



# MARKETING

— FOR MEDICAL

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# CONTENT PILLAR

*Workbook*

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“

EVERYONE STARTS AT THE  
BEGINNING; GETTING GOOD  
AT SOMETHING STARTS  
WITH *TRYING*.

-  
Elise Cripe

## CONTENTS



### — 01 —

#### DEFINE YOUR CONTENT PILLARS

*Define your categories of expertise that you can curate for your social media feed*

### — 02 —

#### IDENTIFY YOUR THEMES

*Identify your themes that describe who you are & show up effortlessly in your content*

### — 03 —

#### FOLLOW STRATEGIES FOR SUCCESS

*Follow these strategies to help you achieve successful growth & engagement*

### — 04 —

#### PLAN AHEAD

*Plan ahead using these workflow pages to map out your grid & outline your content*



# What are CONTENT PILLARS?

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*Content pillars are the categories or topics that reflect your expertise & are most relevant to your target audience.*

*They complement the products and services you offer, support your business goals, & serve as the foundation of your social media marketing strategy. Within each content pillar are the subtopics and themes that expand upon them & help clarify your brand message.*

## DEFINE



# *Defining your* CONTENT PILLARS

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USE THE FOLLOWING PROMPTS TO HELP YOU CLARIFY YOUR BRAND MESSAGE & CONSISTENCY IN YOUR CONTENT:

Who is your target audience & what topics are they interested in?

What do you want to be known for? What value or expertise do you offer your audience? What products or services do you offer?

What is your niche? What sets you apart from others? What do you specialize in that helps or brings value to your audience?

*Defining your*  
CONTENT PILLARS

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*Write down your 3-5 content pillars below:*

01.

02.

03.

04.

05.

# identifying your SUBTOPICS & THEMES

USE THE FOLLOWING EXAMPLE TO HELP YOU IDENTIFY THE  
SUBTOPICS & THEMES WITHIN YOUR CONTENT:

*A wellness coach wants to attract an audience interested in healthy eating, particularly diabetics who want to change their lifestyle & eliminate the need to take daily medication.*



CONTENT PILLAR



SUBTOPIC



THEME

*identifying your*  
SUBTOPICS & THEMES

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*Write down 3-5 subtopics and/or themes below:*

01.

02.

03.

04.

05.



# strategies FOR SUCCESS

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## DEFINE YOUR GOAL

When planning your content, think about the goal behind each of your posts. Are you looking to engage with your audience, share an accomplishment, add value through educating or sharing a tip, or showcase your personality?

## MIX IT UP

Follow a 3:1 posting ratio as a guide to ensure you're your content is a well balanced mix of business & personal. You can also use your content pillars and themes as a guide when planning your grid.



## BUILD MEDIA BANKS

Organize your content media - images, videos, captions, etc. - via folders on your phone or computer for each category (i.e. "image bank"). Not only does this tactic save you time when creating content, but it's also a great form of inspiration to see all of your media in one place when you need post ideas.

## ENGAGE

Don't forget to engage with your audience to form genuine connections & build trust! Block out time throughout the week to like, comment, and send messages. You should also plan to engage 20 minutes before & after posting.



*planning your*  
POSTS & GRID

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Content Pillars:	Subtopics:	Themes: