

CONTENT - MICRO, BASE & HERO

HOW TO BOOST YOUR BRAND WITH DIFFERENT CONTENT TYPES

There are three main content types:

- **Micro (short form content)** This content type is typically used for social media updates
- **Base (primary content)** Most content types fall within this category and can usually be found on blogs or websites

AT THIS STAGE IT'S A GOOD IDEA TO MONITOR, TEST and ANALYSE YOUR MICRO AND BASE CONTENT BEFORE PLANNING HERO.

THIS WILL SAVE PLENTY OF TIME, MONEY AND RESOURCES.

- **Hero (large - repurpose)** Content pieces that typically take more time and resources to create.

It is recommended that you use micro and base content to monitor, test and analyse engagement before proceeding to these types.



CONTENT TYPE	MICRO BASE OR HERO	NOTES
Social media updates Inc.: text, images, quotes, memes etc.	Micro	All social content is considered micro.
Blog: news, features, opinion post/, how to's, listicles, reviews	Base	Content you can create on your blog/website or as a guest on somebody else's.
Photography	Base	Not to be confused with stock images – taking original photos can support brand initiatives.
Webinar	Hero	Use webinars as a way to build authority, engagement & convert customers/clients.
Press release	Base	Although not as effective as they used to be – press releases can still be used to gain coverage.
E-mail newsletters	Base	Used as part of an e-marketing campaign, newsletters can be an effective brand exercise.
Slideshare/PowerPoint	Base	These can be hosted on third party sites as a way to boost brand visibility & authority.
E-books/guide	Hero	With good planning & preparation an e-book or guide can prove to be cost effective, with relatively low time investment.
Animation/cartoon	Hero	Animation/cartoon can be a great way to communicate a message or explain a product/service.
Infographic	Hero	A visual content piece used to explain or inform in an aesthetically appealing way.
Interviews	Base or Hero	As an interview can take many formats; it can fall into either base or hero content types. Examples include a written, audio or video interview.
Vlog/video	Hero	From ads, interviews, events or testimonials, video content, can be highly effective from a brand & engagement perspective.
Podcast	Hero	Podcast content is used to inform, engage & connect.
User generated content (UGC)		Content created by someone else is known as UGC. This may include a social response that is used as content or a guest submission post published on your blog/website.
Tool	Hero	Depending on your product/ service it maybe possible to create a tool that can be used & shared. This can prove to be a valuable investment.
Online game	Hero	Some brands build games to engage existing or potential customers.
Research/data analysis reports or whitepaper, charts/graphs	Hero	Undertaking in depth data gathering, analysis or reporting can build reputation, authority & trust within your industry.
Content curation	Base	This tactic involves collating secondary content & presenting this in an engaging way.
Case studies	Base	Used to represent the views of your customer/client – case studies are useful ways to build confidence.
List, directory	Base	Website list & directories is an example of curated or UGC content.
Website pages: about, faq, services etc.	Base	Often the first pages users visits these pages help to inform the visitor.
Survey/polls	Base	This is data gathering & research content that can be used internally or as a brand/PR tactic.