



➔ Test Your Ideas

- SEM/SEO
  - Keywords
  - Optimization
  - Search
  - Social
- Blog Posts
  - Partners
  - Influencers
  - Key Org Leaders
  - Guest Posts
- Social Media
  - SlideShare
  - LinkedIn
  - Facebook
  - Twitter
- Research
  - News
  - Academia
  - Blogs
  - Industry Outlets

➔ Diversify Your Streams

- Podcasts
  - Information
  - Interview
  - Problem Solving
- Video Series
  - Q&A
  - Animations
  - Interview/Documentary
- Print Media
  - Specialty
  - Journals
  - Folders
  - Sales Support Materials
- Books
  - Practical, How to
  - Methodology
  - Inspiration
  - Research/Reference

➔ Build on What You Learn

- Digital Downloads
  - Infographics
  - Content Papers
  - Case Studies
  - Helpful Materials
- Email
  - Welcome Series
  - Automation/eCourses
  - Conversion
    - Webinars
    - Content Papers
    - Other Resources
- Slide Decks
  - Visual Blog Post
  - Convert Content Papers
- Landing Page
  - Product Marketing
  - Registration
  - Conference
- Webinars
  - General Market
  - Segmented/Affinity Groups
  - Panel Discussions
  - Interviews