

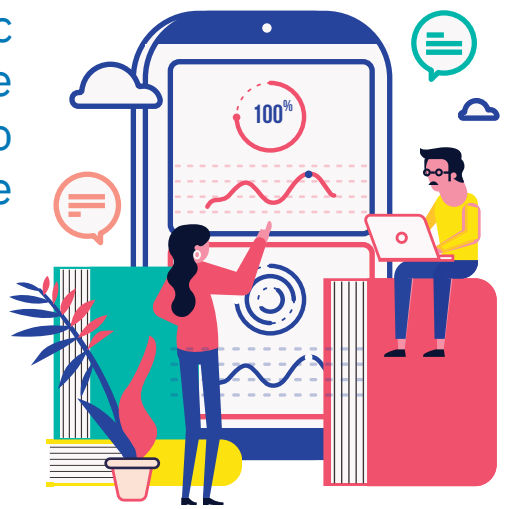
PILLAR-BASED MARKETING: ENHANCING CONTENT, REACH & ENGAGEMENT

WHAT IS PILLAR-BASED MARKETING?

Pillar-based marketing is a strategic approach that aims to create comprehensive content pillars to enhance engagement and create authority.

But what is a pillar?

Pillar is a core topic that establishes the foundation of your content strategy representing a significant theme.



CRUCIAL ELEMENTS FOR PBM

Content Pillars: Recognize the core pillars that revolve around your products/services and align with your brand & target audience.

Content for Each Pillar: Create high-quality content for each pillar.

Cluster Content: Develop supporting content that links to the pillar content.

PILLAR-BASED MARKETING BEST PRACTICES

Keyword Research: Identify relevant keywords to optimize your pillar and cluster content.

Internal Linking: Connect cluster content to the pillar content to improve SEO.

Consistency: Regularly update and add new cluster content to keep your strategy fresh.

WHAT BENEFITS DOES PBM ESTABLISH?

SEO Boost: Pillar content boosts your SEO rankings and website's reach.

Enhanced User Experience: PBM helps users easily navigate through relevant content, ultimately increasing engagement.

Time Efficiency: Repurpose your cluster content to maximize productivity.

Pillar-based marketing empowers you to create an excellent content strategy that attracts and engages your audience while establishing your brand as an industry authority. By focusing on pillar content and supporting it with relevant cluster content, you can maximize your marketing efforts and achieve long-term success.