategy

Academic Year: 2025–2026 | Institution: City Technical College | Review Date: 31 March 2025

1. EXECUTIVE SUMMARY

Institutional Goals (Next 12 Months)

Increase enrolments across all vocational courses by 20% (target: 450 new students). Improve website organic search traffic by 40%. Establish the college as a regional authority in plumbing, electrical, and construction trades. Increase course enquiry form submissions by 35%.

Content Marketing Objectives

Attract prospective students through high-value, searchable content addressing common questions about vocational pathways. Create informational content that ranks for high-volume keywords like "How to become an electrician" and "Plumbing apprenticeship UK". Build email subscriber list of 2,000+ engaged prospects. Generate monthly qualified leads from content-driven traffic to support enrolment targets.

Key Success Measures

Monthly organic website visitors: 3,000+ (from baseline 1,200). Course enquiry form submissions from content: 40+ monthly. Application conversions: 15% of enquiries converting to applications. Email list growth: 300+ new subscribers monthly. Social media engagement rate: 3%+ on education-focused posts.

2. BUYER PERSONAS

Three core prospect groups identified through student surveys, application data, and market research.

Persona 1: Ambitious Achiever Alex

Age & Demographics: 16–18 years old, school leavers, mixed gender, grades A*–B at GCSE, living in local area

Current Situation: Finishing secondary school this summer. Strong in practical subjects. Currently weighing university against vocational routes. Parents asking about career prospects and earning potential.

Primary Concerns: Will I earn enough? Can I progress to management? What are actual job prospects? How quickly will I start earning? Is the course flexible enough around part-time work?

Information Sources: Google searches, Instagram, YouTube, school careers advisers, parents' recommendations, TikTok, local Facebook community groups

Decision Timeline: 3–6 months before course start. Searches increase March–May (during final school terms), then peak again August–September as courses begin.

Persona 2: Career-Change Claire

Age & Demographics: 32–48 years old, currently office-based, female, seeking better work-life balance and meaningful hands-on work

Current Situation: Burned out in corporate job. Interested in trades offering creative satisfaction and physical engagement. Has some disposable income for retraining. Keen to make change within next 12–18 months.

Primary Concerns: Can I afford to retrain? How flexible are part-time options? Will I get employed after retraining? Is this realistic at my age? What's the job market like for career-changers?

Information Sources: Google, LinkedIn, Facebook, online forums, podcasts, local community recommendations, word-of-mouth from peers

Decision Timeline: 6–12 months (longer research phase, planning around work and family commitments before enrolling)

Persona 3: Redundant Rory

Age & Demographics: 45–55 years old, recently made redundant from manufacturing, male, motivated to upskill quickly

Current Situation: Received redundancy package providing 6–12 month window for retraining. Motivated to secure new skills quickly. Seeking government funding or support options. Practical background transferable to many trades.

Primary Concerns: Will my age count against me? What funding is available? How quickly can I get employment? Can I retrain in growth sectors? Is my manufacturing experience transferable?

Information Sources: Government websites, job centres, Google, LinkedIn, word-of-mouth from peers facing similar situations, local careers services

Decision Timeline: 3–4 months (motivated by redundancy window, needs faster pathway to stable re-employment)

3. CONTENT INTENT MAPPING

Search Intent Type	Example Search Terms	Content Topics
Informational (Foundational questions)	"What is an electrical apprenticeship?", "How long to become electrician?", "Difference between NVQ and apprenticeship"	Comprehensive guides on vocational pathways, what different qualifications involve, career progressions in specific trades, earning trajectories
Navigational (Institution-specific info)	"City Technical College courses", "How to apply for apprenticeship", "College open days", "Funding options"	Course listings, application procedures, FAQs, open day schedules, funding information, campus facilities
Commercial (Comparing options)	"TVET vs university", "Apprenticeship vs college", "Electrician salary UK", "Career progression plumbing"	Comparisons of pathways, earning potential breakdowns, career progression comparisons, ROI analysis, testimonials
Transactional (Ready to enrol)	"Apply for plumbing course now", "Hairdressing course enrolment", "Start apprenticeship September", "Course application form"	Clear application pages, enrolment CTAs, course start dates, contact forms with minimal friction, next steps

4. CONTENT TYPES & DISTRIBUTION STRATEGY

Primary Content Formats (tick those applicable):

☒ Blog posts/articles ☒ Videos ☒ Infographics ☒ Webinars ☒ Case studies ☐ Podcasts ☒ Social media content ☒ Guides/whitepapers

Content Frequency:

- Blog Posts Monthly: **4 posts**
- Social Posts Weekly: **5 posts across all platforms**
- Videos per Quarter: **3 videos** (career spotlights, how-tos, student testimonials)

Primary Distribution Channels (tick those applicable):

☒ Website/blog ☒ Email newsletters ☒ LinkedIn (employer engagement, industry partnerships) ☒ Facebook (family targeting, older demographics) ☒ Instagram (career spotlights, student stories) ☒ TikTok (younger audience, trend-based content) ☒ YouTube (long-form career guides, campus tours) ☐ Other: Local community forums and partnerships

Channel Strategy by Persona:

- Alex: TikTok, Instagram, YouTube
- Claire: Facebook, LinkedIn, Pinterest, YouTube
- Rory: LinkedIn, Facebook, Google, Government sites

5. CONTENT MIX ALLOCATION

Recommended Allocation: 60–70% Evergreen | 20–30% Topical | 10–20% Promotional

- Evergreen Content %: **65%** (foundational guides, career pathways, qualification overviews)
- Topical Content %: **25%** (industry updates, new regulations, seasonal content)
- Promotional Content %: **10%** (course launches, open days, enrolment drives)

6. CORE CONTENT TOPICS (Next 6 Months)

Content Topic	Intent Type	Target Persona	Format
How to Become a Qualified Electrician: Complete Pathway	Informational	Alex, Rory	Blog + Infographic
Electrician Salary UK 2025: What You'll Really Earn	Commercial	Alex, Rory	Blog
Plumbing Apprenticeship vs College Course: Which Route?	Commercial	Alex	Blog
5 Day-in-the-Life Videos: Electrician, Plumber, Carpenter	Informational	All personas	Video series
Career Change to Plumbing: Is It Right for You?	Informational	Claire	Blog
Government Funding for TVET: What You're Eligible For	Informational	Rory, Claire	Whitepaper + Blog
NVQ vs Apprenticeship vs Higher Technical Qualification: Explained	Informational	Alex, Rory	Guide + Blog
Student Success Stories: From School Leaver to Qualified Electrician	Commercial	Alex	Case study + Video
How Much Do Plumbers Earn? Income Breakdown & Career Progression	Commercial	Alex, Claire	Blog + Infographic

Skills Shortage in Trades: Why Now Is the Best Time to Train	Topical	All personas	Blog
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7. PUBLISHING CALENDAR (First Month – January 2025)

Week	Content Title	Format	Channel(s)	Owner	Status
Week 1 (Jan 6–12)	How to Become an Electrician: Complete Guide	Blog + Infographic	Website, LinkedIn, Facebook	Sarah	Complete
Week 1 (Jan 6–12)	Career spotlight: Meet our electrician students	Instagram carousel + TikTok	Instagram, TikTok	Emma	In Progress
Week 2 (Jan 13–19)	Electrician Salary UK 2025: What You'll Really Earn	Blog	Website, Email newsletter	James	Planned
Week 2 (Jan 13–19)	Weekly social: Interview snippet video	Short video	YouTube Shorts, TikTok	Emma	Planned
Week 3 (Jan 20–26)	Plumbing Apprenticeship vs College: Which Route?	Blog	Website, LinkedIn	Sarah	Planned
Week 3 (Jan 20–26)	Weekly social: FAQ carousel – funding questions	Instagram carousel	Instagram	Emma	Planned
Week 4 (Jan 27–31)	Student success story: From school to qualified tradesperson	Case study + video	Website, YouTube, Email	Sarah	Planned

8. SUCCESS METRICS & KEY PERFORMANCE INDICATORS

BASELINE MEASUREMENTS (Before Strategy Launch – January 2025)

Metric	Current Value
Monthly Website Visits	1,200
Organic Traffic %	25%
Monthly Applications	85
Average Time on Page (seconds)	45
Email Signup Rate	2%

TARGET METRICS (6 Months Post-Launch – June 2025)

Metric	Target Value	% Increase
Monthly Website Visits	3,500+	+192%
Organic Traffic %	50%+	+100%
Monthly Applications	120+	+41%
Average Time on Page (seconds)	120+	+167%
Email Signup Rate	5%+	+150%

Engagement Metrics to Track:

Average time on page: target 2.5+ minutes. Scroll depth: target 70%+ on blog posts. Click-through rate on CTAs: target 5%+. Social media engagement rate: target 3%+ on education content. Email click rate: target 15%+. Email signup rate: target 8% of website visitors. Video completion rate: target 75%+.

9. RESOURCES & TEAM RESPONSIBILITIES

Role	Responsibility	Time Allocation
Content Manager (Sarah)	Overall strategy, blog writing, coordination, analytics, quality assurance	100% FTE (1.0)
Social Media Lead (Emma)	Social content creation, scheduling, community engagement, trend monitoring	40%
Marketing Manager (David)	Strategy oversight, budget management, reporting, approvals	15%
Freelance Video Producer	Video shooting, editing, post-production (3 per quarter)	As needed

External Resources/Tools Required:

- SEO tools: Ahrefs or SEMrush (£80–150/month)
- Email marketing platform: Mailchimp or HubSpot (£200–400/month)
- Graphic design: Canva Pro (£100/year) or freelancer
- Video editing: Adobe Creative Cloud (£40/month)
- Freelance video production: £1,500–2,000 per production
- Webinar platform: Zoom Pro (£120/year)

Budget Allocation (Annual):

Item	Cost
Tools & software (SEO, email, design)	£3,600
Freelance content writing	£2,000
Freelance video production (3–4 videos)	£6,000
Training & professional development	£1,500
Paid promotion (ads)	£2,000
TOTAL ANNUAL BUDGET	£13,100

10. REVIEW & REFINEMENT SCHEDULE

Review Cycle: ☐ Monthly | ☒ Quarterly | ☐ Bi-annually

First Review Date: 31 March 2025

Review Meeting Owner: David Wilson (Marketing Manager) with Sarah (Content Manager) and Emma (Social Lead)

Key Questions for Each Review:

- Which blog topics drove most traffic and conversions? (Expected: SEO-optimised career guides)
 - Which social platforms generated highest-quality leads? (Expected: LinkedIn for older demographics, TikTok for school leavers)
 - What's the conversion rate from content visitor to application? (Target: 15%)
 - Which content formats performed best by persona? (Track video vs blog vs infographic performance by audience segment)
 - What seasonal patterns are we seeing? (Expect peaks March–May and August–September)
 - Are we hitting monthly targets? (Compare to baseline metrics above)
 - Which topics should we expand on? (Identify high-performers for deeper exploration)
 - What content underperformed and why? (Refine strategy based on findings)
 - Are there new keyword opportunities based on search data? (Use SEO tool data to identify new topics)
 - Should we adjust channel focus based on persona performance? (Reallocate effort to highest-ROI channels)
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11. APPROVAL & SIGN-OFF

Strategy Owner: Sarah Thompson, Content Manager | **Date Approved:** 15 January 2025

Approving Manager: David Wilson, Marketing Manager | **Next Review Date:** 31 March 2025

Notes & Additional Comments:

Strategy approved with full support from leadership team. Key focus areas: SEO performance improvement and organic lead generation. Team will receive training on analytics, SEO best practices, and content strategy in January 2025 before launch.

First priority: Launch foundational evergreen content on core vocational pathways before March recruitment push. Secondary priority: Build email subscriber list through newsletter signup CTAs and lead magnets (downloadable guides, webinars).

Budget approved for freelance video production. Marketing team to source and vet freelance writers and videographers by 10 January 2025. Content calendar to be finalised by 12 January 2025 to allow publishing to begin by 20 January 2025.

Contingency plan in place: If organic traffic grows slower than projected, increase paid promotion budget (currently 15% of budget allocation). If team capacity becomes bottleneck, hire freelance content writer for additional 4–6 blog posts monthly starting April.