

# Building Your Brand Pillars

## HIERARCHY OF STATEMENTS



## MISSION STATEMENT

Who do you help? How do you do it? Why do you do it?

Write a 1 -3 sentence statement about why you exist. Here are some examples:

*Squarespace: "Squarespace empowers people with creative ideas to succeed."*

*LinkedIn" The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful."*

*A Business Coach "We help small business owners overcome overwhelm and create a sustainable businesses without overworking"*

## YOUR MISSION STATEMENT:

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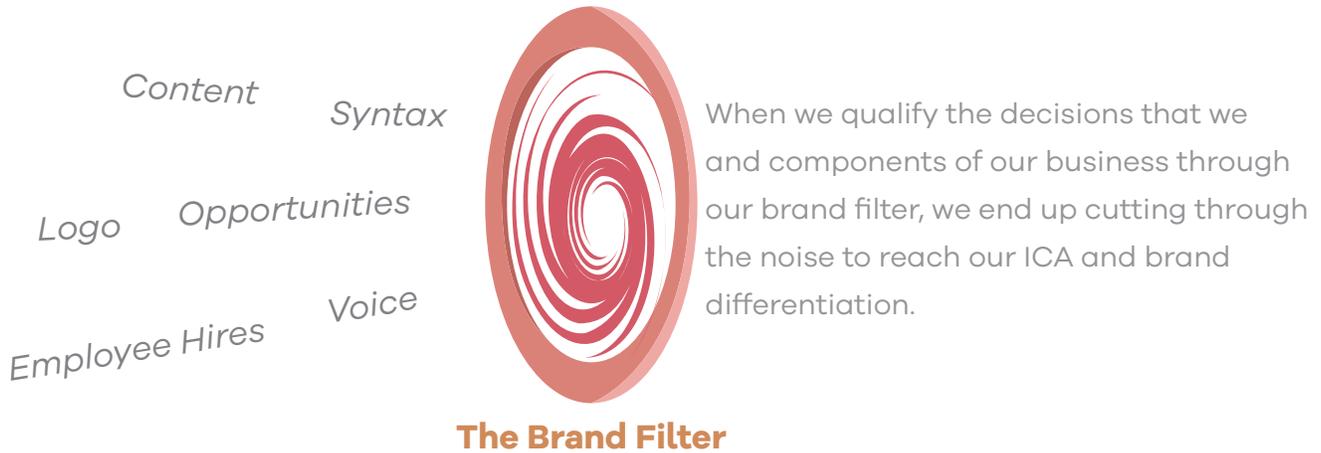
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## BRAND VALUES

What do you believe in? How do you work?

Example: Innovative, respect for our customers, vendors, & employees, integrous, fun, accessible, exclusive, Committed to Greatness...

Your brand values define the core of your business or brand. All decisions made for the brand are made through the filter of your brand values... including all content.



### Brand Value

Authenticity

### What it Means

Always striving to be our most authentic selves & helping our clients live in their own authenticity.

### How it Manifests (one example)

We create content that communicates our unique POV, personality, etc. We help our clients communicate that as well.

## TIPS FOR IDENTIFYING YOUR BRAND VALUES

How do you want to differentiate yourself in your industry or amongst your peers. What are the things you dislike about certain brands and how you would do it differently?

While 1-word brand values work (ex. Trustworthy, defining what that word means to you and your business (ex. Trustworthy: always keeping our word to our customer)

### YOUR BRAND VALUES (3-5):

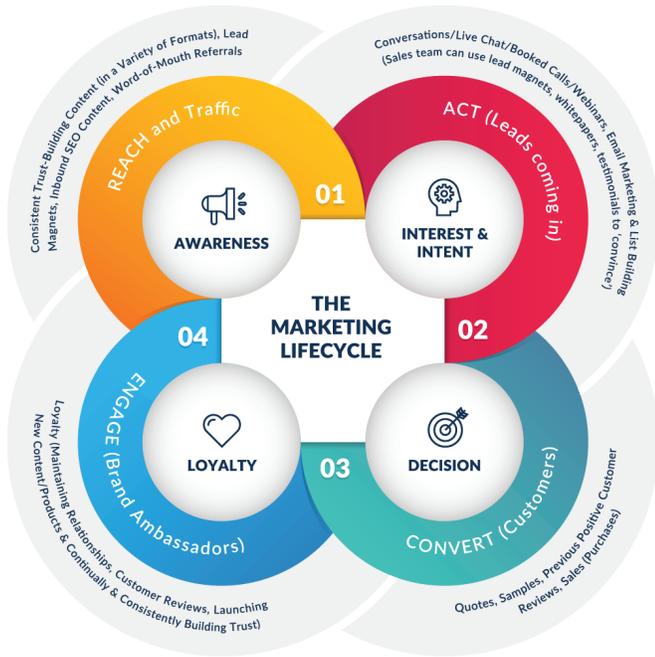
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## MARKETING LIFE CYCLE

### 1. Awareness

KPI: Reach, Impressions, Views

Trust-building content (How-tos, brand insight, in-bound/lead magnets, word of mouth referrals. Content CTAs to engage, share, tag etc.

### 2. Interest & Intent

KPI: Comments, DMs, conversations, incoming leads, email subscribers, followers...

Content with CTAs to free downloadable resources, comment, DM, sign up for webinar etc.

### 3. Decision

KPI: Purchases, Sales Calls

Sales content, customer testimonial, samples of work. CTA to purchase, set up a call view product, showcase work.

### 4. Loyalty

KPI: UGC (User generated content), testimonials/reviews, engagement, repurchases, advocates.

Content that highlights UGC, new content/products teasers

## BEFORE YOU DEVELOP YOUR CONTENT PILLARS

Identify your goals for your content. Where are you in the marketing life cycle.

For most small businesses I recommend a 30/30/10/30 split. A focus on content to increase awareness, interest, and loyalty 90% of the time and 10% focus on sales.

This means that for every 10 posts 1 of them has a direct sales CTA.

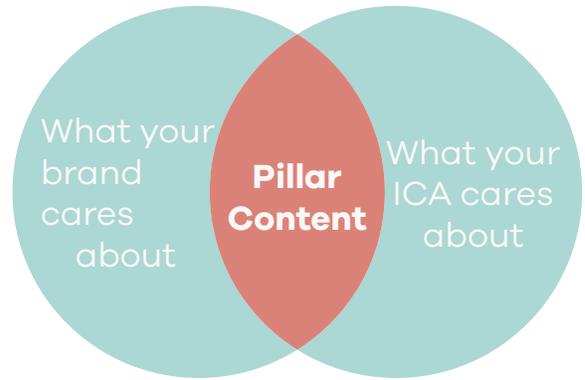
This does not mean that your posts cannot mention your services, but the primary focus of the majority of your posts is focused on building your know/like/trust factor.

## CONTENT PILLARS

The corner stones of your content strategy. Content Pillars (or pillar content) is a comprehensive piece of content or baseline content that inspires multiple pieces of content related to your pillar.

Think of these as overarching topics of your business, that will help you achieve your business mission.

TIP: What information does your audience need to know before making a purchase decision?



## YOUR CONTENT PILLARS

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**EXAMPLE: SOCIAL MEDIA STRATEGY BRANDING, WEB DESIGN**

## YOUR CONTENT TOPICS

**PILLAR:**

**TOPICS:**

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**EXAMPLE:  
PILLAR: SOCIAL MEDIA STRATEGY**

**TOPICS:  
HASHTAG STRATEGY  
INSTAGRAM STRATEGY  
INSTAGRAM STORIES**

# LET'S PLAN SOME CONTENT

## 1. ASSESSMENT

Assess what phase your audience is on social media. Are you in a building/growth phase? Have you been brand building without converting your following to social media?

## 2. SKETCH

Sketch out what the next 3 months looks like for you. Do you want to theme your months with different pillars? Do you have a product launch or project happening that you will need to promote?

## 3. BRAINSTORM & PLAN!

Now that you have your content pillars, brainstorm some topics and stories that you will help you achieve your goals & are in alignment with your brand mission & values. Plan the next 30 days with content.

A good goal for the amount of content to plan is about 75% of the days. However - not at the sacrifice of consistency. Pick a percentage that works for you and your business that will allow you to be consistent.

## 4. ANALYZE

Once you've planned and began to post, make sure you have a way of analyzing the performance of each post.

Remember it's not about followers and likes. These are all metrics to assess if you are actually achieving your goals!



Tactics (How?)



Value proposition  
(What?)



Channel (Where?)



Target Audience  
(Who?)



Customer Journey  
(When?)



Objective (Why?)



KPI



Metrics