



Content Pillar Template

Brand/Project Name:

Date:

Primary Content Pillar:

Description: A broad topic that aligns with your brand's goals and audience interests.

Sub-Pillar 1

Topic:

Description: A specific aspect or theme related to the primary content pillar.

Content Types:

- Blog Posts
- Videos
- Infographics
- Social Media Posts
- Podcasts
- E-books

Key Points:

1.

2.

3.

Target Audience:

Description: Define who this content is for.



Goals:

Description: What do you want to achieve with this content? (e.g., increase engagement, drive traffic, generate leads)

Keywords:

List relevant keywords and phrases.

Schedule:

Description: When will this content be published?

Sub-Pillar 2

Topic:

Description: A specific aspect or theme related to the primary content pillar.

Content Types:

- Blog Posts
- Videos
- Infographics
- Social Media Posts
- Podcasts
- E-books

Key Points:

1.

2.

3.

Target Audience:

Description: Define who this content is for.



Goals:

Description: What do you want to achieve with this content? (e.g., increase engagement, drive traffic, generate leads)

Keywords:

List relevant keywords and phrases.

Schedule:

Description: When will this content be published?

Sub-Pillar 3

Topic:

Description: A specific aspect or theme related to the primary content pillar.

Content Types:

- Blog Posts
- Videos
- Infographics
- Social Media Posts
- Podcasts
- E-books

Key Points:

1.

2.

3.

Target Audience:

Description: Define who this content is for.



Goals:

Description: What do you want to achieve with this content? (e.g., increase engagement, drive traffic, generate leads)

Keywords:

List relevant keywords and phrases.

Schedule:

Description: When will this content be published?

Content Distribution Plan

Channels:

Description: Where will you publish and promote your content? (e.g., website, social media, email newsletters, partnerships)

Promotion Strategies:

Description: How will you promote your content? (e.g., SEO, social media marketing, influencer collaborations)

Engagement Tactics:

Description: How will you engage with your audience? (e.g., comments, Q&A sessions, live videos)

Metrics & KPIs

Metrics to Track:

- Traffic
- Engagement (likes, shares, comments)
- Lead Generation
- Conversion Rates
- Social Media Metrics
- Email Open and Click-Through Rates



KPIs:

Description: Define specific key performance indicators to measure the success of your content.

Content Review & Optimization

Review Schedule:

Description: How often will you review and analyze the performance of your content?

Optimization Plan:

Description: What steps will you take to optimize and improve underperforming content?