



## Content Purposes – for inspiration

<b>Credibility</b>	
Purpose = To evidence your ability To show breadth of ability To show ‘they help people like me’ To build trust and authority	<ul style="list-style-type: none"> <li>• Testimonials</li> <li>• Case studies</li> <li>• Feedback</li> <li>• Introductions</li> <li>• Sharing experience / education</li> <li>• Stories</li> </ul>
<b>Education</b>	
Purpose = To educate your audience To position yourself as expert To share knowledge To promote thought leadership	<ul style="list-style-type: none"> <li>• Top tips</li> <li>• Advice</li> <li>• How to</li> <li>• Answering ‘FAQs’</li> <li>• Guides</li> </ul>
<b>Engagement</b>	
Purpose = To prompt interaction To show you are interested To learn	<ul style="list-style-type: none"> <li>• Questions</li> <li>• Opinions</li> <li>• Polls</li> <li>• ‘Comment below’</li> <li>• Pick an option</li> <li>• Sharing scenarios</li> </ul>
<b>Sales</b>	
Purpose = To help to buy directly To make money (!)	<ul style="list-style-type: none"> <li>• Intro to services</li> <li>• Examples of services</li> <li>• Clear sales instructions</li> <li>• Invitations to book call</li> <li>• Get in touch</li> <li>• Share statistics</li> </ul>
<b>Share</b>	
Purpose = To broaden reach and visibility To show own engagement with profession To encourage discussion and debate	<ul style="list-style-type: none"> <li>• Links to own content, webpages and blogs</li> <li>• Links to others’ webpages and blog posts</li> <li>• Others’ posts or content</li> <li>• Professional news</li> <li>• Interesting articles</li> </ul>
<b>Entertainment (if right for brand)</b>	
Purpose = To show personality To share your fun or lighter side To build your ‘like-ability’	<ul style="list-style-type: none"> <li>• Memes</li> <li>• Quotes</li> <li>• Funny stories</li> <li>• Fun photos</li> <li>• ‘Insider’ news / life events</li> </ul>