

Pillar Content Workbook

iM PACT



Hold on!

Bookmark this URL. We will continue to update this workbook with new best practices & resources.

What's Included in Your Workbook

For Your Planning

- Roles & responsibilities;
- Project milestones;
- Pillar strategy worksheet; and
- Topic cluster planning worksheet.

Pillar Content Resources

- Outlining best practices;
- Pillar content examples;
- Other pillar content resources; and
- Meet (and connect with!) the author.

Plan Your Pillar

Roles & Responsibilities

This is built on the **DARCI Accountability Grid** framework. [Learn more about it.](#)

D: Decider (The Ultimate Decision-Maker)

A: Accountable (Project Manager)

R: Responsible (Does the Work)

Subject Matter Expert(s): _____

Writer(s): _____

C: Consulted (Non-Project Manager, Optional)

I: Informed (Wants to Be in the Loop, Optional)

Editor: _____

Design: _____

Project Milestones

When Will It All Be Done?

Strategy: _____ (up to 1 week)

Outline: _____ (up to 1 week)

First Copy Draft: _____ (typically 2 to 3 weeks; can expand to 4+ based on project complexity)

Copy Ready for Final Approval: _____ (no more than 1 week)

Revisions Complete & Ready for Design: _____ (no more than 1 week)

Design & Development: _____ (depends on your design and development resources)

Published: _____

Pillar Content Strategy

Pillar Target Keyword:

Keyword Monthly Search Volume:

Primary Persona:

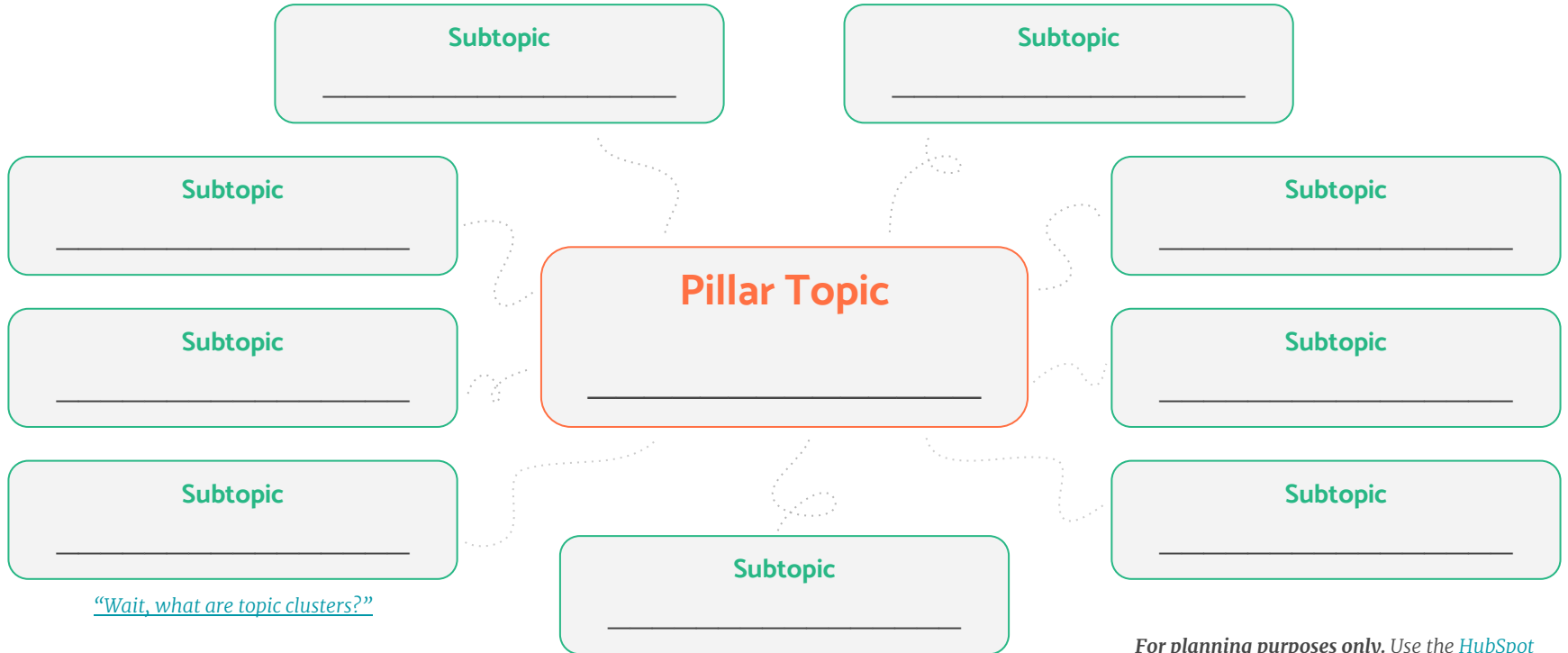
It might apply to multiple personas, but pick a primary to ensure you don't create ineffective "everything to everyone" content.

What Problem Will It Solve for Your Persona?

What Will Be Their Key Takeaways? (Minimum 3)

Psst! You should have at least 8 subtopics.

Topic Cluster Starter



“Wait, what are topic clusters?”

For planning purposes only. Use the [HubSpot Content Strategy tool](#) for implementation.

Resources

Pillar Content Outline

What Should Your Outline Include?

Your content will only be as good as your outline. That's why we recommend breaking up your outline by sections or chapters, and ensuring that each section includes the following:

- Chapter or section working title;
- Key takeaway and/or purpose for each chapter;
- Comprehensive bullets on what should be included in the body; and
- Multimedia requirements (infographic, video, etc.)

Your pillar should also have a short introduction (2 to 3 paragraphs) and a table of contents.

Important: *Do not create an outline without completing the strategy phase -- covered in slides 6 - 9.*

Pillar Content Examples

By IMPACT

- [Website Redesign Guide for Businesses](#)
- [What Is Growth-Driven Design?](#)
- [Creating a Brand Messaging Strategy](#)

From Others

- [Brand Awareness by Typeform](#)
- [Content Strategy for Website Projects by GatherContent](#)
- [Instagram Marketing by HubSpot](#)

Pillar Content Resources

Strategy Tools

- [Ubersuggest](#)
- [SEMRush](#)
- [Buyer Persona Toolkit by IMPACT](#)

Background

- [Pillar Content: 4 Lessons for Beginners \[Series\] by IMPACT](#)
- [What Are Topic Clusters? by IMPACT](#)
- [The Future of Content Strategy by HubSpot](#)
- [HubSpot Content Strategy Tool by HubSpot](#)

About the Author

Hi, I'm Liz Murphy!

- I'm a content strategist at IMPACT.
- My obsession is content that closes deals.
- I'm a content coach/therapist.
- I have aggressive feelings about pineapple pizza.

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Liz Murphy's Greatest Hits

[What Is the DARCI Accountability Grid & How Can It Save Your Next Project?](#)

[The 3 Worst Content Sins & How to Fix Them](#)

[Do You Know *Where* Your Buyer Personas Are?](#)

[Open Letter: So, You Think Creating Content Is Too Much Work](#)

[What Is a Content Style Guide? \(+Free Content Style Guide Template\)](#)

[How to Create a Case Study \(+Free Case Study Template\)](#)

YOU KNOW WHAT'S HARD?

Creating Content

It can sometimes make you wonder: “How much of this can we *actually* do ourselves?” We hear you.

Our content strategy coaching programs are tailored to help you address your unique challenges and achieve your goals. **On your terms.**

[Is content coaching right for you?](#)



IMPACT by the Numbers

Founded

2009

Wallingford, CT 06492

50+

Marketing, Sales, &
Creative Experts



2017 HubSpot
Partner of the Year

glassdoor®

4.9 | ★★★★★

[Read Our Ratings](#)

#18

Best Small to
Medium Workplace in
[Fortune Magazine](#)

9+

Average Client
NPS Score

#2

Most Trusted, [Inbound
Marketing Resource](#)
on the Web

470k+

Website Visitors Per Month

7000+

New Contacts Per Month