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| **Content** | **Awareness** | **Informational** | **Consideration** | **Decision** | **Advocacy** |
| **Social Posts** | Curated Content talking about the problem you’re solvingLinks to website’s homepage and main pages | How-To PostsLinks to blog postsCompany culture posts | Why the competition isn’t as good as youRisks associated with not making the purchaseStorytelling – clients problems solved | Celebrating new customersCelebrating all clients’ successes | Client groups with special treatmentSuccess stories Referral programs and event reminders |
| **Social Ads** | Clicks to promotional website ads – well brandedClicks to a blog about the problem your customer is having (storytelling) | Ads to download eBooksAds leading to landing pages with content curated to inform a particular audience | Retargeting:Special OffersFeatured case study (Insider Info.)Email List Sign-Up/Lead GenLike the page/Follow-UsRecognizable branding | N/A | To only followers:Referral programs |
| **Search Ads** | Links to well-branded pages featuring company info. | Links to Blogs based on question searchAds leading to landing pages with content curated to inform a particular audience | Retargeting DisplayLinks to comparison pages with competitor terms | N/A | N/A |
| **Video** | 6 secBranded Video and Gifs30 secLogo and Services/Product VideoFunny Videos1 minEmotional Trigger Videos: Customer Stories, Humor | 1 minBlog VideosExplainer VideosCustomer TestimonialsCorporate Story Videos30 secDIY, in the moment videosVideos with the teamLonger Format:Facebook LiveWebinar | 2 minWalk-through Videosand DemosCustomer Testimonials6-sec Special Offer VideosFacebook LiveLong-Format Vide IGTV/Youtube Channel | Personalized VideoOn-boarding videos | Customer Highlight VideosTraining and FeaturesThank You videos |
| **Blogs** | Blogs about the problem | Blogs that dive into expert topic areasCompany news and press releases | Blogs that educate about the buying process, what to expectBlogs 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 PhotosTeam and Culture Photos | Finished product photos/end result photosPictures of people working |  | Curated photos from clients |
| **Emails** | Prospecting Emails | Regular Newsletters | Drip Campaigns based on Service/Product Interest | Onboarding Emails | Regular NewslettersCustomer SpotlightsInsider TipsEvent Invitations |
| **Website Pages** | Well branded home page and landing pages | Product/Service/Process PagesAbout Us and Team Pages | Comparison PagesSpecial Offer Landing Pages | On-BoardingClient PortalsWhat to Expect Next PageCelebration/Thank You Pages | Ticketing and client chat systems |
| **Long-Form Content** | N/A | E-Books:How a product or solutions worksGlossariesIn-depth explanations of complicated concepts | Case Studies | On-Boarding Guides | Knowledge Base |
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