

Less Content, More Impact

How to Create a Content Capsule Wardrobe

A capsule wardrobe is a simple idea: instead of stuffing your closet with clothes you rarely wear, you focus on a small collection of pieces that you actually love and work with almost everything. The jeans that somehow go with everything. The comfy sweater you could dress up or down. The jacket that makes even a plain t-shirt look pulled together. The point isn't having more clothes, it's about having the right clothes that you can wear in many different ways.

You can do the same thing with your content. Instead of constantly trying to come up with new ideas, you can create a small collection of “go-to” pieces that you can reuse, tweak, and pair together in different ways to keep your marketing going without burning out.

Must-have pieces for your marketing closet

Your statement piece

Create one main, in-depth piece of content that shows your expertise and can be repurposed repeatedly. It can be a detailed blog post, an ebook/guide, webinar, or a comprehensive video.

Timely pieces

Swap these pieces in or out depending on the time of year, current offers, or special events. They can be social announcements, product announcements, seasonal landing pages or checklists, holiday guides and blogs, or email promotions.

The everyday basics

Create at least two easily digestible pieces of content, like blog posts, checklists, social carousels, or videos that share expert tips or answer frequently asked questions.

Accessories

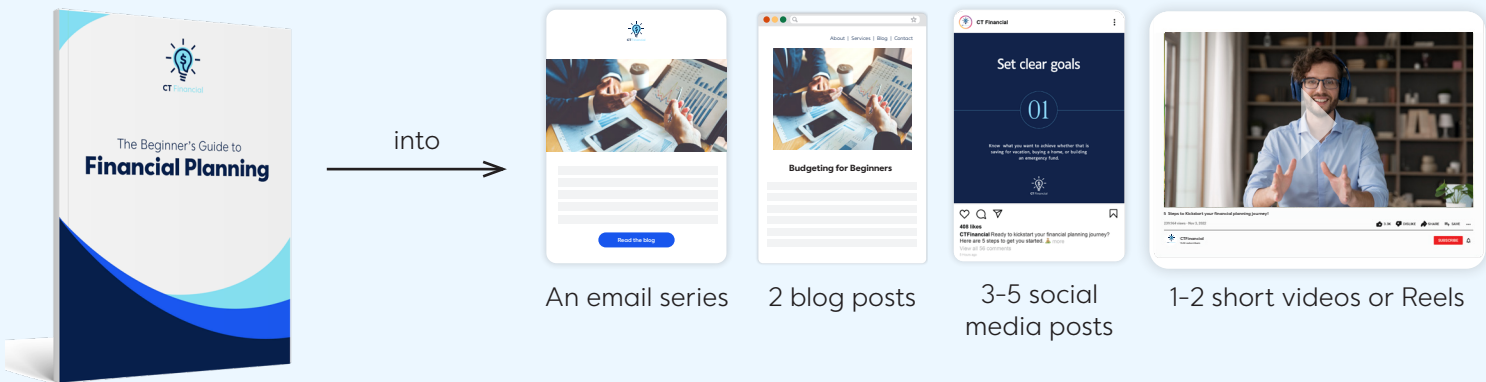
Create at least three to five small pieces. Think testimonials, case studies, behind-the-scenes moments, favorite resources or tools, before-and-after examples, or user-generated content.



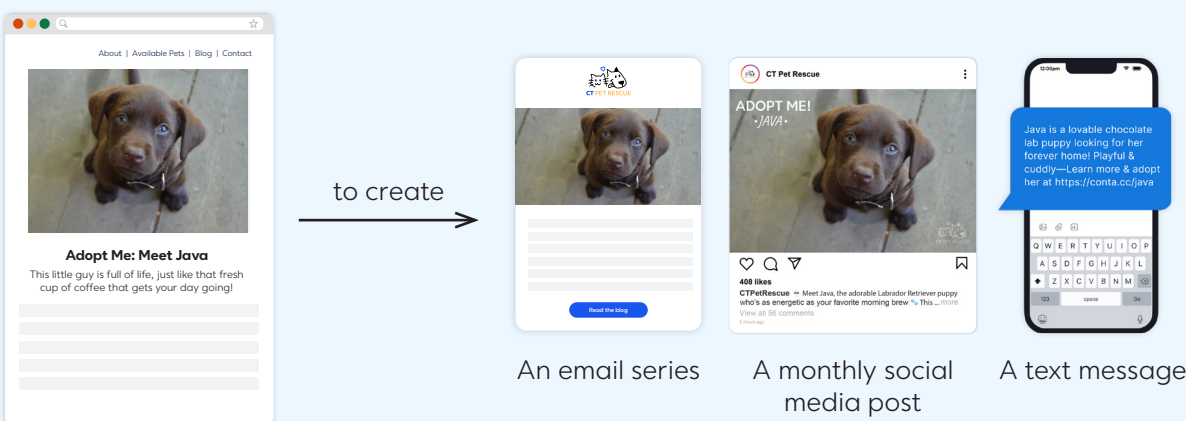
Mix and Match

Once you have your core pieces in place, you can get a ton of mileage out of them by breaking them into small parts and reusing them. It's like wearing the same pair of jeans with a blazer one day and a hoodie the next. They have the same base, but totally different vibes.

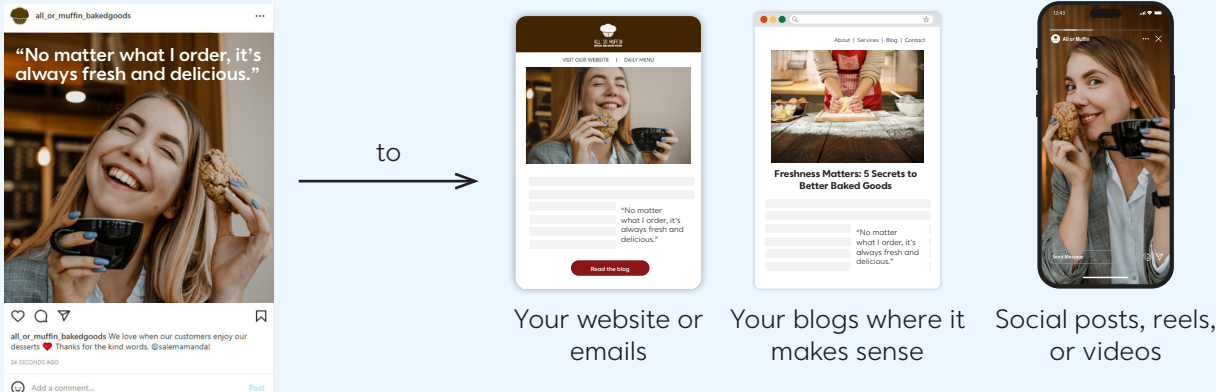
Turn your statement piece



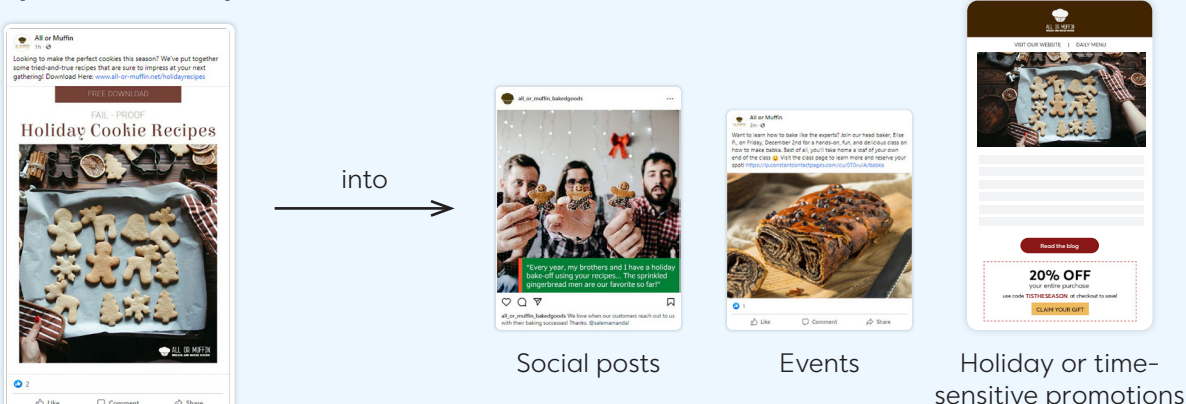
Use your everyday basics



Add accessories



Tie your seasonal layer



Tip: Just like a wardrobe, your content may need a refresh from time-to-time. Be sure to review your content every 6 months or so to update statistics, photos, testimonials or offers when it makes sense.

You don't need a never-ending stream of ideas to show up well in your marketing. Just like the right handful of clothing pieces can make you feel put-together every day, the right handful of content pieces can make your marketing feel easier, more consistent, and a lot less stressful.