Content strategy

Core Brand Positioning?

- Educational & supportive
- Reliable & data-driven: AI-powered responses with real-time or near-real-time financial data.
- User-friendly: For both professionals and beginners
- Users personal analyst - customizable in terms of language, how informative data is, advanced, basic, medium
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Content Pillars

Stock Fundamentals 101

- Articles on Medium
- Short video or carousel series on Instagram/LinkedIn
- Use the chat tool to generate quick definitions or explainers

VeritaForge Meets Investing

- How AI can help analyze businesses
- Use cases of our tool vs. traditional stock screening

Content Pillars

Real Stock Examples

- Hottest stocks of the day (In terms of top gainers, biggest losers, volumes, technicals, turning bullish/bearish, breakdown in terms of market cap)

Investment Myths & Truths

- “Is low P/E always good?”
- “Is debt always bad for a company?”
- Use carousels, short reels, LinkedIn posts

Case Studies & Testimonials

Formats

- Reels & Infographics
- LinkedIn/Medium Articles or Twitter Threads (deep dives, use cases)
- Infographics (Instagram, LinkedIn, Twitter)
- YouTube Shorts/long-form: Stock review in 60s/5 mins

Cross Promotion Strategy

Partnerships & Influencers

- Partner with:
    - Finance creators
    - Investing educators
    - Finance newsletter writers
- Offer affiliate/referral codes with beta access or perks
- Sponsor a stock analysis challenge for finance YouTubers/creators/Users

Lead Generation

- **"Guess the Stock" Campaign**:
- **Comparison Swipes**: What traditional screeners miss vs. what AI finds
- **Social Ad campaigns**

Community and Retention

- **Telegram group or Discord server** where users can:
    - Share stock ideas
    - Share cool answers they got from the AI
    - Get early access to updates
- Weekly engagement: Polls, “Stock of the Week,” “Guess the Stock” games
- Contests: Best stock pick story wins 1-month premium/Cash/Free stock

SEO & Long-Term Organic Play

- **Blog content**:
- Use ChatGPT to generate keyword clusters, then write optimized articles
- Add embeddable widgets or free tools for backlinks
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Week 1
Brand Introduction
Why we’re building an AI for stock fundamentals

Week 2
Fundamental 101 Series Begins
Explainers: P/E Ratio, EPS, Debt-to-equity (carousel posts)

Week 3
Tease the Tool
Screenshot/video demo teaser of AI tool

Week 4
Thought Leadership
Thread: Stock screeners vs. AI insights

Week 1
Use Cases
3 real stock examples and how AI explains them

Week 2
Educational + Newsletter Start
Launch 'Fundamental Friday' newsletter or post series

Week 3
Founder's Story + Vision
Personal LinkedIn post about founder journey and vision

Week 4
Waitlist Push
Landing page + waitlist campaign with incentives

Week 1
Beta Access Opens
Early beta reviews/testimonials (screenshots + quotes)

Week 2
Influencer Collaborations
Micro influencer partnerships (demo videos/reviews)

Week 3
Comparison Content
Side-by-side comparison: Traditional vs. AI insights

Week 4
Countdown Starts
7-day countdown: Key features revealed daily

Week 1
Product Demo Video
Demo video: Ask AI about Reliance fundamentals

Week 2
Case Study + Testimonials
User story: Beginner using AI to analyze stocks

Week 3
User Challenges
Challenge: Share best insight from AI tool, win prizes

Week 4
Retargeting Push
Target engagers with a free trial prompt or retargeting ad