

Alice Hollis Ltd.

Content Planner

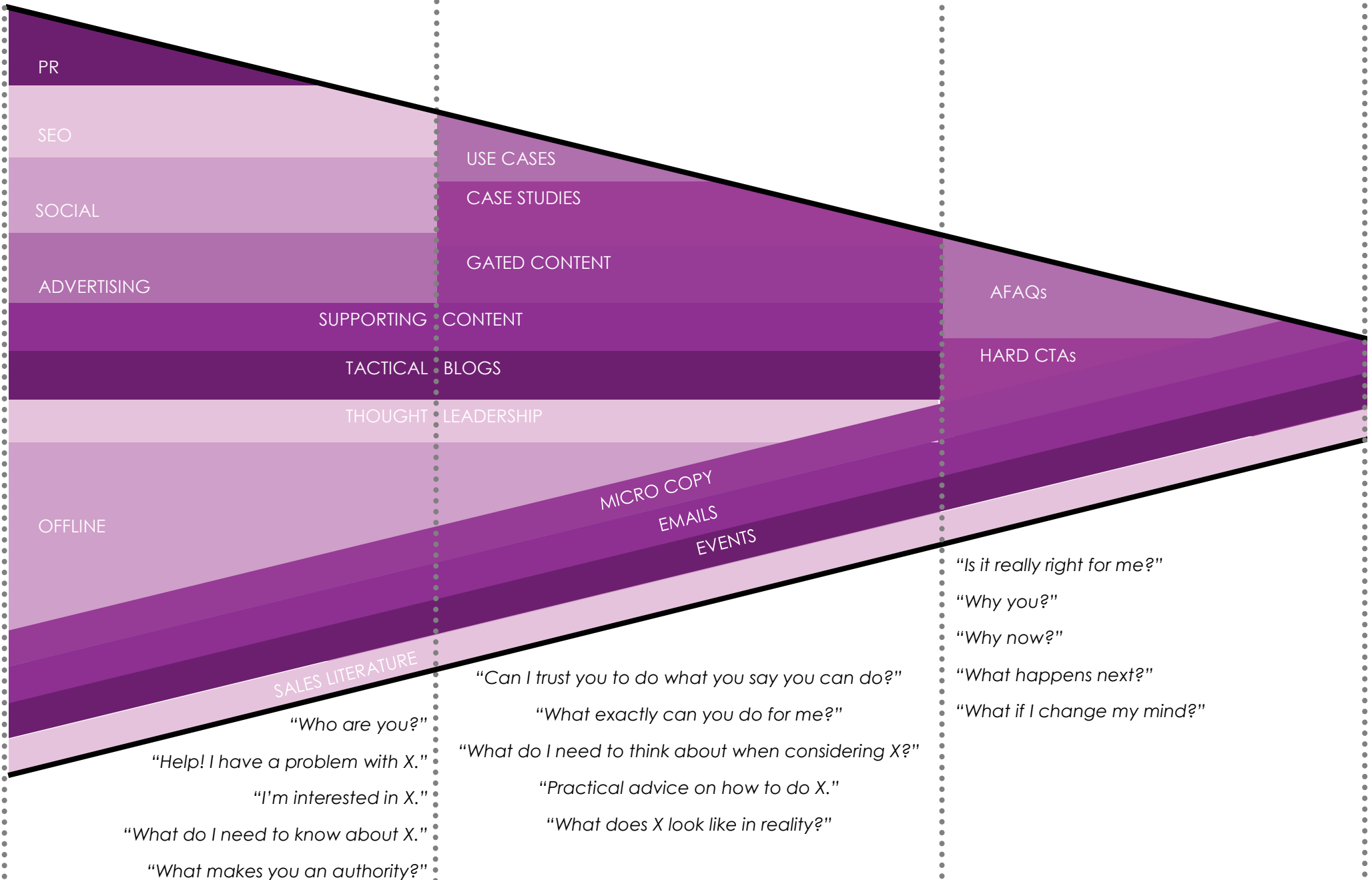
More than words[®]
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TOP

MIDDLE

BOTTOM



PR

SEO

SOCIAL

ADVERTISING

OFFLINE

USE CASES

CASE STUDIES

GATED CONTENT

SUPPORTING CONTENT

TACTICAL BLOGS

THOUGHT LEADERSHIP

SALES LITERATURE

AFAQs

HARD CTAs

MICRO COPY

EMAILS

EVENTS

"Is it really right for me?"

"Why you?"

"Why now?"

"What happens next?"

"What if I change my mind?"

"Can I trust you to do what you say you can do?"

"What exactly can you do for me?"

"What do I need to think about when considering X?"

"Practical advice on how to do X."

"What does X look like in reality?"

"Who are you?"

"Help! I have a problem with X."

"I'm interested in X."

"What do I need to know about X."

"What makes you an authority?"

Gated content

- White papers
- Reports
- Guides
- eBooks

Thought leadership

- Articles
- Videos
- Podcasts

Case studies

- Testimonials
- Use cases

Supporting content

- Infographics
- One-pagers
- Company brochures

Actual FAQs

- Overcome post purchase fears
- Answer unasked questions

Events

- Conferences
- Webinars
- Roundtables
- Breakfast briefing
- Lunch and learn
- Dinner and drinks
- Super clubs

Social

- Methodical daily posting
- LinkedIn articles

Email

- Nurture flows
- Newsletters

Website

- Pillar pages
- Tactical blogs for SEO
- Landing pages

Sales literature

- Battlecards
- Proposal template
- Sales decks

Offline

- Direct mail
- TV
- Radio
- Bill boards
- Magazine adverts
- Advertorial
- Event sponsorship

Micro copy

- Email signatures
- Web banners
- Product demos
- Product/service descriptions
- Company boilerplate

Advertising

- Promoted social
- Pay-per-click (PPC)
- Sponsored posts
- Ads

Public relations (PR)

- Press releases
- Editorial
- Speaking opportunities
- Podcast appearances

Blogs

- Ideas/opinions
- News announcements

Hard call-to-actions (CTAs)

- Demo videos
- Book a demonstration
- Schedule a call

3 questions to ask of every piece of content...

1. Does the content educate, inform, or entertain?

2. Will my audience actually read this?

3. What is the key takeaway message?