

What Type of Content Works Best For Your Brand?

A checklist to help you create the best content for your brand.

Short, To-The-Point Blog Post or Series

- Audience has an immediate need for answers
- Audience wants a concrete solution for a specific issue
- Your time and resources are limited
- You can publish quickly

Example: [lm.facebook.com in GA - What is it?](https://www.facebook.com/in.ga/posts/10154444444444444)

Longer, How-To Blog Post

- Audience is collectively struggling with a moderate challenge
- You have an original solution or new research you can share
- Your solution is either first or better than what already exists
- You have a moderate amount of time and resources and can make it valuable

Example: [Good Outreach vs. Bad Outreach - From a Blogger's Point of View](#)

Comprehensive Guide

- This doesn't already exist for your industry or, if it does, it's not helpful
- There is a lot of information available to draw from
- Audience is tired of having to search in multiple places for information
- You have a lot of time to do the research and make the guide valuable

Example: [The Ultimate List of IFTTT Recipes for Marketers](#)

Comprehensive Guide + Video or Interactive Asset

- Audience is extremely interested in a particular topic
- There's a massive gap in information on this particular topic
- You have a lot of time and resources available
- Your audience will still need this asset when you're ready to publish

Example: [Pinterest: A Guide for Marketers](#)

Interview, Podcast, Webinar, or Live-Stream

- Audience already consumes these types of content
- This hasn't already been done well for your industry or event
- You have a lot of time, resources, and connections
- You can make this a recurring event

Example: [Pioneers of Company Culture Live-Stream](#)