Lamphills

Content Pillar and Strategy Templates

1. Content Pillar Development Template

This template will guide you through the process of identifying and establishing your content pillars.

Steps to follow:

1. 1. Identify core interests and expertise areas.

2. 2. Research potential niches and trends.

3. 3. Align chosen topics with your brand's mission and audience needs.

4. 4. Define specific themes under each content pillar.

5. 5. Plan a mix of promotional, educational, inspirational, and entertaining content.

2. Audience Persona Checklist

Use this checklist to outline the characteristics of your target audience and tailor your content accordingly.

Key areas to cover:

6. 1. Demographics: Age, gender, location, income level.

7. 2. Interests and hobbies.

8. 3. Pain points and challenges.

9. 4. Preferred social media platforms.

10. 5. Content preferences: Blog posts, videos, infographics, etc.

11. 6. Influencers and brands they follow.

3. Content Planning Calendar Template

This template helps you plan your content schedule, ensuring a consistent and strategic approach.

Sections to include:

12. 1. Monthly overview of topics.

13. 2. Weekly breakdown of specific posts.

14. 3. Key dates (holidays, events, launches).

15. 4. Content types (blog posts, videos, social media updates).

16. 5. Assigned platforms and posting times.

17. 6. Notes on potential collaborations or promotional strategies.

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