



Willow Webinar:

Fill your entire content calendar for 2025 in one go

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Today's plan

- 10 easy content ideas to get started
- The Willow Model: a simple model to bring structure
- Examples of the Willow Model

10 easy content ideas you can make right now



Easy content ideas

- **Mini guide / Explainer:** Break down a complex topic clearly in steps.
- **Quick tip:** Just write down one practical piece of advice.
- **Comment on industry news:** Share your perspective on a relevant update.
- **FAQ post:** Answer a question you hear often.

Easy content ideas

- **Resource / Tool spotlight:** Share a blog, whitepaper, or guide you created or a tool/framework you recommend, always with a benefit-driven caption.
- **Small win highlight:** Share a client or internal success (anonymized if needed).
- **Myth vs. Fact:** A short statement with your correction.

Easy content ideas

- **“Did you know?” insight:** Share a surprising stat with a line of context.
- **Common mistakes:** Quick list of errors + short fixes.
- **Best practices roundup:** Gather 3–5 quick recommendations.

What is The Willow Model of content marketing?



What are the **benefits** of The Willow Model

1

Adding structure to your content

2

Finding content ideas more easily

3

Creating a balanced content mix

4

Facilitating communication in your team

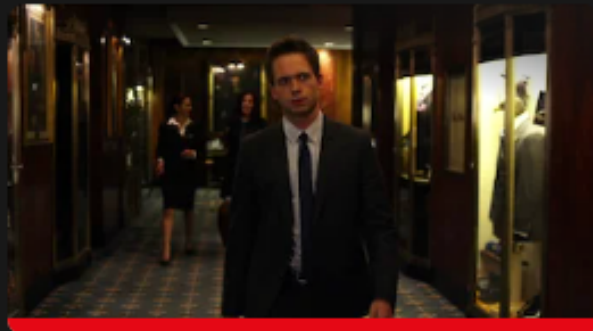
NETFLIX

Episodes

Season 1:



1



Pilot Part 1 & 2

When Harvey's promotion requires him to recruit and hire a Harvard Law, he chooses Mike Ross. But Mike doesn't have a law degree.

2



Errors and Omissions

An open-and-shut case becomes anything but when a client's inappropriate dalliance with a married woman

Season 1 ▲

Season 1 (12 Episodes)

Season 2 (16 Episodes)

Season 3 (16 Episodes)

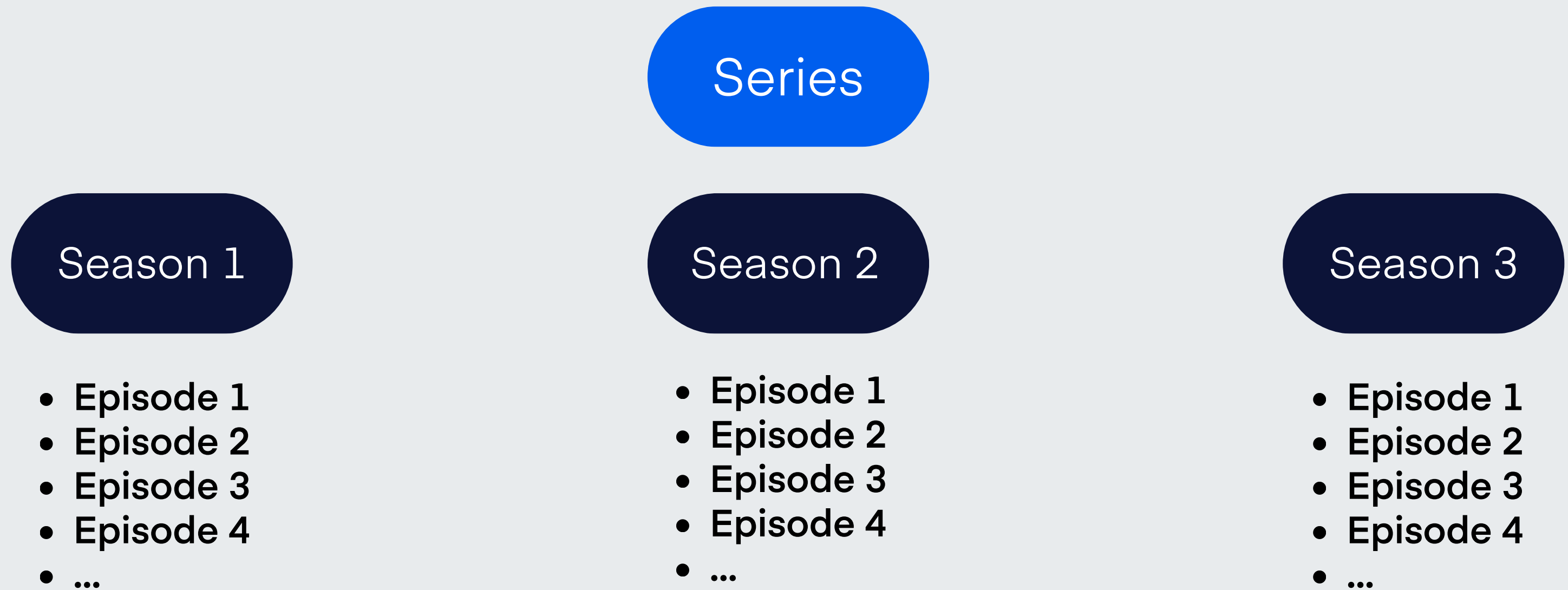
Season 4 (16 Episodes)

Season 5 (16 Episodes)

Season 6 (16 Episodes)

What are the **elements** of The Willow Model?

Your building blocks for successful content



Series

- A **series** is an overarching theme that's highly relevant to your company.
- Industry
- Product
- Company culture

TIP: use the keyword from your elevator pitch.

Series

Season 1

- A **season** is a topic within that theme. It talks about a specific part of the series.
- Regulations
- USP
- Company podcast

TIP: Try an elevator pitch for every series

Series

Season 1

- Episode 1
- Episode 2
- Episode 3
- Episode 4
- ...

- An **episode** breaks the season down into small parts of detailed, useful information
- this is the content of one post
- FAQ
- Tips & tricks
- One idea

Series

Social Media Marketing

Planning Tool

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Series

Season 1

Social Media Marketing

LinkedIn

Planning Tool

Calendar Feature

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Series

Season 1

- Episode 1
- Episode 2
- Episode 3
- Episode 4
- ...

Social Media Marketing

LinkedIn

- How to write LI bio
- 5 trends of 2025

Planning Tool

Calendar Feature

- The Willow Model
- The Ideal Content Mix

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The Ideal Content Mix



Components of the content mix



Welcoming New Employees

Welcoming a new team member? Introduce him to your followers.

Employer & workplace



Industry knowledge

Sharing industry knowledge is an opportunity to show your expertise and credibility.

Educational



Share personal inspiration

Sharing personal inspiration is a perfect way to build out your personal brand.

Personal



Hop on a trend

When something is popular, why not join in on the trend and get more exposure?

Entertain & inspire



Customer Testimonial

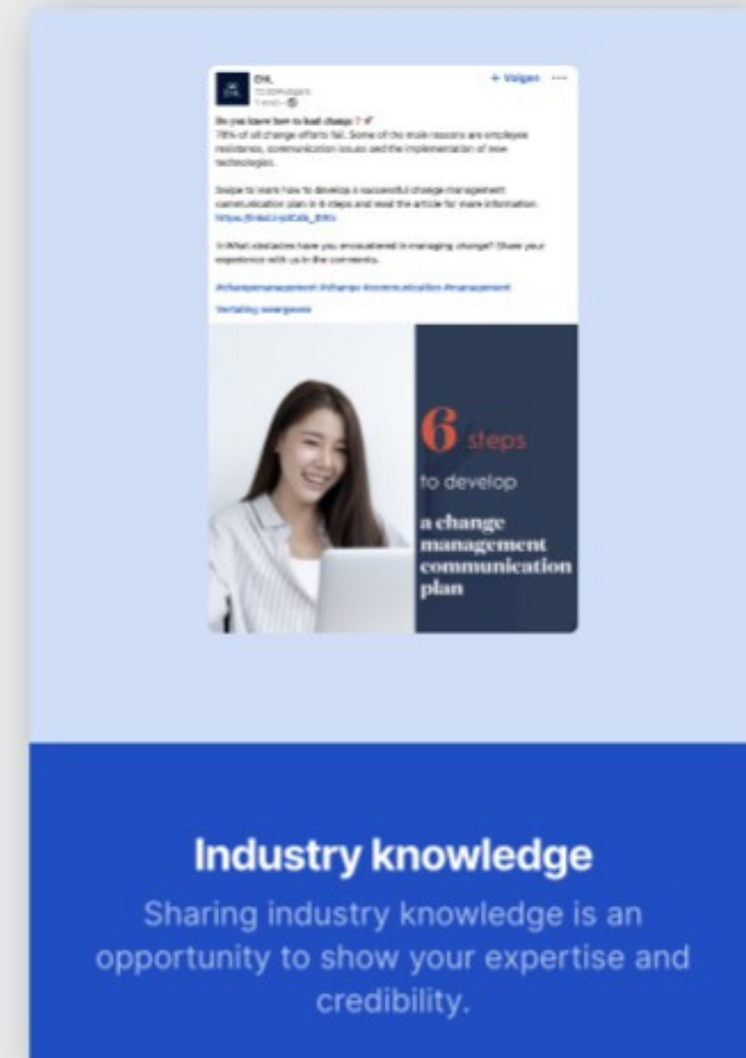
Share a good review you received from a customer

Promotional



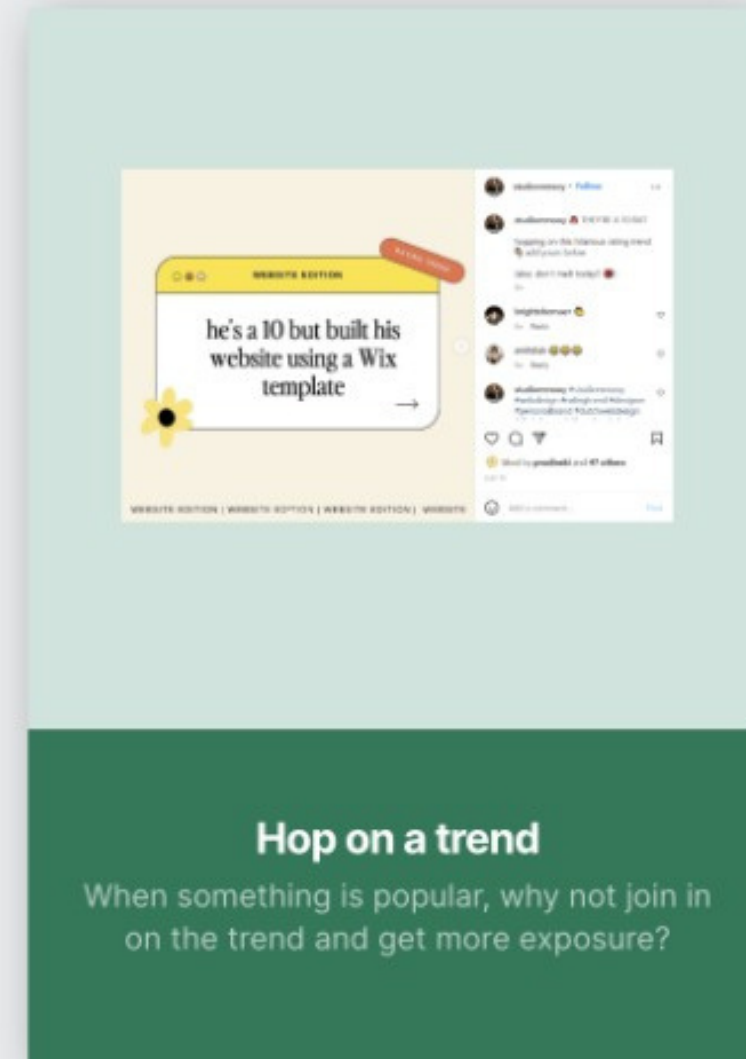
Educational

- Explainer
- Tips & Tricks
- New article
- Regulations/laws
- Did you know?



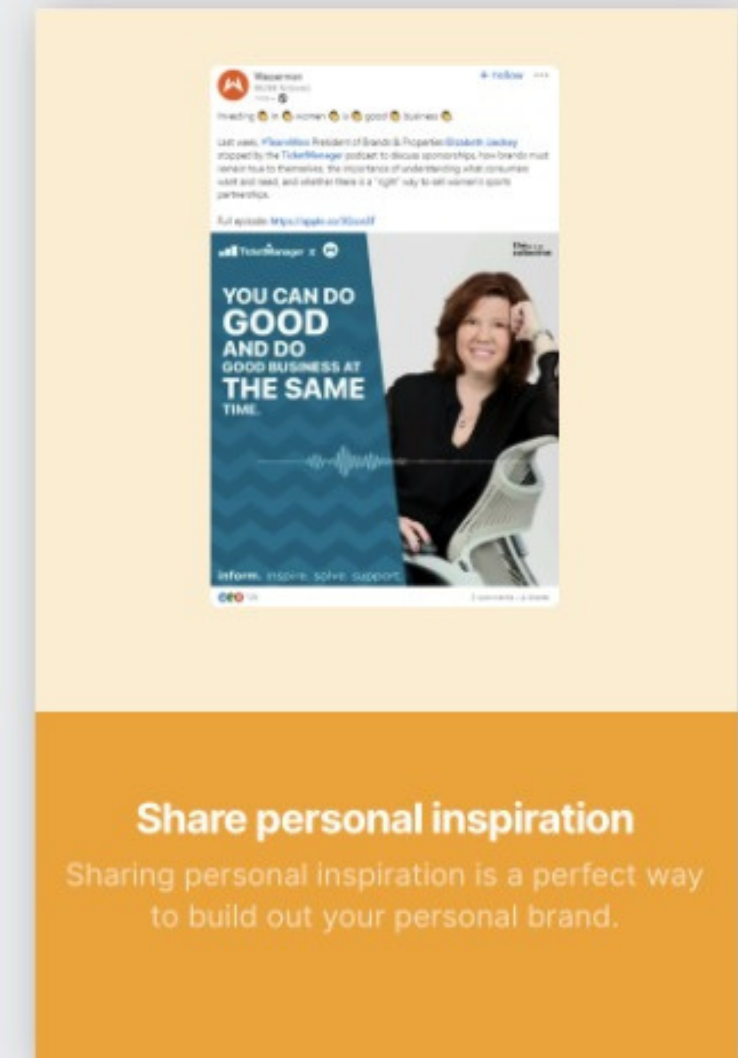
Entertain & Inspire

- Quote
- Tool/resource recommendation
- Anecdote
- Commentary on a trend
- Milestones



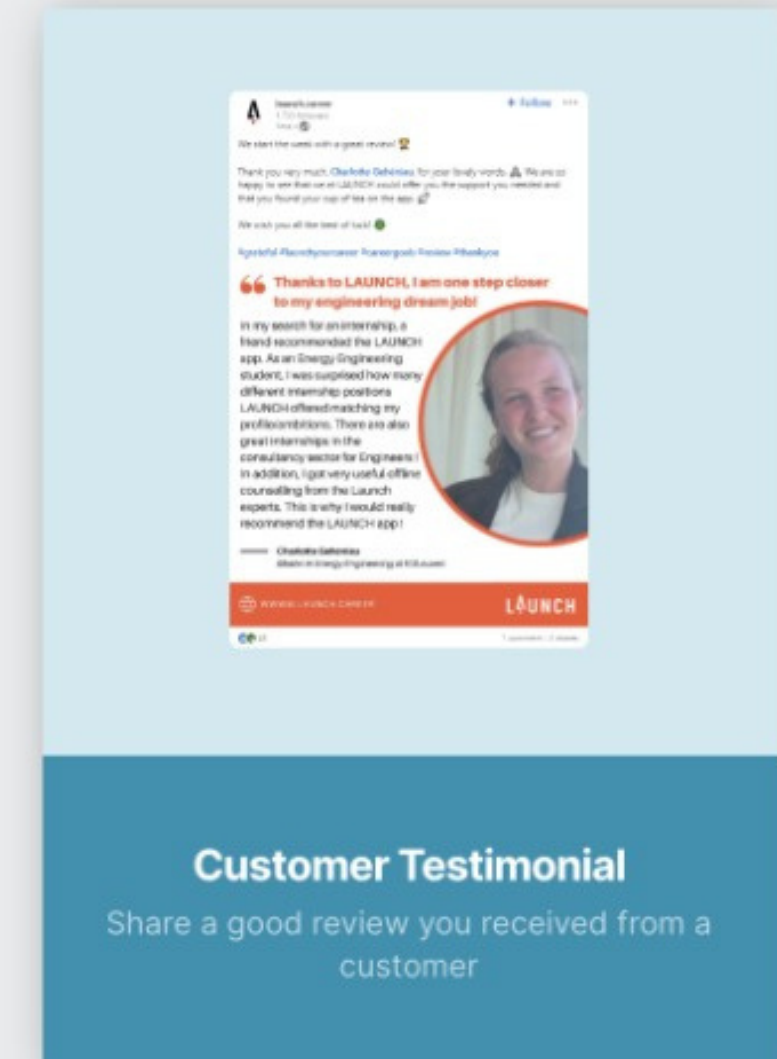
Personal

- Founder story
- Lessons learned
- Reflection
- Personal story from colleague



Promotional

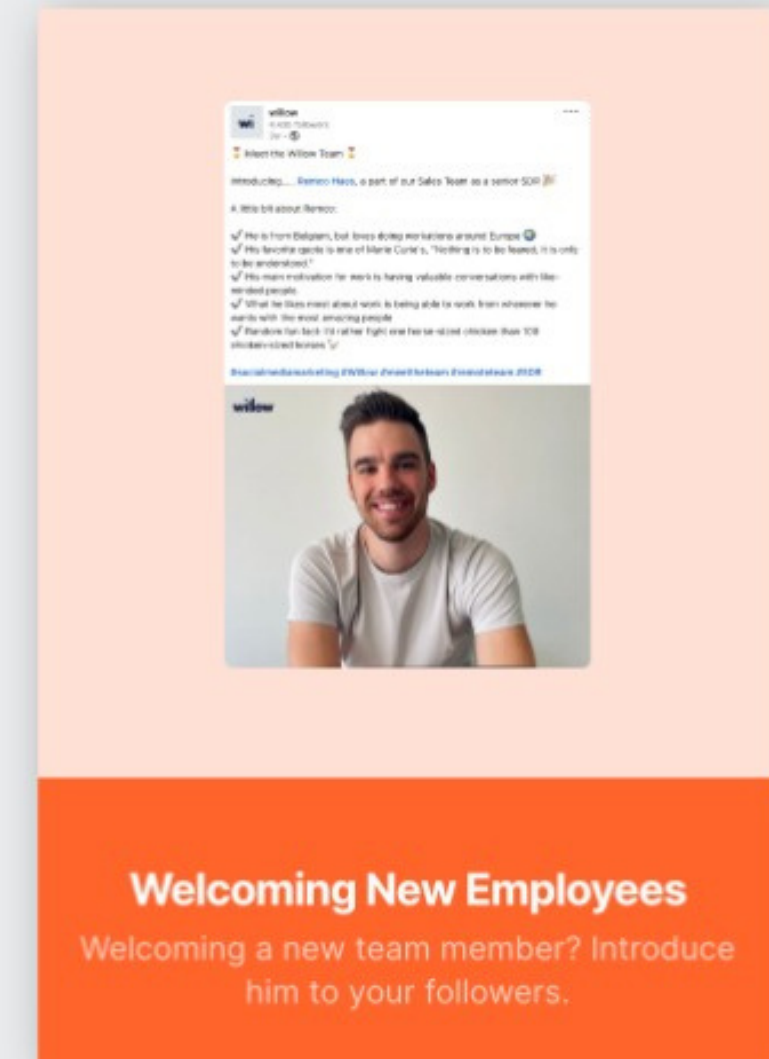
- Testimonial
- Success stories
- Service/product highlight
- Events



Employee & Workspace

- Meet the team
- Day in the life
- Company tradition
- Anniversary
- How we work

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Example of The Willow Model

willow	The Netflix Model of Content Marketing			
Category	Series	Season	Episode	Channels
Educational	Social media marketing	Facebook marketing	5 trends for 2024	
			How to write your Facebook Page bio	
	Planning software	News section	How to find inspiration on social media	
			3 great ways to share articles on LinkedIn	
Entertain & inspire				
Personal				
Promotional				
Employee & workplace				



Example of The Willow Model

Category	Series	Season	Episode
Educational	Social media marketing	S1: Linkedin marketing	S1E1: 5 trends for 2024
			S1E2: How to write your Linkedin bio
			S1E3: Impressions Vs Reach
			S1E4: Why you do not have to post every single day
			S1E5: Content planning tips
		S2: Facebook marketing	S2E1: 5 trends for 2024
			S2E2: How to write your Linkedin bio
			S2E3: Impressions Vs Reach
			S2E4: Why you do not have to post every single day
			S2E5: Content planning tips

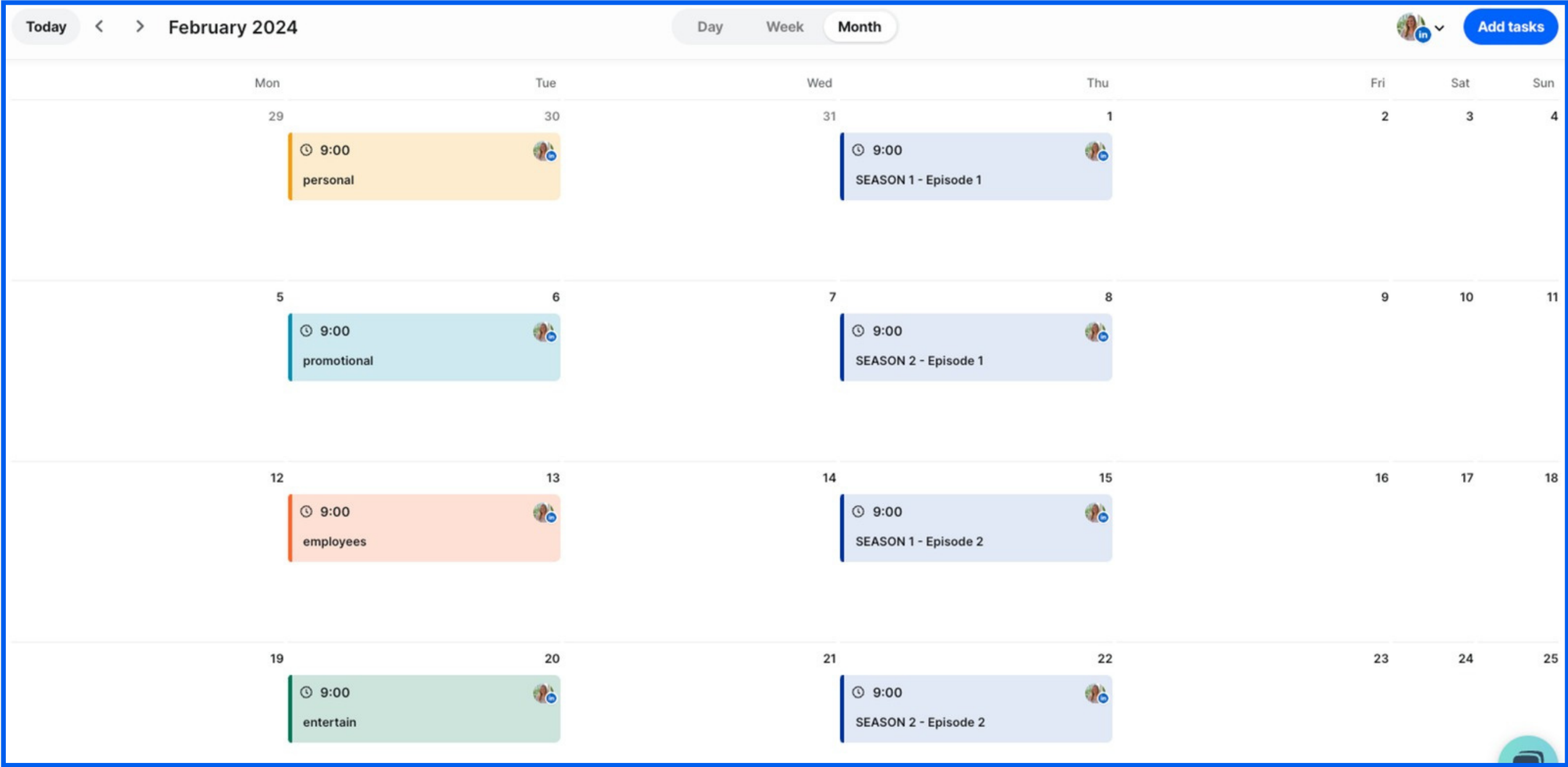


Example of The Willow Model

Personal	Work-Life Balance	Employee Well-being	Tips for maintaining work-life balance
		Team Culture	Sharing team-building activities in the office
	Professional Growth	Continuous Development	Recommended online courses for accountants
		Skill Enhancement	Personal stories of employee upskilling
	Client Relationships	Trust Building	Engaging clients through personal touch
		Feedback Loop	Client testimonials on services
Promotional	Services Overview	Comprehensive Service Offerings	Infographic on services provided
		Specialized Accountancy Support	Highlighting our unique VAT services
	New Initiatives	Seasonal Promotions	End-of-year tax savings plan



Sneak peek of the model in Willow



How to set this up in Willow



Up until now:

- 10 things you can easily post right now
- How to find content and create your mix
- How to structure it into a content plan

Up next:

- Getting this creative process started

Content Ideas



The Willow Model Engine

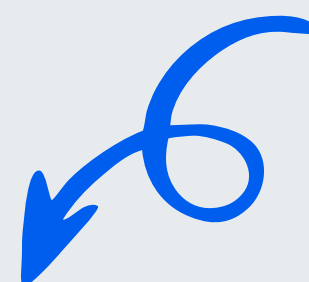
- What is your company or business about?
- Who is your target audience?
- Which content categories should be included?



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Extra

Content
Ideas



The Willow
Engine



Willow Model
Template

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