

# 14 TYPES OF CONTENT TO ENGAGE YOUR AUDIENCE

## PRESS RELEASES

Placing and highlighting press release content on your website demonstrates innovation and market relevancy. It also can help boost traffic to your site by improving SEO.



## BLOG POST

Blogs are written content that are often maintained on a website or social media platform. These written pieces can range from humor, to serious business topics and everything in between. Writing relevant blogs for your industry can increase your website traffic and help position you as a market leader.



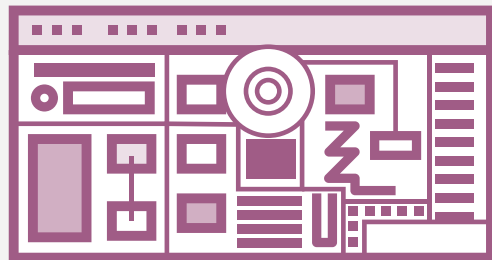
## VIDEOS



Videos help you visually engage with your audience. In fact, 75% of business executives watch work-related videos weekly.\* Video provides opportunities to share information, explain a brand, or tell a story. They are great to share on social media, websites, or in email marketing.

## INFOGRAPHIC

Infographics help to visualize a lot of information, often statistics, in a simple and easy to digest format. In fact, 40% of people respond better to visual information than plain text.†



## CASE STUDY



A case study on a website can be a helpful tool to attract new audiences. It also demonstrates capability and success and will help build your company credibility.

## CHECKLIST

- ✓ Handy, short tidbits
- ✓ Tie to customer needs
- ✓ Encourage feedback
- ✓ Include a logo or company information to remind prospects where the document came from.

## WEBINAR

A webinar is a great way to establish credibility through thought leadership. Present ideas on a specific topic or do a brief training session. Pick a topic that represents a pain point within your industry and you're sure to attract leads.

## FLIP BOOK OR EBOOK

Ebooks are a popular type of content and can generate leads when gated. Use them to share ideas and educate your audience while establishing credibility as a thought leader.

## WHITE PAPER

White papers are a type of content that can establish authority in the form of a report or guide. They educate readers on complex topics and are supported with data.

## ORIGINAL DATA - SURVEY RESULTS

Data can be the key to a marketer's success. Conducting research and providing your audience with reports full of useful information is great for building a following and attracting website traffic. It will also establish you as a credible industry source and keep you top of mind for purchasing decisions.



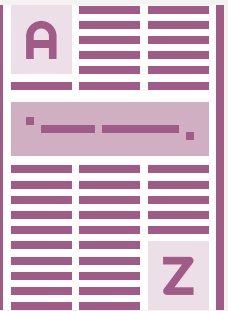
## PODCAST



Give your brand more personality with a podcast. Podcasts are a great way to share industry insight, thoughts, and ideas as well as an additional way to engage with an audience.

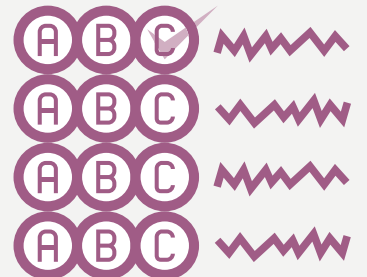
## DIRECTORY

Help people find the information that they are searching for. A directory is a comprehensive list of information or resources that are useful to your audience.



## QUIZ

Quizzes are a fun way to engage with your audience. Participants enjoy the interaction and their answers can provide you with additional insights.



## SLIDESHARE

Have you recently created a powerful presentation? Share it on SlideShare to get your information out, establish yourself as a leader in your market, and help build brand awareness.

