





# CREATING SUCCESSFUL CONTENT

CHANNEL:	ROLE:	CONTENT TYPE:	POSTING CADENCE:	COMMUNITY ATTRIBUTES:

## EXAMPLE: WIT & DELIGHT

CHANNEL:	ROLE:	CONTENT TYPE:	POSTING CADENCE:	COMMUNITY ATTRIBUTES:
	HOME BASE	Inspiration Personal Stories Value-add content / experiences Discoveries Ideas & DIY Tutorials	New articles five days a week New podcast every week New email every week	Strongest loyalty Insiders Give great feedback Cheerleaders Community Support
	POV	Projects Experiences Perspectives Inspiration Events Musings	1-3 x Daily	Looking for inspiration Find content helpful in their lives See content as a break from everyday grind
	JOURNAL	Ideas Life hacks Recipes Things to do / try Crafts / DIY to make for the blog	10-20 x Daily	No strong brand loyalty Drives page views and converts to readers
	SOAPBOX	News Community Support Announcements Cultural touch-points / Memes Current Events	1-10x Daily	Strong loyalty New audiences through paid ads