

41 TYPES OF CONTENT AND WHAT THEY DO FOR YOU

Depending on what phase of your funnel a prospect is in, the information they seek will vary A LOT. With it, the types of content you create should vary, too.

Use this checklist to create the right kind of content at the right time.

PHASE	Awareness	Interest	Consideration	Decision
YOUR GOAL	Attract the Right Audience	Turn Prospects into Leads	Build Brand Preference	Convert to a Customer
ROLE OF CONTENT	Speak to the need. Validate. Drive the desire for a solution. Become the go-to stomping ground for the audience you seek.	Be usefull Here's your chance to provide a unique solution that gets your prospects revved up.	Prove your brand's stuff. Keep value coming while making it clear that your brand is the engine behind all those resources and solutions.	Put your solution into the most motivating terms. When the lead is ready to invest in a solution, you're the natural choice.
CONTENT EXAMPLES	<ul style="list-style-type: none"> ■ Articles ■ Blog Posts ■ Assessments ■ Infographics ■ Social Posts ■ Thought Leadership ■ White Papers ■ Videos ■ News or PRs ■ Tip Sheets ■ Webinars ■ Ebooks 	<ul style="list-style-type: none"> ■ Assessments ■ Explainer Videos ■ Research Papers ■ Educational Worksheets ■ Frameworks ■ Templates ■ Presentations ■ Podcasts or Videocasts ■ Virtual Events ■ FAQs and SAQs 	<ul style="list-style-type: none"> ■ Ultimate Guides and How-Tos ■ Evaluation Tools ■ Customer Spotlights ■ Worksheets ■ Testimonials ■ Data Sheets ■ Free Trials ■ Comparisons ■ Checklists ■ Workbooks ■ Self-Guided Courses 	<ul style="list-style-type: none"> ■ ROI Tools ■ Case Studies ■ Detailed Assessments ■ Product Demos ■ Reports ■ Custom Analyses ■ Custom Executive Presentations