

Types of Content to Create

Educate

- ☐ How-To
- ☐ Trends
- ☐ Industry Updates
- ☐ Tutorials
- ☐ Case Studies
- ☐ Free Downloads
- ☐ Infographics

Share

- ☐ Company History
- ☐ Company News
- ☐ Values
- ☐ Employee Profiles
- ☐ Causes and Initiatives

Inspire

- ☐ Inspirational Quotes
- ☐ How You Have Helped Someone
- ☐ Aspirational Stories
- ☐ Holiday-themed Content
- ☐ Social Responsibility
- ☐ Behind the Scenes
- ☐ Reviews and Testimonials
- ☐ Contests and Giveaways