**Planning Pyramid** 

Creating publications that engage and deliver

SPECIAL TOUCHES

**INTEGRATION** 

Web | Social | Email | Apps

MIX & FLOW

Seasonal | Creative angles | Audiences | Formats | Heavy vs. light

Don't miss an opportunity to TELL A STORY.

WHAT PEOPLE CARE ABOUT

Interesting | Inspiring | Helpful | Practical

**GOALS AND STRATEGY** 

Promoting services | Building trust | Encouraging health & wellness

Find the
SWEET SPOT
for effective
angles and
CTAs!