

# Formats and the funnel

## 17 formats for content

Which are effective at which stage?

- 1 **Search optimized Blog posts**  
Lots of traffic over many years from (low-intent) visitors
- 2 **Social Media Video**  
Tips, opinions, inspiration drive engagement and interaction.
- 3 **Infographics**  
They get shared and attract links, but aren't build to sell
- 4 **Round-ups and interviews**  
Influencer Collaborations can derive both traffic and trust
- 5 **Guest posts**  
Pitch and win a shortcut to a lot of visibility, but not traffic

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- 6 **How-to articles**  
Helps DIY Visitors, but is directly related to your services.
- 7 **How-to Videos**  
Same, but more engaging, memorable, and trust-building
- 8 **Original Research**  
Powerful credibility builder, but often indirect relevance
- 9 **Gated Guides**  
Long form, subscribe to access, now they're connected..
- 10 **Welcome series emails**  
...next, send them your best to keep them interested.
- 11 **Webinars and events**  
Personal format, collaborate with others, engage in the Q&A

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- 12 **Sales enablement articles**  
One specific traffic source with one specific goal- conversion
- 13 **Yourstory**  
One specific traffic source with one specific goal- conversion
- 14 **Landing pages**  
One specific traffic source with one specific goal- conversion
- 15 **Service Pages**  
The money page is filled with answers, evidence, and CTAs
- 16 **Testimonials**  
Social proof is a difference messenger for the key message.
- 17 **Case studies/ customer stories**  
Problem solved in the real world. It's evidence and a use case

