

Example of a content strategy (it's mine innit)

PILLAR	Attract	Enrol	Convert	Delight
	Attract people with potential to be your ideal client.	Enrol them in your community by sharing relevant, valuable content.	Convert them into customers with social proof and relevant offers.	Treat people real nice so they become loyal clients and advocates.
CONTENT TYPE	<ul style="list-style-type: none"> • Social channels • Industry publications • Events 	<ul style="list-style-type: none"> • E-newsletter • Blog content upgrades. • Free downloads. • Free webinars. • Automated courses. • Free tools like checklists and self-assessment forms. • Sneak peeks of content from private groups. 	<p>Social proof</p> <ul style="list-style-type: none"> • Client logos. • Testimonials. • Case studies. • Client interviews. <p>Relevant offers</p> <ul style="list-style-type: none"> • Scoping offer • Products • Packages with pricing 	<p>Branded gift cards</p> <p>Gifts related to your services</p> <p>Content that shows you value working with them:</p> <ul style="list-style-type: none"> • Case studies. • Client interviews. • Social posts about projects or conversations.
CONTENT PILLAR	ATTRACT CONTENT IDEAS	ENROL CONTENT IDEAS	CONVERT CONTENT IDEAS	DELIGHT CONTENT IDEAS
Website copy for consultants	<ul style="list-style-type: none"> • Planning your site • How to write home page • Service pages • How to write sales page • How to build trust on site • How to write about page • 5 things your website needs to nail • 5 things consultants get wrong on their website <p>Content upgrades</p> <ul style="list-style-type: none"> • Site page templates • Examples of great sales pages / website copy • Website checklist 		<p>Proof</p> <ul style="list-style-type: none"> • Amy Scott • Abley • John Rhind • Lone Star • Belmont • Elliotts • Baby Basics <p>Offers</p> <ul style="list-style-type: none"> • Website audit • Website in a weekend • Website package 	<p>Case studies</p> <ul style="list-style-type: none"> • Abley • John Rhind • Baby Basics