

# CONTENT MARKETING

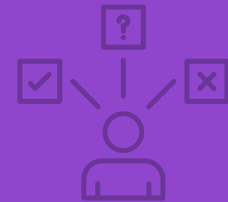
for each stage of the

## BUYER'S JOURNEY



### Awareness

Blog posts	Checklists
Social Media	Education
Infographics	Guides
Research Reports	Tip Sheets



### Consideration

Comparisons	Samples
Case Studies	Podcast
Webinars	Videos
Whitepapers	Catalogs



### Decision

Product Demos	Vendor Matrix
Testimonials	Product Literature
Trials	Consultations
Coupons	ROI Calculator



**MTR  
MARKETING**