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Creating Brand Content Pillars

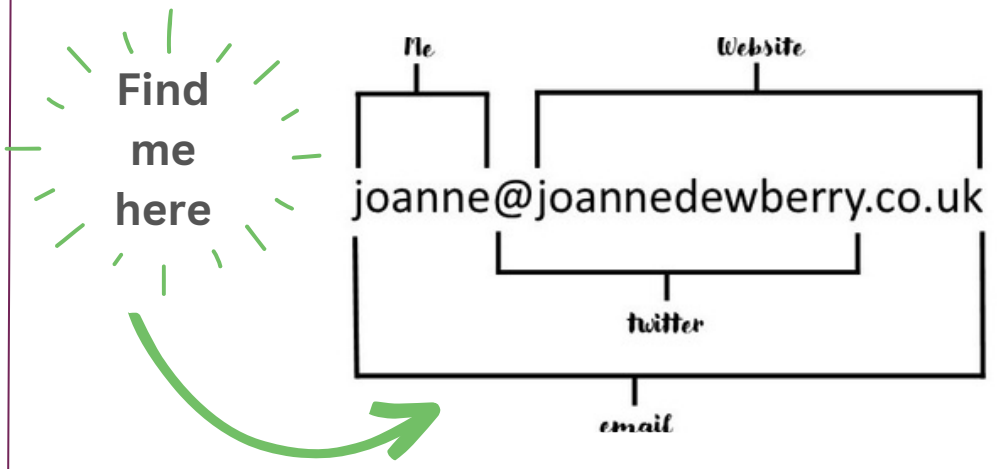
What are Brand Content Pillars:

Content Pillars are topics or themes that help your brand to develop and create content.
Providing categories you can separate your content into helps you stay focused and create content aligned with your target audience's interests. Using Content Pillars alongside a content planner means you aren't trying to create content on the fly. Instead, you can plan efficiently and effectively using your Content Pillars.

Each of your Content Pillars could be composed of different types of content such as blog posts, long or short-form videos, or images.

What's inclued:

- Promotional Content Pillar examples & ideas
- Educational Content Pillar examples & ideas
- Community Content Pillar examples & ideas
- Example filled-in Content Pillars
- Empty Content Pillars
- To Do List



CONTENT PILLARS

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01
Promotional

- Benefits
- Facts
- Testimonials & social proof
- Before & after
- Special Offers,
- Product/ service launches

02
Educational

- Tutorials
- Tips and Tricks
- Guides
- How To's
- Facts
- Industry News

03
Community

- Q&A's
- Answer FAQ
- Quiz
- Behind the scenes
- Case Studies
- Business story
- Your "why"?
- Triumphs
- Struggles

Creating Brand Content Pillars:

Promotional Pillar:

Sales don’t need to be or feel sleazy but they are how you make money! Discuss your products and services and the value and results they have brought to your customers and clients.

- Benefits of your business
- Facts about your business
- Testimonials and social proof
- Before and after
- Special Offers, Black Friday, Seasonal Discounts
- Product/service launches

Promotional Pillar Ideas:

Creating Brand Content Pillars:

Educational Pillar:

Providing value-driven content that helps your ideal customer get to know you and trust you. Building know, like, trust and showcasing your expertise.

- Tutorials
- Tips and Tricks
- Guides
- How To’s
- Facts
- Industry News

Educational Pillar Ideas:

Creating Brand Content Pillars:

Community Pillar:

People buy from people. You need to connect with your audience and show them the person/people behind the brand and start building a community.

- Q&A's
- Answer FAQ
- Quiz
- Behind the scenes
- Case Studies
- Your Business story
- Your "why"?
- Triumphs
- Struggles

Community Pillar Ideas:

CONTENT PILLARS

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01

Promotional

02

Educational

03

Community

CONTENT PILLAR	SUB-TOPIC	SPECIFIC POST

To Do List

A Bit About Me

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I'm Joanne Dewberry, Author, Tutor, Sage Business Expert and multi-award-winning, 40 year old coffee lover who lives in rural Dorset with my long-suffering partner (*edit as of July 2022 Husband!) and our three children. When I'm not writing or networking I'm partial to a bag of crisps and a crime drama.

One of my biggest joys and passions is using networking as a tool for collaboration, health, and wellbeing, alongside business development. I love sharing and providing others with the skills and/or opportunities to be a Networking Ninja.

I also love notebooks, stationery, and being organised! If you found this **Content Pillars Planner** useful, please leave me a review and tell all your friends!

Joanne Dewberry

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