

75

Types of Content Marketing that Sells



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First of all, we want to *Thank You* for showing interest and downloading this sheet. We believe you will get massive value out of this.

When you delve into the internet properly, it's insane to think just how much content, and more importantly, how many different content 'types' are out there. Coming up with new content ideas every day can be difficult.

Sometimes, we feel it's nice to have some inspiration to get the wheels moving in your heads for what you could do to 10x your marketing. It's worth trying to utilize - or attempt to at least - every type of piece of content to see what works for your campaign.

Content is a great way to attract prospects and nurture leads as they move through each stage of the buyer's journey. However, not just any piece of content will engage your broad audience.

Simply put - specific types of content marketing are more relevant and thus more effective to buyers based on where the content falls in the buyer's journey.

The information prospects seek as they make purchase decisions vary immensely, and the types of content marketing you create should too. It's important to understand how your users' behaviors and research needs differ from the awareness to the decision phase.

Content marketing, therefore, is the way you utilize that all-important information - leveraging it in a way that your ideal customer will consume it. You can do this through a multitude of different ways - but first, you need the content itself, and that's where this sheet comes in.

There are four outcomes to strongly consider:

To Entertain – this will have a strong emotional appeal to an audience, making it very shareable.

To Educate – this will allow for a wide reach, especially for those who might not be in the know about products or services just yet. Again, this is often very shareable.

To Persuade – This is slightly more emotionally charged; content that gradually changes the mind of the consumer (I say consumer as persuasive content will often be used in a product sense).



To Convert – Content that is more often than not rational rather than emotional as you will need a decision-making brain when considering what a conversion piece has to offer you.

What to expect from this sheet?

To help you decide which content types to add to your marketing calendar, we have dug out a super-comprehensive list of content ideas.

Sounds good?

This sheet is not designed for you to try everything. It's meant to serve you ideas that just might work.

So. With that. Here's the newest, most comprehensive list of marketing content types we can find on the internet.

Sr.No	Content-Type	Description
1	List Articles	This is a classic for marketers, magazines, and sites like BuzzFeed. Pull together content in the form of a list and name it thusly (take this sheet as an example). Lists are one of the most effective types of content, especially when applied to blog posts.
2	How-To Articles	How-to content offers step-by-step, process-driven information to help your audience do something better. It's specific and to the point. Like list content, this is a very effective form of content marketing according to our research.



3	Questions and Answers (Q&A)	Q&A posts can increase engagement and builds brand trust among the participants. These types of posts can also be in video format.
4	Infographics	This does what it says minimally; a visual representation of data or information. It allows the stats or material you are talking about to be a lot more appealing to the reader.
5	Case Studies	You don't have to tell your story all by yourself. Case studies tell the story of how you've helped your customers solve their problems—and they can be extremely influential in helping prospects make a purchase decision.
6	Testimonials	Testimonials are very similar to case studies, except that a specific customer of yours tells the story directly from their perspective. These are their own words—a form of word of mouth—that you use to inspire interest in your company, products, or services.
7	Short Testimonials	Think of quotes as short-form testimonials. Alternatively, you can use quotes from influencers to complement your content—which works particularly well in shareable graphics embedded in your content.
8	Videos	Tend to be a couple of minutes long, allowing for a succinct explanation of whatever the videographer is trying to explain. This can be humor or learning-based and is great for everyone to enjoy.



9	Own Product Reviews	Everyone loves a personal opinion and so expressing this on your own platform allows your readers to gain an insight into what you may personally think of a product. If you run a blog, opinion is highly rated and nowadays followers are more likely to take your review over one written in a magazine.
10	External Product Reviews	This is similar, whether written on a particular product or company. Amazon and eBay are great examples of how your opinion on a product can change the minds of buyers.
11	User-Generated Content	Any form of content; written, videoed, blog posts or discussions created by your consumers.
12	Interviews	While interviews may be an avenue to gather testimonials and quotes, you may also use them for gathering insight from industry influencers you may have never met before.
13	Demos	Demos are like a show-and-tell for your product or service and are particularly powerful when combined with user-generated content.
14	How-to Guides	These can range from topic to topic and can be simple or complicated. They enable a reader to completely understand how to use or build a product or system that they may not have recognized correctly to start with.
15	Live Video	This comes in the form of streaming live feeds of videos, particularly sporting events or interviews. Social media has really captured this in live videos and stories.



16	Photo Galleries	They say a picture speaks a thousand words, and it can often be a lot easier to explain things using an image than a bulk of the text.
17	Product Review	Have a product you love that you think your audience will really dig? Do a review of it, telling your audience how it's helped you solve your challenges, and how you think it'll help them out, too.
18	Link Pages	The accessible way for readers to reach other sites/blogs that you enjoy or recommend. If shared, they could return the favor.
19	Comparisons and "Versus" Content	You may see this a lot for product reviews, comparing one product to another. However, you can apply this storytelling tactic in many different ways to compare or contrast topics to help your audience learn the better option to pursue.
20	Company News	Your company is ever-changing. Share your latest adventures with your audience to show your business is made of humans who are dedicated to making their lives even better every single day. Even silly, simple news can help your customers feel a connection with your company.
21	Guest posts	Allowing other bloggers to guest feature on your site.
22	Industry News	Monitor your customers' industry, and report on the biggest news that may likely impact them. Your audience will notice when you are the first to market with great news consistently.



23	Roundups	Roundups: the content of choice for marketers who may not have a ton of time on their hands. Like newsjacking, take a look at the most popular and impactful content in your industry, and compile a comprehensive list for your audience to save them from doing the research themselves.
24	Newsletters	Typically an email issued to subscribers, featuring news and updates to products and the business in general.
25	'What to do' and 'what not to do' posts	Putting yourself in a position of knowledge can be great for readers. They want advice on where to go next, particularly in their jobs, personal lives, dress sense.
26	Research & Data	Does what it says on the tin; a whole load of statistics that might aid your readers, or yourself for that matter, in the future.
27	Book Reviews	If your continuing education is anything like mine, you're reading new material constantly to stay ahead of the curve. When you read something amazing that your customers will love, share it with your audience.
28	Opinions and Rants	The controversy is one of the ways to publish viral content. Now, that shouldn't be your goal, but rants have the potential to be super-interesting. Take a stance on a popular belief, and turn it on its head.
29	Metaphors	The content begins with an unrelated story and includes that unique angle as the foundation of the content. Like there is too much "How To



		Write A Blog Post” out there but not enough “What My Stubborn, Opinionated Grandma Could Teach You About Writing An Awesome Blog Post”.
30	Personal Stories	They can be super inspiring for your readers. Connect the dots between your personal story and what your readers really care about, and they’ll eat it up.
31	Embedded Tweets	A snippet cut from Twitter can be thought-provoking or funny, depending on the audience.
32	GIFS	Clips cut from videos, television, and movies which users often embedded within the text to illustrate a point.
33	Ebooks	This can be a well-designed, shortened version of a book, or used to simply explain. Of course, it’s usable on an iPad or any handheld device as well as your computer.
34	Comics/Cartoons	Are a fun and informal way to illustrate your point, even if it’s a serious topic!
35	Digital Events	A day of webinars for brands can be used to help customers or educate those who would like to learn more.
36	Facts and Stats	Similar to research, this is when you heavily research a topic with existing studies and present the findings to your audience. This can save you a bit of time from doing the research yourself, while also helping you become the



		go-to source that has compiled all of the information available on a specific topic.
37	Give Kudos	Showing admiration for a brand or company can increase traffic to your blog/website, and could potentially allow for them to reciprocate the respect they might have for you.
38	Worksheets	Worksheets are perfect for turning the actionable advice from guides into printable materials for note-taking, brainstorming, and ideation.
39	Checklists	Checklists are a type of worksheet that helps your audience follow a step-by-step process to achieve the desired outcome. Think about using checklists to complement list posts, for example.
40	Templates	Templates may combine information from guides, worksheets, and checklists all into one type of content to walk your audience through a step-by-step process, blatantly telling your users how to do something. These are great as free downloads in exchange for email addresses to help you build your email list.
41	Audio Books	Now that you've written your e-book, complement it with an audio version for your auditory learners. Pitch it to your audience as a way to maximize the time on their commute to work—just listen and learn to use your time more efficiently.
42	White Papers	Often used to provide robust technical information, white papers are perfect for telling



		<p>complex stories in a concise format, often appearing as PDFs. They are also a perfect format to complement case studies to show the problem, solution, and outcome of how you help your customers overcome their challenges.</p>
43	Diagrams	<p>Sometimes, a complex pattern is best told in a visual way as a symbolic representation of information. Diagrams are awesome for demonstrating relationships and organizational flows.</p>
44	Podcasts	<p>Usually available in a series that you can subscribe to, they are audio files available to listen to.</p>
45	Slideshare	<p>On this, you are able to upload slideshows and decks for yourself or to share amongst customers and clients.</p>
46	Webinars	<p>Offering readers the chance to partake or watch a webinar of something useful that they may relate to means that depending on the niche, it will be seen by many. If you are skilled in your field, many will jump at the chance at taking part or being able to hear what you have to say.</p>
47	Free resource	<p>Everyone loves something for free, and if you're able to offer information or templates that can get your readers from point A to B without hesitation, they will always return.</p>
48	Stories	<p>This could be a personal experience or creative writing, and content that is developed into a</p>



		story can work well. Storybird is a great example, whereby you're able to create your very own virtual book.
49	Quizzes	Are often fun, light-hearted questions that could possibly determine just how sassy you are.
50	Vlogs	Vlogs are video blogs and can be filmed for any niche. Often, this may work better for you, depending on what you focus on.
51	Polls	Ever have that feeling when you just want to know your audience's opinion on something? Polls are great for a quick, one-question dialogue to get you the information you need. Ask a question to get information on upcoming content ideas to create even better content based on your audience's advice.
52	Screencasts	Often with customers, a run-through is needed if they are unsure of how to use a tool, and when you're not able to do it face to face, you can show them just what they need to do through a screencast.
53	Screenshots	A quick and simple CMND SHIFT 3 (or the classic print screen button on Windows), means you're able to grab your screen and turn it into an image
54	Mind Maps	Planning out or organising what you need to do for a project. Mind maps enable to you to get the most out of your ideas, and can only mean the best possible content ideas are used for your blog or website.



55	Personal Bios	Allow for readers to get a real feeling for the person behind the blog/website. Generally, they are of an informal nature to get on a personal level with your readers.
56	Aggregation of articles	Is a great way of keeping readers interested in your blog. Think of this as a strung together story; you need different aspects to be discussed within each article to come together in a final piece.
57	Book Summaries	Extremely self explanatory; a break down of a book that you might like to discuss on your site.
58	Giveaways	Everyone loves something for free. You can run a giveaway from a variety of different platforms such as social media. Promoting your giveaway on different social media platforms can build up a following and in turn increase your brand awareness.
59	Illustrations	Illustrations are a great way of putting your opinion across, in a humorous or educational way. Often, illustrations are a lot more light-hearted than a big paragraph of words, as well as being a much more creative approach to discussing a point.
60	Quotes	Words spoken by another person, often used to make a point. Quotes are a great way of discussing things as they are relative to everyone. They are great as used on a personal level, particularly on a blog.
61	Inspirational Messages	Are a great way of motivating and bring a



		positive attitude to your blog. People are often at a loss when it comes to their personal life, acting as a big brother or sister can make you be seen as an influential and thought driven character.
62	PDFs	Lots of PDFs take the form of an ebook but that doesn't always have to be the case. Providing a PDF with information for everyday use can then be seen as the 'go to' resource for that information.
63	Vines	Short seven second videos don't give you much time to sell a product, but a number of seven second videos allows you to build up a brand, show off your products or just entertain.
64	Cost Sheet	As a business that sells, your model may mean that you don't have prices on your website and it's important to have this. If you're in the process of developing this, seeing what your competitors are doing is a great option.
65	Promoted Post	Bloggers, in particular, are offered items or gifts from events that might be a way of payment, so to speak, for writing a post regarding the item or a post with the item incorporated. They are often discussed within a disclaimer page.
66	QR Code	Slightly out-dated now but still a way to bring offline, online. A QR code can be scanned on your phone to bring up offers or links to your product/website.
67	Comments	A way of communicating with readers and



		<p>those who wish to discuss topics relating to posts that you may have published. It's a great way to express your opinion in a quick fire way, or to express your liking of the post. The more you read and comment on blogs, the more the blogger is more likely to notice you; creating that virtual relationships with them could always work in your favour in the future.</p>
68	Media Mentions	<p>Showing screen grabs of media mentions is a great way to show off! There is also the option to embed tweets and Facebook posts from the media outlets.</p>
69	Resource Page	<p>These pages can have links to other websites, useful information and downloads.</p>
70	FAQS	<p>Frequently asked questions are a great resource for any website. People will always have questions so providing them with answers is a brilliant resource.</p>
71	Flyers	<p>Are a great way of showcasing events, or even your design skills. Creativity through this method can often be seen by many depending on the niche.</p>
72	Micro Blog Posts	<p>Brief or short 'n' snappy posts that enables the user to send quick updates. Twitter, for example, only allows you to use 140 characters.</p>
73	Interactive Content	<p>We want content to grab our attention and what better way to this than to get your readers involved? The whole idea of interactive content is exciting, most users will stick around on your site to try it.</p>



74	Forums	Where comments are specifically attached to a piece of content on someone's blog, forums are particularly useful for sharing ideas and asking questions.
75	Reports	This is a perfect format for sharing your custom data. Reports often include graphs, charts, and text you can repurpose into other content formats, too.

Including at least a handful of these aspects within your content plan could do wonders for building a reputable online presence, as well as boosting traffic.

Regardless of what your content may be, it will speak volumes to your audience; whether that's to educate, entertain, persuade or convert, one or ten more of the above types will aid you in your journey to developing incredible pieces of content.

Having witnessed all the above types, you can start giving a try to them one-by-one and observe the results over the time.

Tell us your observations, successes or failures and reach out to us any time at info@thinkbigdigital.co.

We will be happy to see your progress on the way.

If you need any help or want us to take up your marketing, you can visit on thinkbigdigital.co or email us at info@thinkbigdigital.co.



