

# Content Pillars

The *easy* way to create content for your small business



# What are content pillars?

Content pillars are 3-5 core topics or themes that form the foundations for your social content. They are things you want to talk about consistently and that are popular with your audience. Ultimately, they will help you structure your content plan and guide what you should be writing about - no more looking at a blank screen!

## Here are some *examples*

**Beauty Business:** Primarily focussed on selling beauty products online but keen to be approachable. 5 content pillars might be:

1. New products
2. Behind the scenes
3. Customer feedback
4. Team picks
5. Beauty advice/education

**Florist Shop:** Primarily focussed on selling fresh flowers but wants to be the go-to local community florist. 5 content pillars might be:

1. Products
2. Flower care/advice
3. Promote local events/activities
4. Behind the scenes
5. Customer feedback
5. Enewsletter

**Social Media Manager:** Wants to attract female-owned small businesses for 1:1 work and training. 5 content pillars might be:

1. Tips/advice
2. Behind the scenes
3. Client work
4. About me
5. Customer feedback
5. Blog

Having specific topics that each post should fall into, makes it much easier to create meaningful content that your audience wants to hear, instead of just playing guessing games and creating purposeless posts as a result.



# Over to you...

Content pillars for social media should ultimately be broad, but important themes tailored to your brand and offers. Spend a bit of time thinking about what you want to say, and twice as much time researching what your customers want to hear, so you know what is going to be valuable content for them. If you're clear on these things your pillar topics will come more easily.

## Brainstorm Time!

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## My Final 3-5 Pillars

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With your pillars as your guiding star, you now have more creative energy to put into creating the best pieces of content for your brand.

