

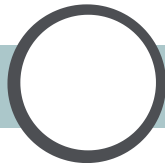
CONTENT PILLARS

Map out your content pillars (also referred to as buckets and segments). These are the topic areas that you will focus on to engage with your audience. They need to link back to your target audience profile's pain points, motivations, desires and their reasons to engage.

CONTENT PILLARS

What are the key content topics that will resonate and appeal to the target audience you have identified? What are the topics that will open up conversation and help to position you. 4-6 content pillars is ideal to ensure a wide variety of conversation, but if you would like to add a couple more that is fine too. Pop in the circle, the % of your content which will be from that pillar. E.g. Theme 1 could be your product or service and you might create 30% of your content around that.

THEME 1:



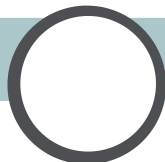
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THEME 2:



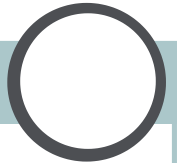
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THEME 3:



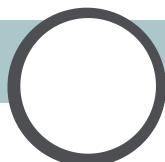
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THEME 4:



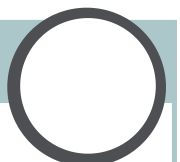
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THEME 5:



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THEME 6:



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