

24 DIFFERENT Types of Content



To Build Your Brand

1. TESTIMONIALS
2. CASE STUDIES
3. VIDEO LESSON
4. QUIZZES & SURVEYS

5. HOW TO'S
6. STORIES
7. PROMOS
8. INTERVIEWS
9. COMPANY NEWS
10. INDUSTRY NEWS

11. ANNOUNCEMENTS
12. FAVORITE TOOLS
13. COMPARISONS
14. HA! ...LISTS!
15. QUESTIONS
16. ROUNDUPS
17. TIPS
18. BEST PRACTICES
19. OPINION
20. PRODUCT REVIEWS
21. REUSED CONTENT
22. COMMENTS
23. COLLABORATE
24. CONTEST/GIVEAWAY

