

2 CONTENT FORMAT

- 1 Case Studies
- 2 Videos
- 3 Infographics
- 4 Whitepapers
- 5 Calculator/Worksheets
- 6 eBooks
- 7 Templates
- 8 Research reports
- 9 Checklists
- 10 Webinars
- 11 SlideShare decks
- 12 Whatever else you can come up with!