

	Funnel Top			
Type	Website-Viewable	Website-Down-loadable (Gated Or Ungated)	Email	Social
Analysts Report	✓	✓	✓	✓
Beginner Guide	✓	✓	✓	✓
Blog				
Curation				
Editorial Article				
FAQ				
Glossary Article				
History				
How-To	✓	✗	✓	✓
Industry News				
Informational Article				
Interview				
Listicle				
Personal Story				
Picking Fights And Controversial Opinions				
Printed Book Chapters				
Brochure	A Brochure Isn't 'Content' - It's Seller-Centric			
Case Study Or Success Story	✓	✓	✓	✓
Comparison Graphic	✓	✓	✓	✓
Comparison Chart	✓	✓	✓	✓
Comparison Whitepaper	✓	✓	✓	✓
Diagrams	✓	✓	✓	✓
eBook	✗	✓	✓	✓
Expert Guide	✓	✓	✓	✓
Flowcharts	✓	✓	✓	✓
Free Or Trial Software	✓	✓	✓	✓
Industry Technical Or Engineering Paper	✓	✓	✓	✓
Infographic	✓	✓	✓	✓
Podcast	✓	✓	✓	✓
Product Capability Statement	✓	✓	✓	✓
Product Technical Specifications	✓	✓	✓	✓
Product Testing Report Or Benchmark	✓	✓	✓	✓
Product Use Cases	✓	✓	✓	✓
Research Study Or Paper	✓	✓	✓	✓
Review Or Testimonial	✓	✓	✓	✓
Slide Presentation	✓	✓	✓	✓
Survey Results	✓	✓	✓	✓
Technical Paper And Schematic	✓	✓	✓	✓
Video				
Animated Explainer Video				
Archive Footage				
Comedy Videos				
Confessional Videos	✓	✗	✓	✓
Inspirational Videos				
Interview Videos				
Live Action Culture Or Trend Videos				
Live Action Education Video				
Web Copy (Info About You)	Web Copy Isn't 'Content' - It's Seller-Centric			
Webinar	✓	✗	✓	✓
Whitepaper	✓	✓	✓	✓