



Content cascade template

Hero: initial research	Pillars: themes from research	Consideration: Service specific content	Conversion/Amplification
Hero Content Idea: Format: E.g. Whitepaper eBook Interactive webpage	Idea: Format:	Idea: Idea: Idea:	
	Idea: Format:	Idea: Idea: Idea:	
	Idea: Format:	Idea: Idea: Idea:	
Awareness		Consideration	Conversion