The Content Capsule:

Turn One Big Idea into an Entire Marketing System

Build depth around the ideas you want to own, then activate them across channels to create more value from every content investment.

Start with a **strategic theme** that supports your business goals and matters to your audience.

Choose three **pillar topics** that your **audience cares** about, that you can own, and that support business objectives.

Each pillar should have enough depth to support an entire ecosystem of content.

Put your content to work across multiple channels and throughout the buyer journey.

Give every **asset a job.** Your content should move prospects from awareness to action.

Overarching Business Theme

What does the business need to say?

PILLAR 1	PILLAR 2	PILLAR 3
A substantial, evergreen article on a key topic.	A substantial, evergreen article on a key topic.	A substantial, evergreen article on a key topic.
Supporting article	Supporting article	Supporting article
FAQ / subtopic	FAQ / subtopic	FAQ / subtopic
Data or research	Data or research	Data or research
Practical example or how-to	Practical example or how-to	Practical example or how-to

Activate the ideas

Repurpose and distribute your content to reach and engage your audience in mutiple ways.

Social · Email · Newsletter · Video · Sales Assets · Case Studies

Awareness
Introduce your ideas to the right audience.

Education
Demonstrate expertise and provide useful information.

Trust
Build credibility with proof and real-world insights.

Decisions
Help prospects evaluate and act.

Less random content. More depth. More activation. More value.

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