

# FOUR TYPES OF CONTENT YOU SHOULD BE CREATING

A key part of your marketing strategy is outlining content pillars which are designed to support your ideal clients through their journey to purchasing.

## SERVES

Draw in and nurture your community with value-adding content – inform, inspire, educate and entertain.

## CONNECTS

Build a relationship with your community so they're familiar with your story, personality, approach and values.

## SHOWS

Ensure people actually know what you do by documenting the impact and features of your products and services.

## ASKS

Invite those who are ready to buy to take action and invest in your offering.

By creating content which spans across those 4 types, your marketing will be constantly showcasing what you do, without it ever feeling that way.