

# XN Rising Project

## Spring 2022

**Brief:** Dorkaholics is an online pop-culture magazine that is looking to increase organic traffic on its website by publishing unique pieces of content

**Background:** Pop-culture in general is a very diverse topic, consisting of areas like comics, gaming, film, tv and anime. Working on such a diverse topic requires you to be up to date with the latest trends, news, releases and publish content that will attract the 'masses.'

**Result:** The strategy that we looked to implement focused on exploring the latest news and releases around the film and TV industry. For this, the main area of focus was recent releases on streaming platforms like Disney+, Hulu, HBOMax as we concluded with our research that these streaming platforms are becoming a new norm for the public attracting many users due to their digital originals which are very popular and well liked. Therefore, we decided on having this as our main area of focus and worked on content pieces that followed the latest releases of these digital originals. In terms on the content, our main strategy was to have variety in our content pieces like movie/TV show reviews and prerelease hype build-up that created a buzz amongst the public and attracted more traffic on the Dorkaholics website.

**Title:** Marketing Content Strategy for Pop Culture Online Magazine

**Sponsor:** Dorkaholics

**Team:**

Neil Bui (Student Project Manager)

Paramveer Singh Sethi (Student Content Writing Lead)

Damian Lee (Student Content Writer)



**Northeastern  
University**