

VIEWING YOUR CONTENT STRATEGY

Content	Your Sales Funnel			Their Preferred Platform			Their Experience	
	Awareness	Consideration	Buy	Mobile/ On the Go	Laptop/ At Work	On Paper/ Anywhere	Objective Information	Subjective Connection
Newsletters		✓		✓	✓	✓	✓	✓
Blogs	✓	✓		✓	✓		✓	✓
Social Posts	✓			✓				✓
Case Studies		✓			✓		✓	
White Papers		✓			✓	✓	✓	
Slide Shares		✓		✓	✓		✓	
Videos		✓		✓	✓		✓	✓
Infographics	✓	✓		✓	✓	✓	✓	✓
Photos				✓	✓	✓		✓
Articles		✓		✓	✓	✓	✓	
Ebooks/Guides	✓	✓			✓		✓	
Podcasts	✓	✓		✓				✓
Event Presence		✓	✓	✓		✓	✓	✓
Reviews & Testimonials		✓	✓	✓	✓	✓		✓
Forum/Group presence			✓	✓	✓			✓
Product specs			✓	✓	✓	✓	✓	
Product comparisons		✓		✓	✓	✓	✓	
Interactive demos		✓	✓	✓	✓		✓	
Checklists		✓		✓	✓	✓	✓	
App/Calculator		✓	✓	✓	✓		✓	✓
Quiz/Game	✓			✓	✓			✓
Original research		✓	✓	✓	✓	✓	✓	
Content roundups	✓			✓	✓	✓	✓	✓
Event Summaries	✓			✓	✓	✓	✓	✓
Interviews		✓		✓	✓	✓		✓
Timelines		✓	✓	✓	✓	✓	✓	
Trend identification	✓			✓	✓	✓	✓	
Webinars		✓		✓	✓		✓	
Email		✓	✓	✓	✓		✓	✓