

# Content Strategy

Seven Boats Academy

# Points of discussion

- POP, POD and forming value proposition statement
- AIDA model
- E3 model
- Inverted pyramid approach
- Story triangle theory
- Clickbait and linkbait
- Hybrid content
- Influencer content strategy
- Interactive content
- Content siloing , breadcrumb and sectional content (Wordpress->gutenberg editor - advanced option)
- Shareability factors

# POP

Point of parity/similarity

POD = uniqueness / USP

Formulate your value proposition

- TG , Positioning

Create Landing page

Research on Competitors and their FAB - Features, Advantage & Benefits.

Focus on 2 objectives - Branding , Conversion

POD / Positioning statement , relate with your TG's intention, CX, CJ, CJM

Formulate the value proposition statement

Validate your value proposition statement

# AIDA

Awareness - by FAB, Value Proposition, POD, Validate

Interest

Desire

Action

E3 - Educate, Excite, Engage

Byte size communication

Breadcrumb