



**WHAT IS OUR  
CONTENT  
MARKETING  
STRATEGY??**

In-flight Configuration

Apollo Spacecraft:  
Command and Service Modules  
Model Information  
(3-Mission Configuration)

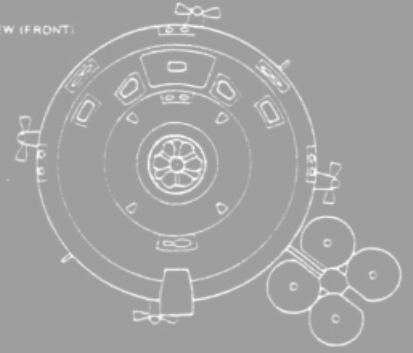
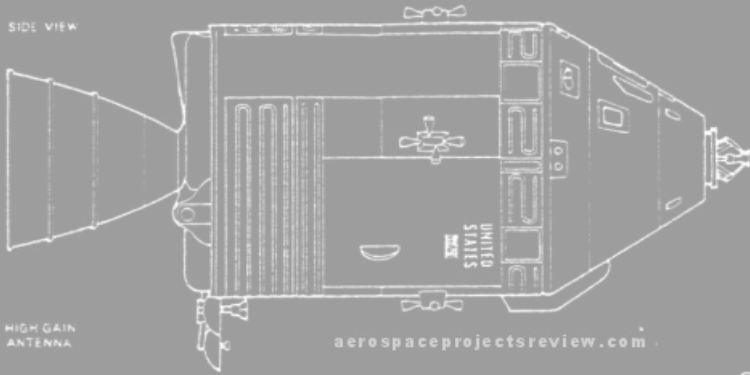
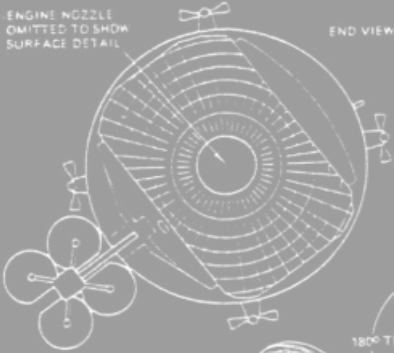
# APOLLO

ENGINE NOZZLE  
OMITTED TO SHOW  
SURFACE DETAIL

END VIEW (BACK)

SIDE VIEW

END VIEW (FRONT)



aerospaceprojectsreview.com

180° TRAVEL

HIGH GAIN  
ANTENNA

360° ROTATION

DOCKING RING

PROBE

FLAT PATTERN OF COMMAND  
AND SERVICE MODULE

# GOALS

DROGUE  
(ON LUNAR MODULE)

PLAN VIEW

EMERGENCY HATCH

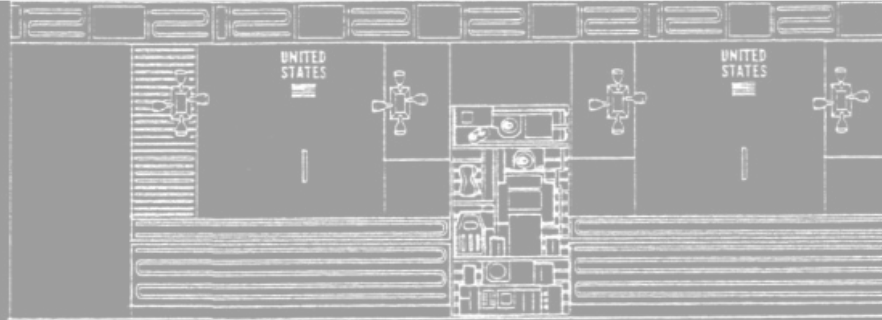
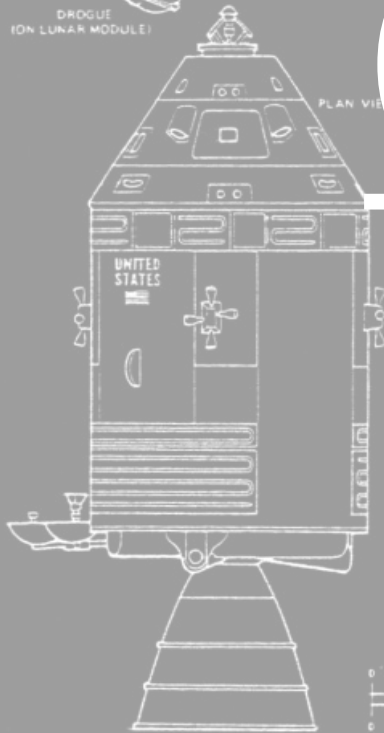
EMERGENCY

LAUNCH ESCAPE SYSTEM (LES)  
SHOW DETAIL

LES SEPARATION  
ROCKETS

ABORT ROCKET  
NOZZLES

BOOST PROTECTIVE  
COVER



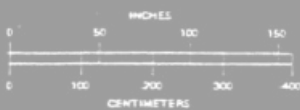
-Y AXIS

-Z AXIS

+Y AXIS

+Z AXIS

SCALE



SCIENTIFIC  
INSTRUMENTATION  
MODULE (SIM)  
ON APOLLOS 15, 16, 17

SIM (BAY 1)  
ACCESS COVER  
(SHOWN EJECTED)



Space Division  
Rockwell International

# GOALS

- Thought Leadership
- Expertise in the Space
- Lead Generation
- Culture/Recruiting
- Company Pillars/News





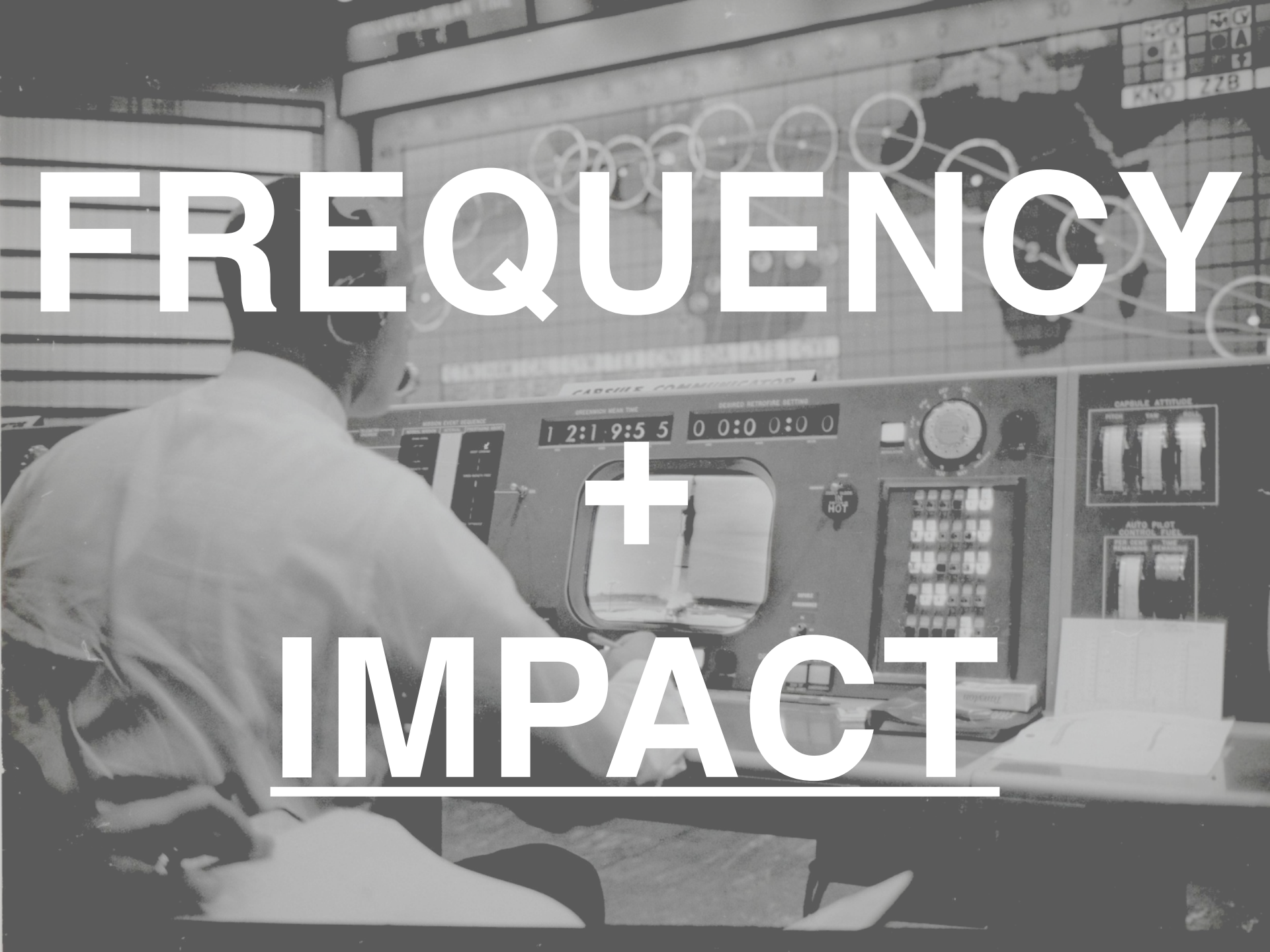
# CHANNELS

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- Kargo.com
- Blog
- Landing pages/microsites
- Social Media (Twitter/LinkedIn)
- PR



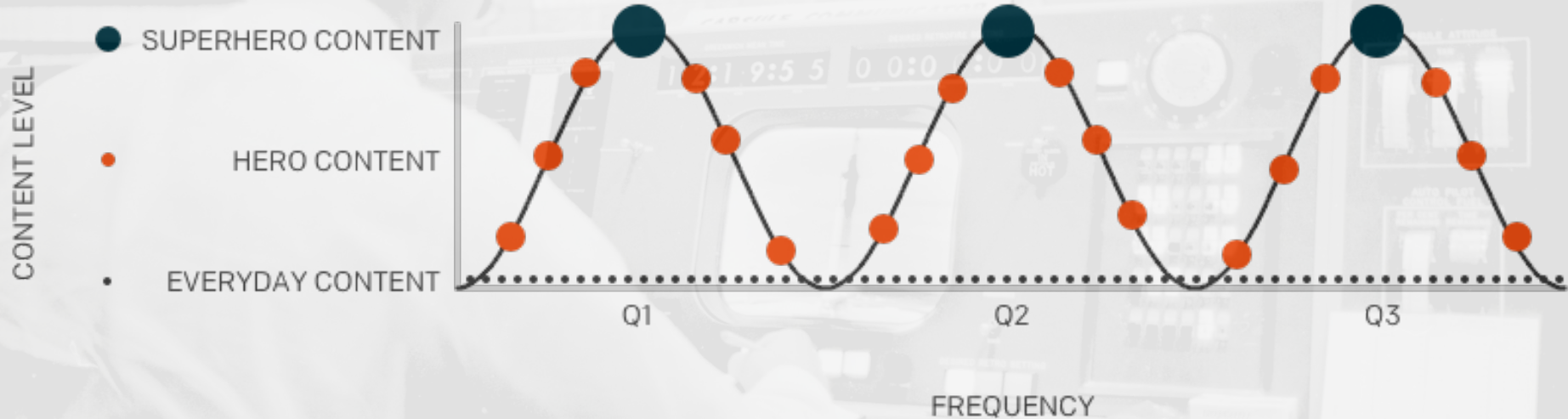
**FREQUENCY**

**+**

**IMPACT**

# FREQUENCY + IMPACT

THE KARGO CONTENT TIMELINE





# CONTENT FORMATS

# CHANNELS



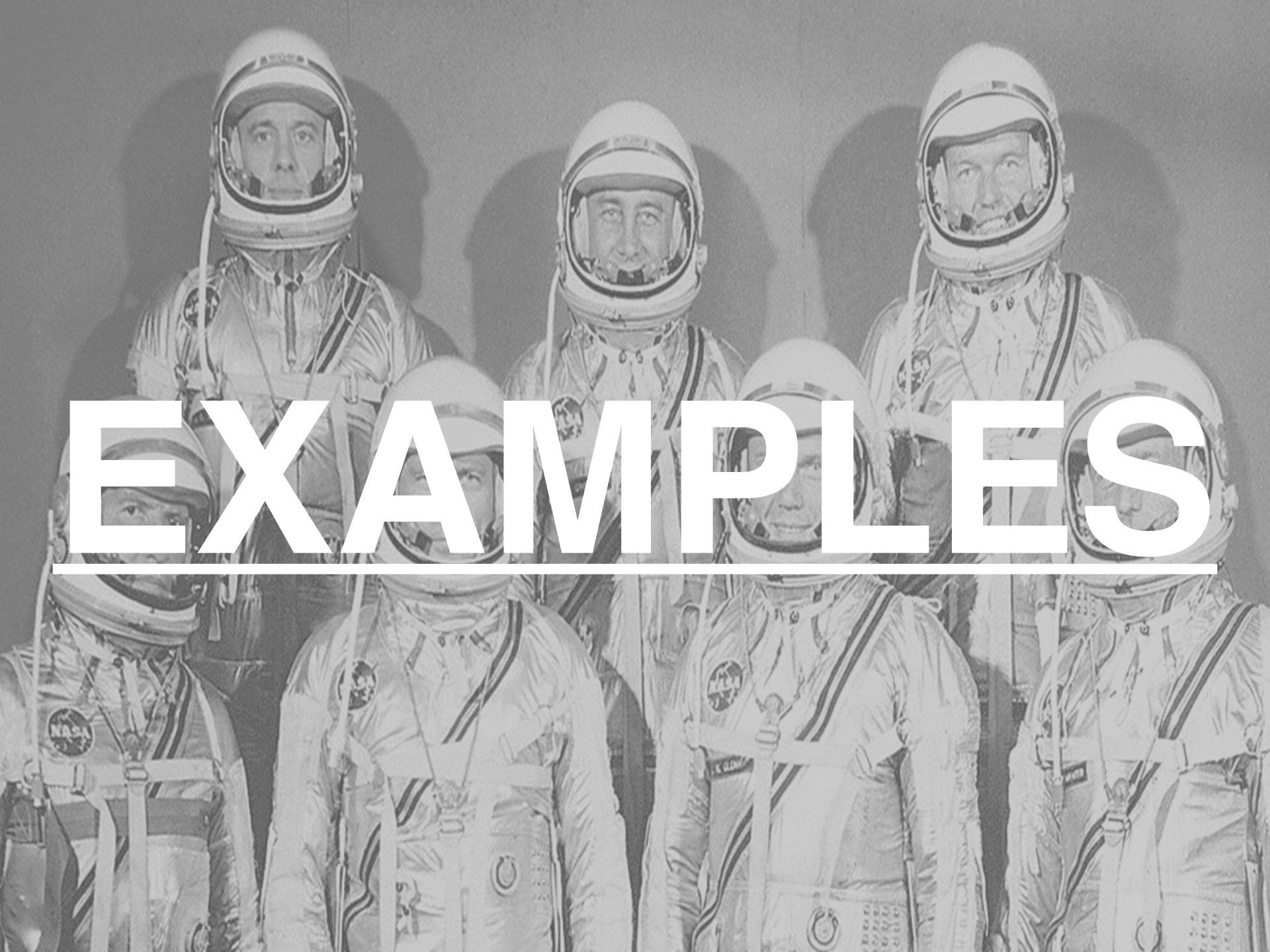
- Posts
- Quotes
- Photos
- Video
- Infographics
- GIFs
- Interviews



# FRANCHISES

# FRANCHISES

- “Kargo Kollege”
- Why I Work At Kargo
- From The Desk Of Harry
- Brand As Art



# EXAMPLES

# EXAMPLES



- [ibmblr.tumblr.com](http://ibmblr.tumblr.com)
- [americanexpress.tumblr.com](http://americanexpress.tumblr.com)
- [teehanlax.com](http://teehanlax.com)
- [kargo.com](http://kargo.com)
- [newscred.com](http://newscred.com)



# METRICS

# METRICS

- Page visits
- Form submissions (eventually)
- “Current” subscribers
- Social uplift (followers, reach, engagement)



# RESOURCES

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- Social ad budget
- Mailchimp
- Audience personas

