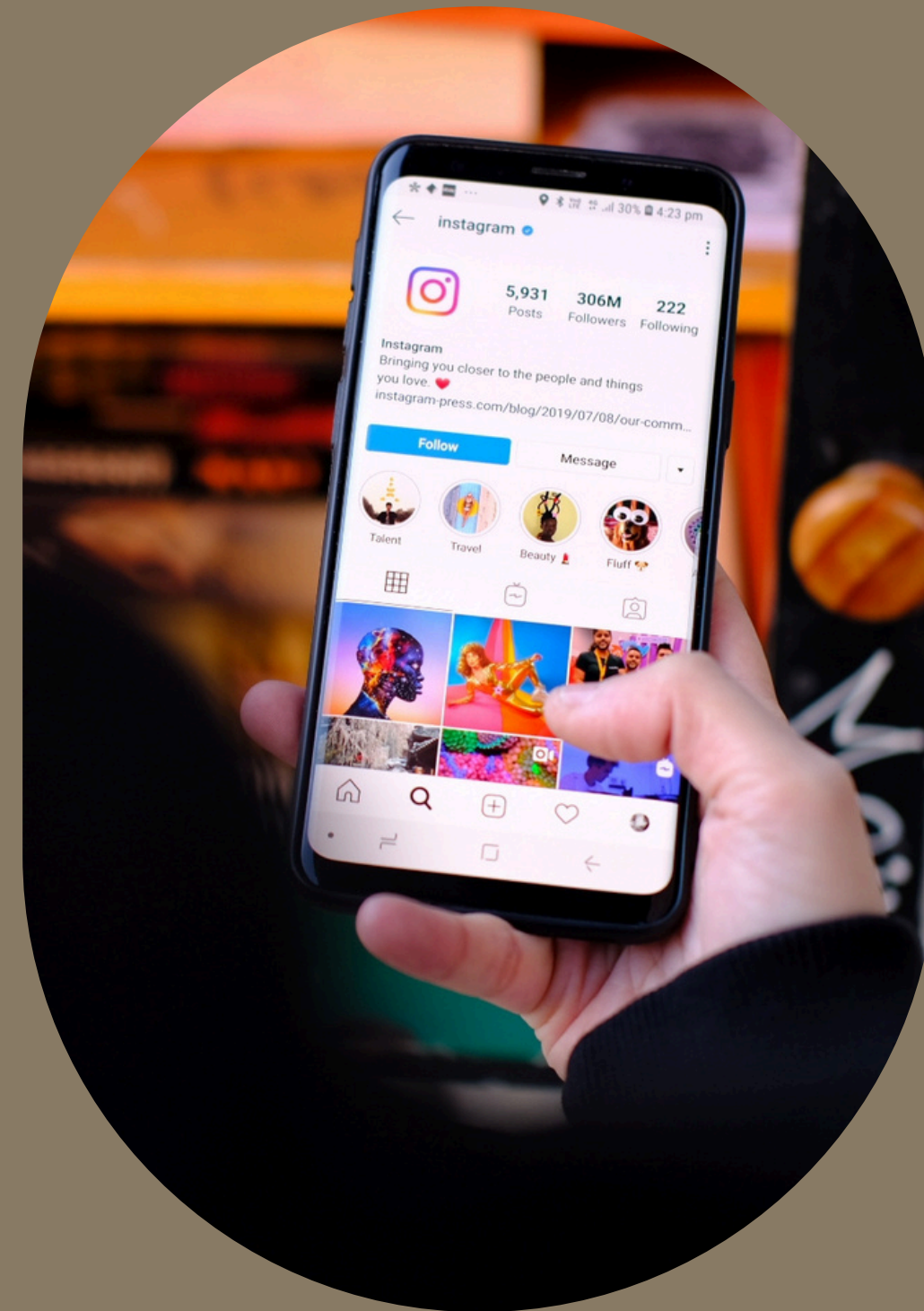


Monday 6th March 2024

The Content Connector

Turning your Roadmap
into Seamless Strategy



**Your content should
cover 4 common areas**

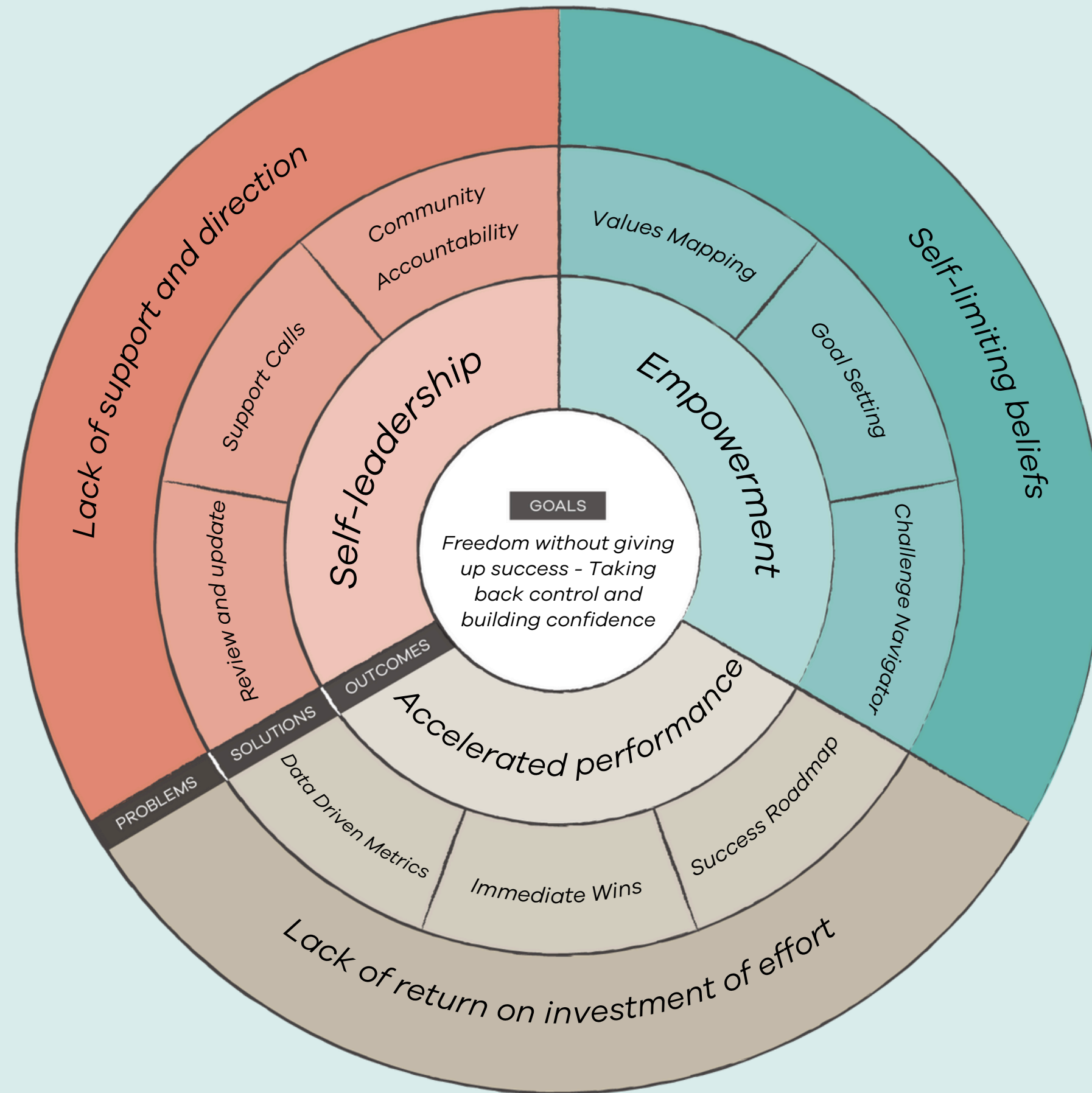
4 stages in the customer journey on social media

01 Hot Topic/Problem/Myth/Fear/Question/ Opinion/Mistake

02 Why does it matter? (cost of getting this wrong or not taking action)

03 POV

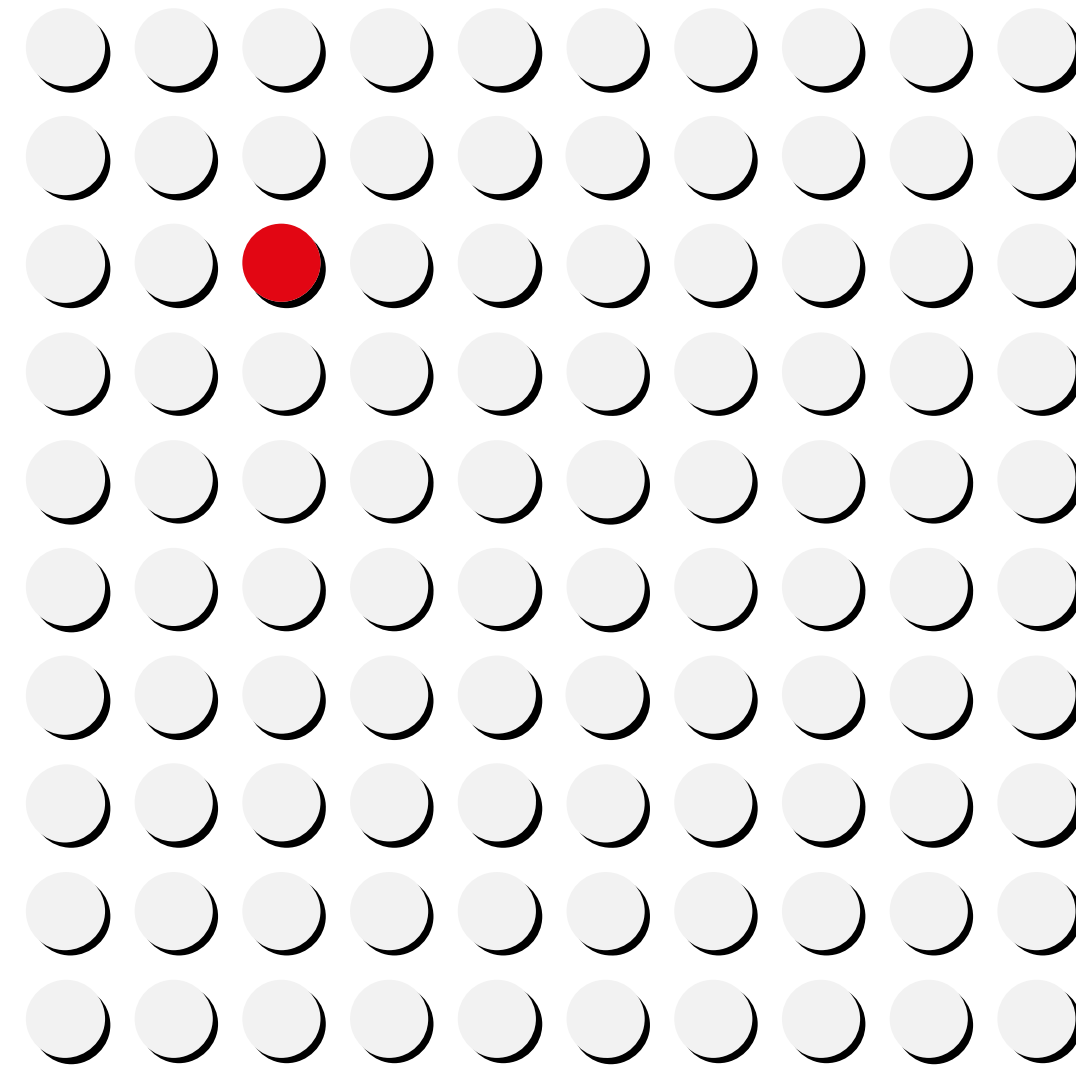
04 Belief to embed



A	B	C	D	E	F	G
		Hot Topic/Problem/Myth/Fear/Question/ Opinion/Mistake	Why does it matter? (cost of getting this wrong or not taking action)	POV	Belief to embed	Existing content e.g. blog, podcast, video
Overarching Topic 1	Sub-topic					
	Sub-topic					
	Sub-topic					
Overarching Topic 2	Sub-topic					
	Sub-topic					
	Sub-topic					
Overarching Topic 2	Sub-topic					
	Sub-topic					
	Sub-topic					



The Nurture Stack Planner





Thank you

Any questions?



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