

content pillar examples



EDUCATIONAL

- ☐ HOW TO'S
- ☐ INFOGRAPHICS
- ☐ QUICK TIPS



PROMOTIONAL

- ☐ PRODUCTS
- ☐ UPCOMING EVENTS
- ☐ JOIN EMAIL LIST



ENGAGEMENT

- ☐ QUESTIONS
- ☐ POLLS
- ☐ CONTESTS



ENTERTAINING

- ☐ FUNNY STORY
- ☐ GIFS
- ☐ MEMES



INSPIRATIONAL

- ☐ MOTIVATIONAL QUOTES
- ☐ STORY TELLING
- ☐ TESTIMONIALS



PROJECTS

- ☐ WORK IN PROGRESS
- ☐ BEFORE + AFTER
- ☐ PAST PROJECTS