

THE 3-2-1 CONTENT PLAN

To ensure the right balance of BD and brand driven content is being published at the right frequency and in the right ratio, we recommend the 3-2-1 approach.

3. Good to know

This content is to help your audience understand something or make their life easier.

This positions you as a thought leader and builds brand authority

This category includes:

- Latest Updates
- Tips and tutorials
- Common challenges and how to overcome them
- FAQs

Post this most frequently

3. Good to feel

This content is to showcase your business and people.

This gives your audience a window into your culture and builds brand sentiment

This category includes:

- Behind the scenes
- Team news
- Event highlights
- Infographics
- Fun or inspirational content (yes even memes)

Post this less frequently

3. Good to buy

Now you've shared high value content with your audience, you've earned the right to ask for their business.

This content highlights your products or services

This category includes:

- Testimonials
- Case studies
- Success stories
- Promotions or limited time offers
- Announcement of new services

Post this least frequently