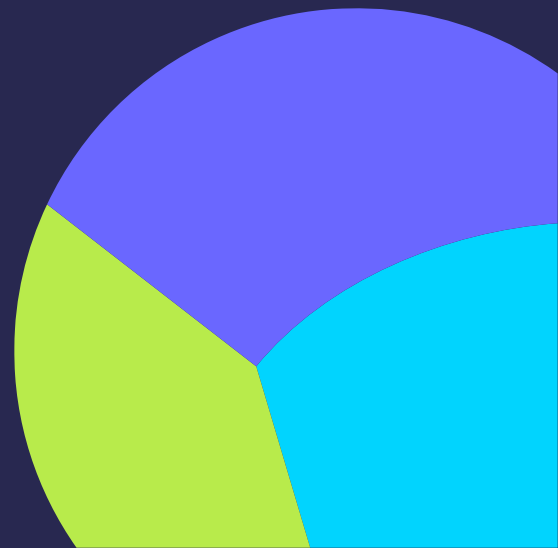




DG content strategy

Introduction to the
Easy Mode Framework



In this lesson

- What the Easy Mode framework is
- The benefits of using this framework
- Understanding content types 1, 2 and 3

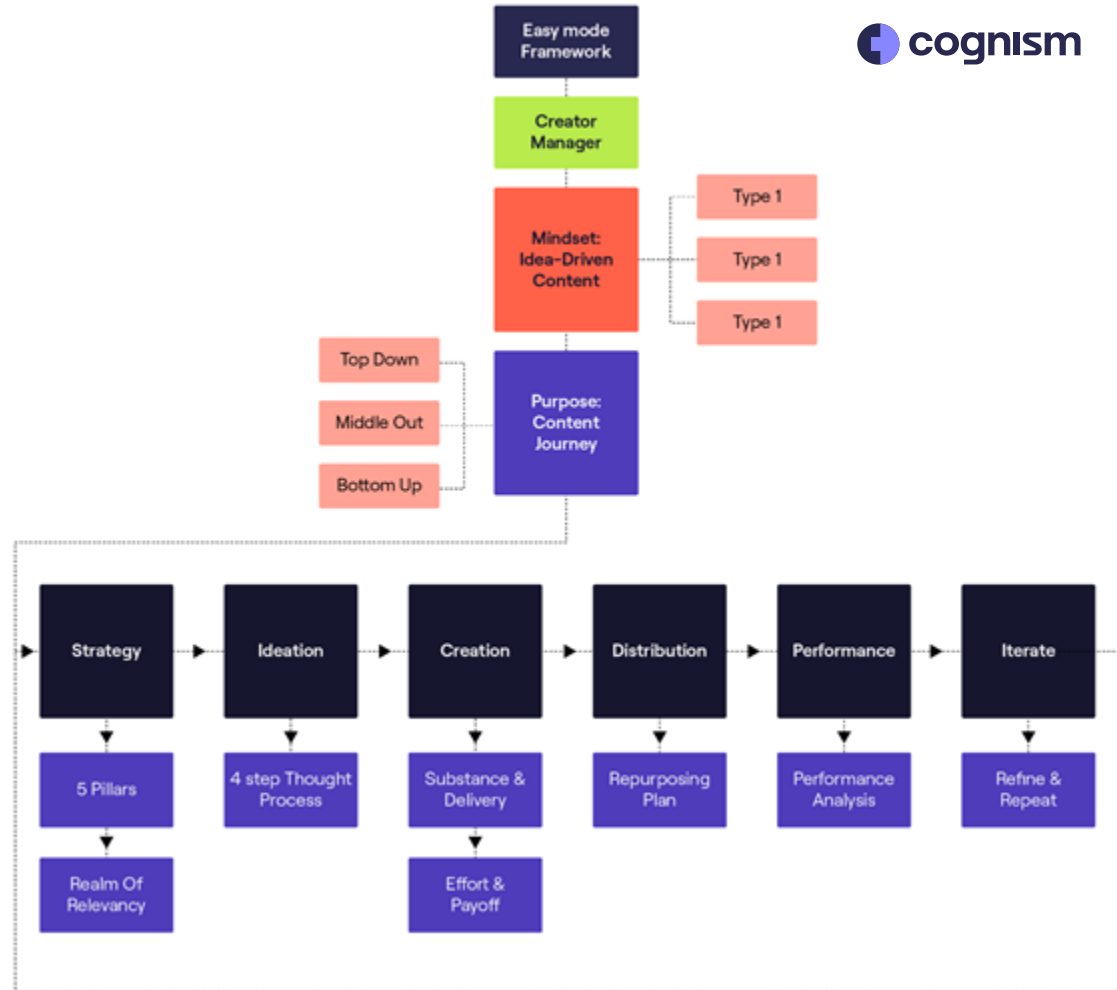


The Easy Mode framework can help you to:

- Define what constitutes good content
- Give your content a purpose
- Provide an action plan for producing content
- Solve content scalability problems
- Break free of restrictive content formats
- Develop a strategic narrative and points of view to direct content
- Spend less time brainstorming content ideas



The Easy Mode Framework



Mindset – Idea driven content

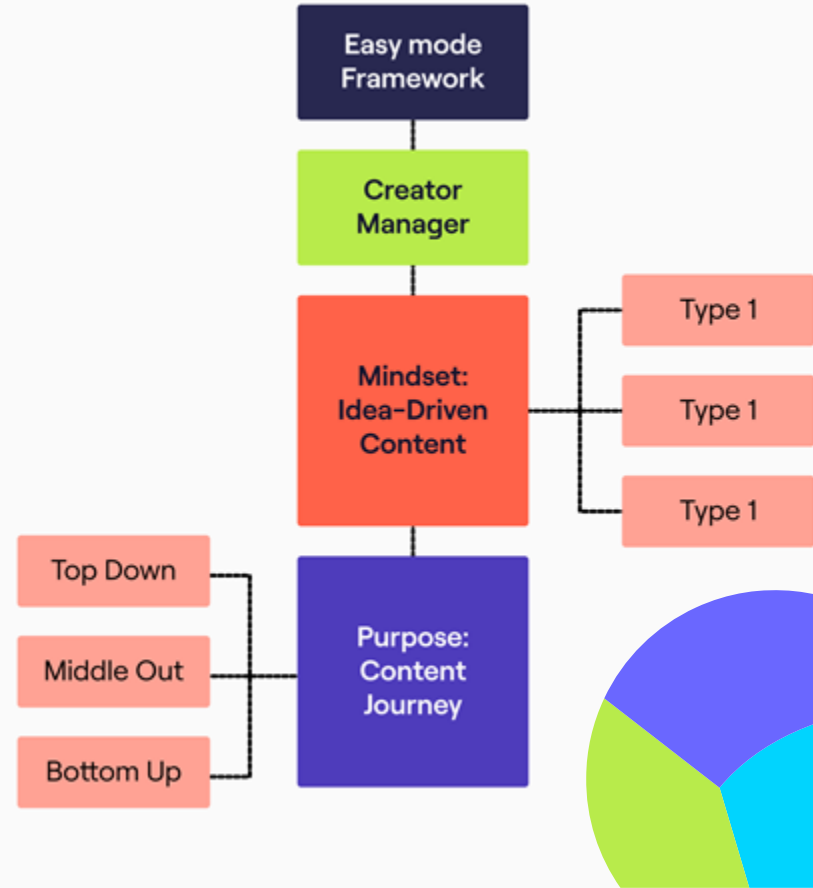


Within the Easy Mode framework, there are three ways in which content can be deemed 'good'.

- a) built on insightful substance,
- b) in an interesting format
- c) created from an entertaining concept.

Which translates into three content types that you can create:

- Type 1 - Insightful substance.
- Type 2 - Insightful substance delivered in an interesting format
- Type 3 - Insightful substance delivered in an interesting format, built on an entertaining concept.

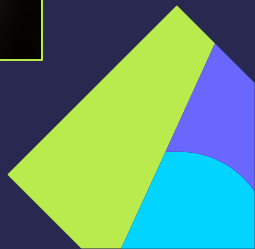




Type 2



Type 3





Your next lesson: Content segmentation

