

BLOG ARTICLE

Answer a problem your audience wants solved and become more discoverable online

PODCAST

Bring your content to life with the power of the human voice

EBOOK

Build a reputation as a trusted authority in your industry

VIDEO

YouTube is the 2nd most popular social media channel in Australia

PRODUCT LITERATURE

Compare the features and benefits of your products and services with your competitors

WEBINAR AND ECOURSE

Move beyond simply attracting an audience and start building a relationship

12 COGS IN YOUR CONTENT MARKETING WHEEL



WHITE PAPER

CASE STUDY

TRIAL OFFER

Create a compelling call to action at the right time in the customer journey

PRODUCT DEMO

Prove the value of making a purchase and generate sales qualified leads

SOCIAL MEDIA

Know your audience and post where they like to engage

Choose the best content for each social media platform

Mix it up with posts, lists, quotes and interactive quizzes

INFOGRAPHIC

Create visual content your audience wants to share

Focus on the story you want to tell

Bite sized information that's easy to digest