

15 Examples of Inbound Marketing Content

Think of the content you are creating in 3 stages – Top of the Funnel / Middle of the Funnel / Bottom of the Funnel – Each part of the funnel matches up to where your customer is along their journey to making a purchase.

Here are some examples to get you started.

Top of Funnel Content

Top of funnel content is designed to answer your customer's top questions. At this point, your customer is in the early stages of research and they may know very little about what you do or the solutions that can solve their problems. The following content works well to educate customers about their problems, helps you build trust and positions you as a credible expert:

- 1. FAQs** – Write down the top 20 frequently asked questions customers have about purchasing a specific product or solution (e.g. Video Surveillance) and answer each question. This document has tremendous educational value and is easy to create.
- 2. Infographics** – using a free tool like Canva – quickly generate an infographic about facts and stats on a particular subject. Stats help reinforce the need for a solution, or highlight trends and make great top of the funnel content.
- 3. Blog posts** in the form of a “Should Ask Question” (e.g. 3 Questions you Should be Asking about Video Surveillance)
- 4. Social posts** highlighting industry trends – (e.g. Trends about Video Camera Analytics)
- 5. Photo Galleries** – post a photo gallery on your web site (e.g. “Behind the scenes” What happens during a Video Camera Surveillance Installation?)



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Middle of the Funnel

Middle of the funnel content should be designed for prospects who are aware of solutions to their problems and are entering the evaluation stage. They know what products or solutions are out there and they might be comparison shopping to find the best one that meets their needs at the best price OR for the most value!

6. Buyer Guides – reports with unique insight to purchasing a solution (e.g. The Ultimate Video Surveillance Buyer's Guide)

7. Solution Briefs – a brief report or article about how a solution is working in a particular industry or market vertical.

8. Topic Education - in the form of a video or report document (e.g. Stopping Theft with Video Surveillance)

9. Evergreen Webinars – A recorded webinar where you break down features of a product or service (e.g. The 3 Best Video Surveillance Cameras)

Bottom of the Funnel

Bottom of the funnel content is designed for decision makers who will authorize the purchase of your solutions. This content is all about proof of concept and reinforcing value. Examples include:

10. Service reviews - that speak to how your team performs on service

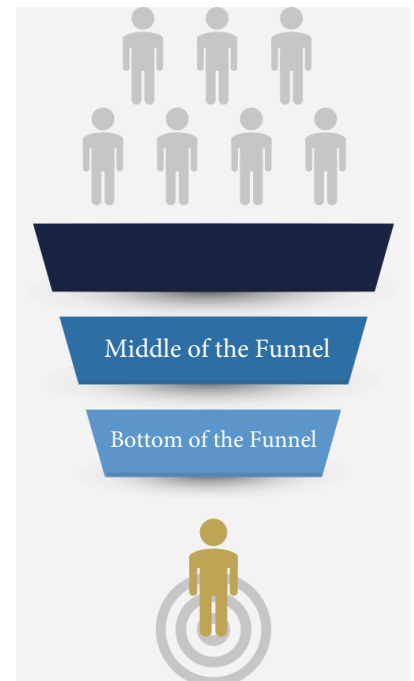
11. Case studies - that showcase specific examples of your work for specific industries

12. Product news - from 3rd party resources that supports the need for your solution

13. Meet your team - team bios with pictures - this type of content is great for helping decision makers get comfortable with people at your company

14. Event announcements - training events (e.g. Lunch and Learn Events)

15. Request a Quote/Free Estimate/Contact via Online Forms or Phone Calls



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