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| **Content** | **Awareness** | **Informational** | **Consideration** | **Decision** | **Advocacy** |
| **Social Posts** | Curated Content talking about the problem you’re solving  Links to website’s homepage and main pages | How-To Posts  Links to blog posts  Company culture posts | Why the competition isn’t as good as you  Risks associated with not making the purchase  Storytelling – clients problems solved | Celebrating new customers  Celebrating all clients’ successes | Client groups with special treatment  Success stories  Referral programs and event reminders |
| **Social Ads** | Clicks to promotional website ads – well branded  Clicks to a blog about the problem your customer is having (storytelling) | Ads to download eBooks  Ads leading to landing pages with content curated to inform a particular audience | Retargeting:  Special Offers  Featured case study (Insider Info.)  Email List Sign-Up/Lead Gen  Like the page/Follow-Us  Recognizable branding | N/A | To only followers:  Referral programs |
| **Search Ads** | Links to well-branded pages featuring company info. | Links to Blogs based on question search  Ads leading to landing pages with content curated to inform a particular audience | Retargeting Display  Links to comparison pages with competitor terms | N/A | N/A |
| **Video** | 6 sec  Branded Video and Gifs  30 sec  Logo and Services/Product Video  Funny Videos  1 min  Emotional Trigger Videos: Customer Stories, Humor | 1 min  Blog Videos  Explainer Videos  Customer Testimonials  Corporate Story Videos  30 sec  DIY, in the moment videos  Videos with the team  Longer Format:  Facebook Live  Webinar | 2 min  Walk-through Videos  and Demos  Customer Testimonials  6-sec  Special Offer Videos  Facebook Live  Long-Format Vide IGTV/Youtube Channel | Personalized Video  On-boarding videos | Customer Highlight Videos  Training and Features  Thank You videos |
| **Blogs** | Blogs about the problem | Blogs that dive into expert topic areas  Company news and press releases | Blogs that educate about the buying process, what to expect  Blogs about proprietary processes and products | Blogs about what to expect as a customer | Showcase customer stories |
| **Photos** | Photos related to news and events involving the company | Branded Blog Photos  Team and Culture Photos | Finished product photos/end result photos  Pictures of people working |  | Curated photos from clients |
| **Emails** | Prospecting Emails | Regular Newsletters | Drip Campaigns based on Service/Product Interest | Onboarding Emails | Regular Newsletters  Customer Spotlights  Insider Tips  Event Invitations |
| **Website Pages** | Well branded home page and landing pages | Product/Service/Process Pages  About Us and Team Pages | Comparison Pages  Special Offer Landing Pages | On-Boarding  Client Portals  What to Expect Next Page  Celebration/Thank You Pages | Ticketing and client chat systems |
| **Long-Form Content** | N/A | E-Books:  How a product or solutions works  Glossaries  In-depth explanations of complicated concepts | Case Studies | On-Boarding Guides | Knowledge Base |
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