5-Topic Framework
Build your blog around 5 distinct content types

1. Problems & Solutions
Help solve your customer’s challenges by producing content that explains a common problem your customers have and the solution(s) you provide to help them solve it.

2. Tutorials & Demonstrations
Show off how people can use your product or service with tutorials and demonstrations utilizing best practices and setting your clients up for success!

3. Product Matchmaking
Give your customers confidence they are making the best possible decision by comparing and contrasting their options between your products or other available alternatives.

4. Customer Spotlights
Highlight how your customers have found success with your product or service, and share their story — instantly building trust and confidence in your brand.

5. Lists
Easy to digest, and quickly scannable content that helps your readers find the best option for their needs — either between your offerings or along with your competitors.

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