

5 TYPES OF CONTENT TO LEVEL UP YOUR B2B GAME



User generated content

- Helps you capture word-of-mouth marketing
- Provides social proof and boosts credibility



Downloadable content assets



- Gated but free downloadable content is always a hit
- Spreadsheets, templates, and checklists are time-saver & content gold

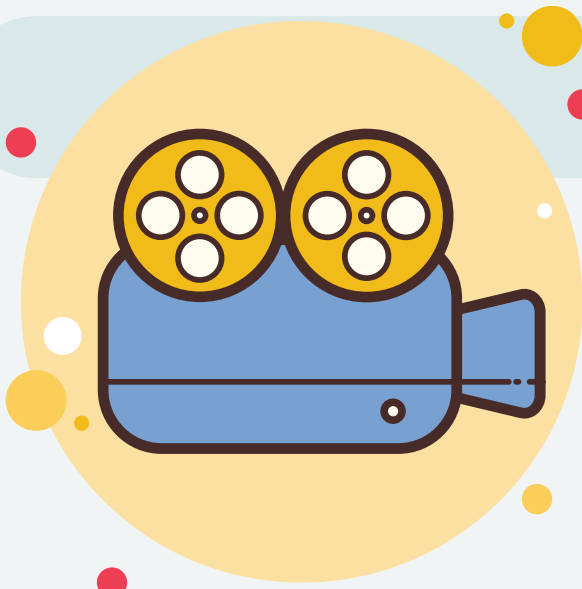


Interactive content

- Creates deeper connection by putting audience in the driving seat
- Adds value to customer leads ensuring they do not drop off midway



Videos



- Most effective medium to communicate better in less time
- Explainer, brand, product, demo videos are powerful tools in B2B content mix



Podcasts and webinar

- Delivers information in digestible bytes
- Helps capture customer data from sign-ups

