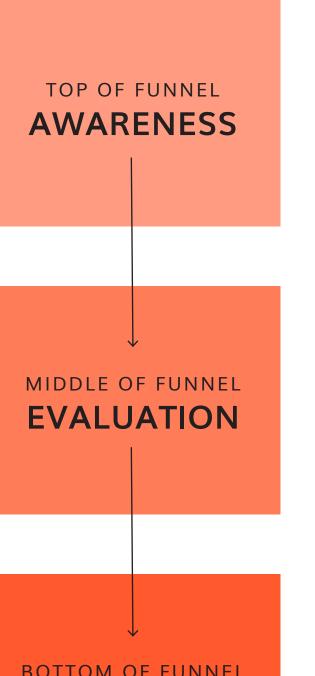
THE CONTENT MARKETING FUNNEL



CONTENT TYPES

blog posts social media updates infographics photographs digital magazines/book audio + video podcasts microsites print magazines/newsletters primary research ebooks

discounts/offers educational resources white papers webinar training sales materials useful resources handouts/cheatsheet resource lists templates assessments quizzes/surveys discount/coupon club

BOTTOM OF FUNNEL

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