

# SO MANY CHOICES

CONTENT YOU CAN MAKE  
FOR YOUR BUSINESS



FREE CONTENT  
FOR EVERYONE



LOCKED CONTENT  
FOR SUBSCRIBERS

## CONTENT FOR ALL



### PODCASTS

Audio file made available on the internet: available as a series or new installments



### ARTICLES

Subject, service or product based writings aimed to inform your audience.



### BLOG POSTS

More personal writings that can be lists, paragraphs, photos and more.



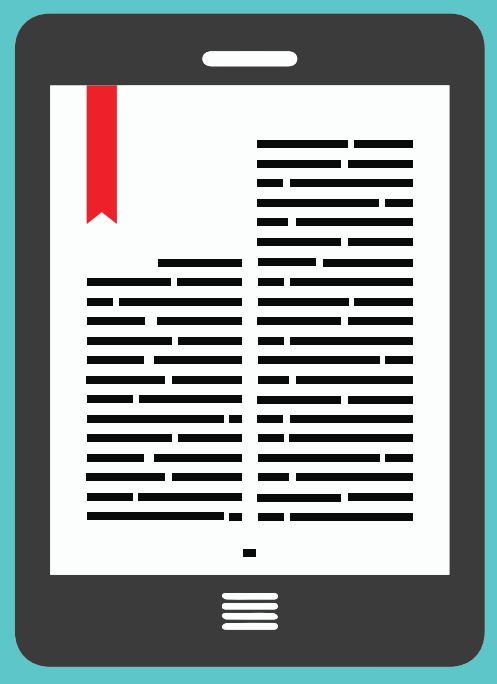
### CASE STUDIES

Presentations of specific research and/or projects that your business has completed.



### WHITE PAPERS

A government or other authoritative report giving information or proposals.



### E-BOOKS

An electronic version of a printed book that can be read on an electronic device. Long form.



### E-COURSES

Can be delivered in multiple modules. Designed to teach your customers about a topic.



### WEBINARS

A live training that involves interactive segments and dialogue with the instructor.



### EMAIL MARKETING

Mail sent out to subscribers, clients and potential clients about relevant topics.



### NEWSLETTERS

A regularly scheduled communication to keep mailing list aware of your business happenings.



### PROMOTIONS

Special campaigns and/or sales to incentivize customers to seek out services or products.



### SOCIAL CAMPAIGNS

A coordinated effort across all company social media accounts with a common theme.



### INFOGRAPHICS

A visual image used to convey data and information.



### PHOTOS

Custom and personal photos to show not only products and services but the business as well.



### PRESENTATIONS

Company briefings providing either detailed information or a broad overview of the business.



### VIDEOS

Testimonials, demonstrations, advertisements, how-to's or vlogs to increase brand awareness.



### WEBSITE CONTENT

Simplified information to both inform potential clients and lead them to reach out to you.



## LOCKED CONTENT

## CONTENT FOR SUBSCRIBERS

### RESEARCH REPORTS



### RESOURCE LIBRARY

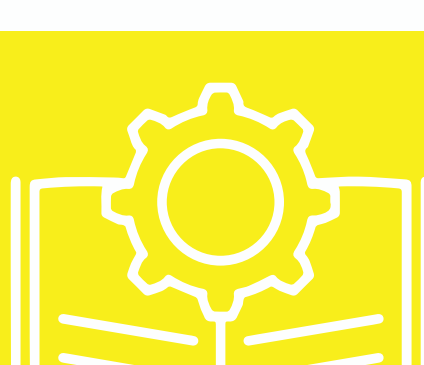


### GUIDES

### WORKSHEETS

### CHECKLISTS

### TEMPLATES



### POSTERS/ DESKTOPS

### TOOLS

### MOBILE APPS

### IMAGES & GRAPHICS

