



Feel in
control of
your content!

STEAL MY CONTENT PILLAR TEMPLATE

So you might be asking... What IS a content pillar?

A content pillar is a core theme your brand talks about repeatedly. It's a tool to help guide what you post, so your content stays focused, valuable, and easy to plan.

Why pillars matter:

- Keep your message consistent (audience knows what you stand for)
- Stop "what do I post?" stress (you rotate topics)
- Make results measurable (you can see which pillar drives saves/clicks)

How many?:

3 - 5 pillars is the sweet spot.

How to pick yours (fast):

1. List your audience's top problems/goals.
2. Map your solution areas to those problems.
3. Choose 3 - 5 themes you can talk about every week.

LET'S DO IT!



SOCIAL MEDIA CONTENT PILLARS FOR AGRI BUSINESSES

PILLARS:	CONTENT IDEAS	GOAL
EDUCATIONAL/HOW-TO	<ul style="list-style-type: none">• Tutorials• Check lists• Top tips• Did you know's	Position yourself as an expert in your niche and build trust with your audience through educational content.
PROOF/RESULTS	<ul style="list-style-type: none">• Case study• Results• Before & after• ROI calculator	Farmers buy from farmers. You're reducing buyer risk with evidence; turn interest into enquiries.
PEOPLE/UGC (USER GENERATED CONTENT)	<ul style="list-style-type: none">• Products in action with customers (encourage people to tag you on socials!)• Team content• Customer takeover• Shows and events	Showing the people behind your business humanises your brand and sparks a feeling of community.
SEASONAL OPS (LINK THEM TO YOUR PRODUCTS/SERVICES)	<ul style="list-style-type: none">• Calving/Lambing time• Turnout• Harvest• Winter feed	You're staying relevant to what's happening in your customers lives, capturing timely demand by riding known spikes and moving audiences toward offers.

I hope you found these useful and feel ready to put these into action!

If this sparked ideas, but you're not sure where to go from here, let's turn them into a plan. I have 5 spaces per month available for 1:1 Social Strategy Power Hours, drop me a DM to find out more.

Steph