

# FREEBIE



## THE ULTIMATE CONTENT PILLARS WORKSHEET

By Influencia – We Get You. We Build You. We Transform You.



# INTRODUCTION

Welcome to a smarter way of showing up online. If you've ever felt overwhelmed trying to figure out what content to post or how to maintain consistency without losing your brand's voice—this workbook is for you.

## **This guide is designed to help you:**

- Understand what content pillars are and why they matter
- Define your brand's unique pillars with clarity
- Connect your content strategy to your business goals
- Plan with confidence and measure your success

Whether you're a seasoned brand or just starting out, you'll walk away from this workbook with a crystal-clear content strategy tailored to your audience and your business.

# ABOUT US

Welcome to Infl uenca, where creativity meets strategy. We are a dedicated digital marketing agency on a mission to empower and assist businesses in growing their online presence. Our journey began with a vision – to fuse creative innovation with practical digital strategies.

We believe in understanding the unique needs of each brand and crafting solutions that genuinely make an impact.

Our team comprises of 2 young women, from the dusty streets of Tembisa. We saw a gap and turned it into an opportunity, then decided to use our skills to take advantage of that opportunity while helping new/or seasoned businesses submerge by providing an all-round service of online presence excellence.

Our team specializes in elevating brand awareness through digital marketing, design, social media engagement, and digital marketing VA solutions. We prioritize clear communication, straightforward strategies, and tangible outcomes. With a hands-on approach, we ensure each project receives the attention it deserves.

What sets us apart? We are your one-stop-shop for comprehensive marketing solutions, tailored for businesses navigating the delicate balance between growth and budget constraints.

As your dedicated partner, we pride ourselves on being an extension of your team, offering a seamless experience akin to having a full in-house team of diverse marketing experts.

*Infl uenca*

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# CONTENT PILLARS

#1



# CONTENT PILLARS

## WHAT ARE CONTENT PILLARS? (AND WHY THEY MATTER)

Content pillars are the foundational themes that structure and guide your brand's content. They ensure consistency, reduce overwhelm, and allow you to build authority in the areas that matter most to your audience.

Without clear content pillars, your messaging can become scattered, confusing your audience and weakening your brand presence.

### **Benefits of Clear Content Pillars:**

- Maintain consistency across platforms
- Improve content planning efficiency
- Align every post with your audience's needs
- Build long-term credibility





# CONTENT PILLAR TYPES

## #2



# CONTENT PILLAR TYPES

When creating your content pillars, consider starting with these proven categories:

## 1. Educational Content

- *Examples:* How-to guides, tutorials, trend analyses, best practices
- *Business Impact:* Builds authority, boosts SEO, attracts leads

## 2. Behind-the-Scenes/Company Culture

- *Examples:* Team highlights, day-in-the-life posts, process breakdowns
- *Business Impact:* Builds trust and emotional connection

## 3. Client Success Stories

- *Examples:* Testimonials, case studies, before-and-after results
- *Business Impact:* Provides social proof and builds credibility



# CONTENT

## PILLAR TYPES

### 4. Industry Insights & Thought Leadership

- *Examples:* Forecasts, expert opinions, trend roundups
- *Business Impact:* Positions your brand as forward-thinking and authoritative

### 5. Product/Service Highlights

- *Examples:* Feature breakdowns, benefit-led promos
- *Business Impact:* Answers FAQs and nurtures leads

### 6. Community Engagement

- *Examples:* Polls, questions, user-generated content
- *Business Impact:* Increases reach and audience connection

# CONTENT

## PILLAR TYPES

### 7. Problem-Solution Content

- *Examples:* Pain-point posts, comparison guides, solution walkthroughs
- *Business Impact:* Demonstrates understanding and builds trust

### 8. Local or Cultural Relevance

- *Examples:* Local holidays, regional highlights, cultural moments
- *Business Impact:* Builds local credibility and resonance





STEPS TO FOLLOW

#3



# STEP 1: AUDIENCE INSIGHT

Before you define your pillars, it's crucial to understand your audience. This ensures your content speaks directly to their challenges, needs, and aspirations.

**Top 3 professional challenges your audience faces:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Their personal or professional aspirations:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Questions they frequently ask you or your competitors:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



*Need help defining your audience with clarity? Influenca can assist through tailored research and strategic insight.*



# STEP 2: DEFINE YOUR CONTENT PILLARS

Use your audience's challenges and aspirations to create 3-5 core content pillars.

PILLAR 1: \_\_\_\_\_

- KEY TOPICS:

- 
- 

Link to product/service: \_\_\_\_\_

PILLAR 2: \_\_\_\_\_

- KEY TOPICS:

- 
- 

Link to product/service: \_\_\_\_\_

PILLAR 3: \_\_\_\_\_

- KEY TOPICS:

- 
- 

Link to product/service: \_\_\_\_\_





# STEP 3: CONTENT DISTRIBUTION PLANNING

Now that your pillars are clear, decide where and how you'll share content around each one.

## PILLAR 1:

- Platform: \_\_\_\_\_
- Format: \_\_\_\_\_
- Frequency: \_\_\_\_\_

## PILLAR 2:

- Platform: \_\_\_\_\_
- Format: \_\_\_\_\_
- Frequency: \_\_\_\_\_

## PILLAR 3:

- Platform: \_\_\_\_\_
- Format: \_\_\_\_\_
- Frequency: \_\_\_\_\_



*Need help choosing the right channels or formats? Influencia can recommend a mix tailored to your goals and audience.*



# STEP 4: MEASURE SUCCESS

What gets measured gets improved. Define key performance indicators (KPIs) for each pillar.

## PILLAR 1:

- Main KPI: \_\_\_\_\_
- Target \_\_\_\_\_

## PILLAR 2:

- Main KPI: \_\_\_\_\_
- Target \_\_\_\_\_

## PILLAR 3:

- Main KPI: \_\_\_\_\_
- Target \_\_\_\_\_







## INFLUENCA PRO TIPS

- **Apply the 80/20 Rule:** 80% value-driven content, 20% promotional
- **Focus and Prioritize:** Start with 3 strong pillars before expanding
- **Review Quarterly:** Your pillars should evolve with your business

**Connect Your Themes:** Cross-pollinate content to maximize impact



# FINAL THOUGHTS & NEXT STEPS

You've just created a foundational strategy that will bring consistency, clarity, and measurable results to your content efforts.

Content pillars give your marketing direction, and now, you've built a system that will:

- Reduce content creation overwhelm
- Align posts with your business goals
- Engage your audience in a more strategic way

## **Here's what you can do next:**

- Put your new content strategy into action
- Schedule a quarterly review of your pillars

Book a complimentary 30-minute session with Influenca for expert support





# BOOK YOUR STRATEGY SESSION

Let's take your content to the next level – with  
purpose, personality, and professionalism.

**BOOK NOW**

*Influencia – We Get You. We Build With You. We Transform  
Together.*

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