

## Content Types Selection Checklist

Print off this checklist (or as it is 47 pages long, grab a notepad and pen, and write down your scores as you go through the checklist) and go through it answering each question to determine which content type you need to be using to help you to grow both brand awareness and new customers. This checklist is part of the '[Business Boosters: Best Content Types to Capture Customers](#)' guide on the Talk About Digital Podcast website.

### How to score

You will be asked 5 specific questions related to each content type.

- If you answer 'yes' to 4-5 questions, then you 'must use' that content type.
- If you answer 'yes' to 2-3 questions, then it is 'optional' and your choice depending on your resource.
- If you answer 'yes' to just 0-1 questions, then 'do not use' as you will be wasting your time and money.

### Written Content

#### Blog Posts

Do you need regular, fresh content to drive traffic to your website?

- Yes  No

Do you want to establish your business as an authority in your field?

- Yes  No

Can you commit to updating content consistently (weekly or bi-weekly)?

- Yes  No

Are you targeting a wide audience with diverse interests?

- Yes  No

Do you have basic writing skills or access to a writer?

- Yes  No

## **Articles**

Do you need detailed, in-depth content to showcase your expertise?

- Yes  No

Are you targeting professionals or industry peers?

- Yes  No

Can you commit to writing longer pieces regularly?

- Yes  No

Do you need content for industry publications or your website?

- Yes  No

Do you have strong writing skills or access to a professional writer?

- Yes  No

## **White Papers**

Do you need to provide detailed research and analysis?

- Yes  No

Are you targeting a professional, B2B audience?

- Yes  No

Can you commit time and resources to create comprehensive documents?

- Yes  No

Do you want to generate high-quality leads?

- Yes  No

Do you have access to in-depth research and expert writers?

- Yes  No

## **eBooks**

Do you want to provide extensive information or a comprehensive guide?

- Yes  No

Are you looking to generate leads with downloadable content?

- Yes  No

Can you commit to creating long-form content?

- Yes  No

Do you have a specific topic that requires detailed exploration?

- Yes  No

Do you have writing and design skills or access to professionals?

- Yes  No

## **Case Studies**

Do you want to showcase real-life success stories of your products/services?

- Yes  No

Are you targeting potential clients who need proof of your effectiveness?

- Yes  No

Can you gather detailed information from your clients?

- Yes  No

Do you have writing skills to create compelling narratives?

- Yes  No

Do you have satisfied clients willing to participate?

- Yes  No

## **Press Releases**

Do you have newsworthy events or announcements?

- Yes  No

Are you looking to gain media coverage?

- Yes  No

Can you write in a formal, journalistic style or hire someone who can?

- Yes  No

Do you need to improve your brand's visibility and credibility?

- Yes  No

Do you have a clear distribution plan for your press releases?

- Yes  No

## Newsletters

Do you want to keep your customers regularly informed about your business?

- Yes  No

Can you create content consistently (weekly or monthly)?

- Yes  No

Do you have a growing email list of subscribers?

- Yes  No

Are you looking to build long-term relationships with your customers?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

## Product Descriptions

Do you sell products online?

- Yes  No

Do your customers need detailed information to make purchasing decisions?

- Yes  No

Can you create engaging and informative descriptions?

- Yes  No

Are you looking to improve your SEO with well-written content?

- Yes  No

Do you have basic writing skills or access to a writer?

- Yes  No

## **How-To Guides**

Do your customers need help understanding how to use your products or services?

- Yes  No

Can you create detailed, step-by-step instructions?

- Yes  No

Are you looking to establish your business as an expert in your field?

- Yes  No

Do you have the skills to write and illustrate the guides effectively?

- Yes  No

Do you have topics that require detailed explanation?

- Yes  No

## **FAQs**

Do you receive common questions from your customers?

- Yes  No

Are you looking to reduce customer service inquiries?

- Yes  No

Can you create clear and concise answers?

- Yes  No

Do you have a good understanding of your customers' needs?

- Yes  No

Do you have a platform to publish and update the FAQs regularly?

- Yes  No

## Listicles

Do you want to create easy-to-read, shareable content?

- Yes  No

Can you generate lists that are relevant to your industry?

- Yes  No

Are you looking to drive traffic to your website with engaging content?

- Yes  No

Do you have basic writing skills or access to a writer?

- Yes  No

Do you have a variety of topics that can be formatted as lists?

- Yes  No

## Interviews

Do you want to feature insights from industry experts or satisfied customers?

- Yes  No

Can you conduct and transcribe interviews?

- Yes  No



Are you looking to build credibility and authority in your field?

- Yes  No

Do you have basic interviewing and writing skills?

- Yes  No

Do you have access to people who are willing to be interviewed?

- Yes  No

## **Stories**

Do you have compelling stories about your business, products, or customers?

- Yes  No

Are you looking to create an emotional connection with your audience?

- Yes  No

Can you write engaging narratives?

- Yes  No

Do you have the skills to illustrate the stories effectively?

- Yes  No

Do you want to differentiate your brand with unique content?

- Yes  No

## **Opinion Pieces**

Do you want to share your views on industry trends or news?

- Yes  No



Are you looking to establish thought leadership?

- Yes  No

Can you write persuasively and engagingly?

- Yes  No

Do you have unique insights or perspectives to offer?

- Yes  No

Do you want to provoke discussion and engagement?

- Yes  No

## **Research Reports**

Do you need to present detailed findings and data analysis?

- Yes  No

Are you targeting a professional or academic audience?

- Yes  No

Can you commit time and resources to thorough research?

- Yes  No

Do you have the expertise to conduct and write research reports?

- Yes  No

Are you looking to build authority with in-depth information?

- Yes  No

## **Testimonials**

Do you have satisfied customers willing to share their experiences?

- Yes  No

Are you looking to build trust and credibility with new customers?

- Yes  No

Can you collect and format testimonials effectively?

- Yes  No

Do you want to use social proof to influence purchasing decisions?

- Yes  No

Are you able to regularly update testimonials with new ones?

- Yes  No

## **Visual Content**

### **Infographics**

Do you need to present complex information in an easy-to-understand format?

- Yes  No

Are you looking to create highly shareable content?

- Yes  No

Do you have the skills or resources to design visually appealing graphics?

- Yes  No

Are you targeting an audience that prefers visual learning?

- Yes  No

Do you have data or information that can be visually represented?

- Yes  No

## **Images/Photographs**

Do you need high-quality visuals to represent your products or services?

- Yes  No

Are you looking to enhance your website or social media presence with images?

- Yes  No

Do you have the skills or resources to take professional photos?

- Yes  No

Are you targeting an audience that responds well to visual content?

- Yes  No

Do you need images to accompany other types of content (blogs, ads)?

- Yes  No

## **Memes**

Do you want to create fun, relatable content to engage your audience?

- Yes  No

Are you targeting a younger, more social media-savvy audience?

- Yes  No

Do you have the creativity to produce humorous or trending content?

- Yes  No

Are you looking to increase social media engagement and shares?

- Yes  No

Do you have basic design skills or access to meme-making tools?

- Yes  No

## **GIFs**

Do you want to create short, engaging animations for social media?

- Yes  No

Are you targeting an audience that enjoys quick, visual content?

- Yes  No

Do you have the skills or tools to create or source GIFs?

- Yes  No

Are you looking to enhance your social media or email content?

- Yes  No

Do you have a platform to effectively share GIFs (social media, website)?

- Yes  No

## **Slide Decks/Presentations**

Do you need to present information clearly in meetings or online?

- Yes  No

Are you targeting an audience that prefers structured, visual presentations?

- Yes  No

Do you have the skills or resources to create professional slide decks?

- Yes  No

Are you looking to enhance your educational or sales efforts?

- Yes  No

Do you have a platform to share or present slide decks (webinars, meetings)?

- Yes  No

### **Comics/Illustrations**

Do you want to create engaging and creative content for your audience?

- Yes  No

Are you targeting an audience that appreciates visual storytelling?

- Yes  No

Do you have the skills or access to illustrators to create high-quality content?

- Yes  No

Are you looking to differentiate your brand with unique visual content?

- Yes  No

Do you have a platform to effectively share comics or illustrations (social media, website)?

- Yes  No

### **Charts/Graphs**

Do you need to present data or information visually to your audience?

- Yes  No

Are you targeting an audience that values data-driven insights?

- Yes  No

Do you have the skills or tools to create professional charts or graphs?

- Yes  No

Are you looking to enhance reports, presentations, or blog posts with visual data?

- Yes  No

Do you have accurate and relevant data to present?

- Yes  No

## **Audio Content**

### **Podcasts**

Do you have valuable insights or stories to share with your audience?

- Yes  No

Are you targeting an audience that enjoys consuming content on the go?

- Yes  No

Do you have the equipment and skills to produce high-quality audio content?

- Yes  No

Are you looking to build a loyal, regular audience?

- Yes  No

Do you have the time to produce and publish regular episodes?

- Yes  No

## **Audio Books**

Do you have extensive written content that could be adapted into an audio format?

- Yes  No

Are you targeting an audience that prefers listening over reading?

- Yes  No

Do you have the resources to produce high-quality audio recordings?

- Yes  No

Are you looking to generate revenue or leads through downloadable content?

- Yes  No

Do you have a platform to distribute and sell audio books?

- Yes  No

## **Voice Messages**

Do you want to provide quick, personalised communication to your customers?

- Yes  No

Are you targeting customers who appreciate direct, verbal communication?

- Yes  No

Do you have the tools to record and send voice messages?

- Yes  No

Are you looking to enhance your customer service experience?

- Yes  No

Do you have a platform or system to manage voice messages (e.g., WhatsApp, Messenger)?

- Yes  No

## **Music Tracks**

Do you need background music for videos, presentations, or events?

- Yes  No

Are you targeting an audience that appreciates a well-curated auditory experience?

- Yes  No

Do you have the resources to license or create original music?

- Yes  No

Are you looking to enhance the atmosphere of your physical or digital spaces?

- Yes  No

Do you have a platform to distribute or showcase music tracks (e.g., website, events)?

- Yes  No

## **Video Content**

### **Tutorials/How-To Videos**





Do your customers need help understanding how to use your products or services?

- Yes  No

Are you looking to create engaging, instructional content?

- Yes  No

Do you have the skills or resources to produce high-quality videos?

- Yes  No

Are you targeting an audience that prefers visual and hands-on learning?

- Yes  No

Do you have a platform to distribute your videos (e.g., YouTube, website)?

- Yes  No

## **Product Demos**

Do you need to showcase the features and benefits of your products?

- Yes  No

Are you targeting potential customers who need to see the product in action?

- Yes  No

Do you have the resources to produce professional demo videos?

- Yes  No

Are you looking to enhance your sales and marketing efforts with visual content?

- Yes  No

Do you have a platform to share your demo videos (e.g., website, social media)?

- Yes  No

## **Webinars**

Do you have valuable knowledge or training to share with your audience?

- Yes  No

Are you targeting a professional audience that values in-depth content?

- Yes  No

Do you have the tools and skills to host live or recorded webinars?

- Yes  No

Are you looking to engage with your audience in an interactive format?

- Yes  No

Do you have a platform to promote and distribute your webinars?

- Yes  No

## **Live Streams**

Do you want to engage with your audience in real-time?

- Yes  No

Are you targeting a tech-savvy audience that enjoys live content?

- Yes  No

Do you have the resources to produce high-quality live streams?

- Yes  No

Are you looking to create a sense of urgency and exclusivity with live events?



- Yes  No

Do you have a platform to host and promote your live streams (e.g., Facebook Live, Instagram Live)?

- Yes  No

## **Customer Testimonials**

Do you have satisfied customers willing to share their experiences on video?

- Yes  No

Are you looking to build trust and credibility with potential customers?

- Yes  No

Do you have the resources to produce and edit high-quality testimonial videos?

- Yes  No

Are you targeting an audience that values social proof and real-life success stories?

- Yes  No

Do you have a platform to distribute your testimonial videos (e.g., website, social media)?

- Yes  No

## **Behind-the-Scenes Videos**

Do you want to provide a behind-the-scenes look at your business operations?

- Yes  No



Are you targeting an audience that values transparency and authenticity?

- Yes  No

Do you have the resources to produce casual, engaging behind-the-scenes content?

- Yes  No

Are you looking to create a personal connection with your audience?

- Yes  No

Do you have a platform to share your behind-the-scenes videos (e.g., social media, website)?

- Yes  No

## **Event Coverage**

Do you host or participate in events that you want to share with your audience?

- Yes  No

Are you targeting an audience who values live or recorded event content?

- Yes  No

Do you have the resources to produce high-quality event coverage videos?

- Yes  No

Are you looking to increase engagement and reach with event highlights?

- Yes  No

Do you have a platform to distribute your event coverage videos (e.g., YouTube, social media)?

- Yes  No

## **Vlogs**

Do you want to share regular updates or insights about your business?

- Yes  No

Are you targeting an audience that enjoys personal, informal content?

- Yes  No

Do you have the resources to produce and edit regular vlog content?

- Yes  No

Are you looking to build a personal connection with your audience?

- Yes  No

Do you have a platform to distribute your vlogs (e.g., YouTube, social media)?

- Yes  No

## **Animated Videos**

Do you want to create engaging, visually appealing content?

- Yes  No

Are you targeting an audience that enjoys creative, animated content?

- Yes  No

Do you have the resources to produce high-quality animations?

- Yes  No

Are you looking to explain complex ideas in a simple, visual format?

- Yes  No

Do you have a platform to distribute your animated videos (e.g., website, social media)?

- Yes  No

## **Explainer Videos**

Do you need to explain complex concepts or products in a simple way?

- Yes  No

Are you targeting an audience that prefers visual explanations?

- Yes  No

Do you have the resources to produce high-quality explainer videos?

- Yes  No

Are you looking to increase understanding and engagement with your content?

- Yes  No

Do you have a platform to distribute your explainer videos (e.g., website, social media)?

- Yes  No

## **Interviews**

Do you want to feature insights from industry experts or satisfied customers on video?

- Yes  No

Are you targeting an audience that values expert opinions and experiences?

- Yes  No

Do you have the resources to produce and edit high-quality interview videos?

- Yes  No

Are you looking to build credibility and authority with video content?

- Yes  No

Do you have a platform to distribute your interview videos (e.g., website, social media)?

- Yes  No

## **Documentaries**

Do you have an in-depth story or topic you want to explore on video?

- Yes  No

Are you targeting an audience who values detailed, narrative-driven content?

- Yes  No

Do you have the resources to produce high-quality documentary videos?

- Yes  No

Are you looking to create impactful, long-form content?

- Yes  No

Do you have a platform to distribute your documentaries (e.g., website, social media)?

- Yes  No

## **Interactive Content**

## Quizzes

Do you want to create engaging, interactive content for your audience?

- Yes  No

Are you targeting an audience that enjoys taking quizzes and self-assessments?

- Yes  No

Do you have the skills or tools to create online quizzes?

- Yes  No

Are you looking to gather valuable data and insights from your audience?

- Yes  No

Do you have a platform to distribute your quizzes (e.g., website, social media)?

- Yes  No

## Polls/Surveys

Do you need feedback or opinions from your audience?

- Yes  No

Are you targeting an audience willing to participate in polls or surveys?

- Yes  No

Do you have the skills or tools to create and distribute polls/surveys?

- Yes  No

Are you looking to gather valuable data to inform your business decisions?



- Yes  No

Do you have a platform to distribute your polls/surveys (e.g., website, social media)?

- Yes  No

## **Interactive Infographics**

Do you want to present complex information in an engaging, interactive format?

- Yes  No

Are you targeting an audience that prefers visual and interactive content?

- Yes  No

Do you have the skills or resources to create interactive infographics?

- Yes  No

Are you looking to enhance user engagement with dynamic content?

- Yes  No

Do you have a platform to distribute your interactive infographics (e.g., website, social media)?

- Yes  No

## **Interactive Videos**

Do you want to create engaging, interactive video content for your audience?

- Yes  No

Are you targeting an audience that enjoys interactive and immersive experiences?

- Yes  No

Do you have the skills or resources to produce high-quality interactive videos?

- Yes  No

Are you looking to increase engagement and retention with dynamic content?

- Yes  No

Do you have a platform to distribute your interactive videos (e.g., website, social media)?

- Yes  No

## **Calculators**

Do you want to provide valuable, interactive tools for your audience?

- Yes  No

Are you targeting an audience that needs to perform specific calculations?

- Yes  No

Do you have the skills or resources to create and maintain online calculators?

- Yes  No

Are you looking to enhance user experience with practical tools?

- Yes  No

Do you have a platform to distribute your calculators (e.g., website, app)?

- Yes  No

## **Games/Gamification**

Do you want to create engaging, game-like experiences for your audience?

- Yes  No

Are you targeting an audience that enjoys interactive and competitive content?

- Yes  No

Do you have the skills or resources to develop and maintain gamified content?

- Yes  No

Are you looking to increase user engagement and retention with fun experiences?

- Yes  No

Do you have a platform to distribute your games or gamified content (e.g., website, app)?

- Yes  No

## **Contests/Giveaways**

Do you want to create engaging, competitive experiences for your audience?

- Yes  No

Are you targeting an audience that enjoys participating in contests and giveaways?

- Yes  No

Do you have the resources to create and manage contests/giveaways?

- Yes  No

Are you looking to increase user engagement and attract new customers with incentives?

- Yes  No

Do you have a platform to distribute and promote your contests/giveaways (e.g., website, social media)?

- Yes  No

## **Social Media Content**

### **Social Media Posts**

Do you want to maintain an active presence on social media?

- Yes  No

Are you targeting an audience that regularly uses social media?

- Yes  No

Do you have the resources to create and schedule regular social media posts?

- Yes  No

Are you looking to increase engagement and brand awareness on social media?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

## **Stories (Instagram, Facebook)**

Do you want to share short, engaging content that disappears after 24 hours?

- Yes  No

Are you targeting an audience that enjoys ephemeral content on social media?

- Yes  No

Do you have the resources to create regular stories for Instagram or Facebook?

- Yes  No

Are you looking to increase engagement and brand visibility with short, interactive content?

- Yes  No

Do you have a platform to distribute your stories (Instagram, Facebook)?

- Yes  No

## **Reels/Short Videos**

Do you want to create short, engaging video content for social media?

- Yes  No

Are you targeting an audience that enjoys quick, visually appealing content?

- Yes  No

Do you have the skills or resources to produce high-quality short videos?

- Yes  No

Are you looking to increase engagement and reach on social media platforms?

- Yes  No

Do you have a platform to distribute your short videos (Instagram Reels, TikTok)?

- Yes  No

### **Tweets/Threads**

Do you want to share short, concise updates with your audience?

- Yes  No

Are you targeting an audience that uses Twitter?

- Yes  No

Do you have the resources to create regular tweets or threads?

- Yes  No

Are you looking to engage with your audience in real-time?

- Yes  No

Do you have basic writing skills or access to professionals?

- Yes  No

### **Social Media Challenges**

Do you want to create engaging, viral content for social media?

- Yes  No

Are you targeting an audience that enjoys participating in social media trends?

- Yes  No

Do you have the resources to create and promote social media challenges?

- Yes  No

Are you looking to increase engagement and attract new followers?

- Yes  No

Do you have a platform to distribute your social media challenges (e.g., Instagram, TikTok)?

- Yes  No

## **Pinned Posts**

Do you have important information or updates to highlight on your social media profile?

- Yes  No

Are you targeting an audience that regularly visits your social media profile?

- Yes  No

Do you have the resources to create high-quality, informative posts?

- Yes  No

Are you looking to increase visibility for specific content on your profile?

- Yes  No

Do you know how to pin a post on your social media platforms?

- Yes  No

## **User-Generated Content**

## Customer Reviews

Do you have satisfied customers willing to share their experiences?

- Yes  No

Are you looking to build trust and credibility with new customers?

- Yes  No

Can you collect and format reviews effectively?

- Yes  No

Do you want to use social proof to influence purchasing decisions?

- Yes  No

Are you able to regularly update reviews with new ones?

- Yes  No

## Testimonials

Do you have satisfied customers willing to share their experiences on video?

- Yes  No

Are you looking to build trust and credibility with potential customers?

- Yes  No

Do you have the resources to produce and edit high-quality testimonial videos?

- Yes  No

Are you targeting an audience that values social proof and real-life success stories?



- Yes  No

Do you have a platform to distribute your testimonial videos (e.g., website, social media)?

- Yes  No

## **Social Media Mentions**

Do you want to encourage your audience to mention your brand on social media?

- Yes  No

Are you targeting an audience that actively engages on social media?

- Yes  No

Do you have the resources to monitor and respond to social media mentions?

- Yes  No

Are you looking to increase brand visibility and engagement?

- Yes  No

Do you have a platform to highlight and share social media mentions?

- Yes  No

## **Guest Posts**

Do you want to feature content from external contributors on your website?

- Yes  No

Are you targeting an audience that values diverse perspectives and expertise?

- Yes  No

Do you have the resources to manage and edit guest post submissions?

- Yes  No

Are you looking to build relationships with industry experts and influencers?

- Yes  No

Do you have a platform to publish and promote guest posts?

- Yes  No

## **Forums and Community Content**

Do you want to create a space for your audience to discuss and share ideas?

- Yes  No

Are you targeting an audience that values community interaction?

- Yes  No

Do you have the resources to manage and moderate a community forum?

- Yes  No

Are you looking to build a loyal, engaged community around your brand?

- Yes  No

Do you have a platform to host and promote your community forum?

- Yes  No

## **User-Created Videos/Images**

Do you want to encourage your audience to create and share content about your brand?

- Yes  No

Are you targeting an audience that enjoys creating and sharing visual content?

- Yes  No

Do you have the resources to curate and share user-generated videos/images?

- Yes  No

Are you looking to increase engagement and build a community around your brand?

- Yes  No

Do you have a platform to highlight and share user-created content (e.g., website, social media)?

- Yes  No

## **Email Content**

### **Newsletters**

Do you want to keep your customers regularly informed about your business?

- Yes  No

Can you create content consistently (weekly or monthly)?

- Yes  No

Do you have a growing email list of subscribers?

- Yes  No

Are you looking to build long-term relationships with your customers?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

### **Promotional Emails**

Do you want to promote special offers, discounts, or products to your audience?

- Yes  No

Are you targeting an audience that responds well to promotional content?

- Yes  No

Do you have the resources to create regular promotional emails?

- Yes  No

Are you looking to drive sales and conversions through email marketing?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

### **Welcome Emails**

Do you want to make a great first impression on new subscribers or customers?

- Yes  No



Are you targeting an audience that has just interacted with your business?

- Yes  No

Do you have the resources to create and automate welcome emails?

- Yes  No

Are you looking to build a relationship with new subscribers or customers?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

### **Abandoned Cart Emails**

Do you sell products online?

- Yes  No

Are you looking to recover lost sales from abandoned carts?

- Yes  No

Do you have the resources to create and automate abandoned cart emails?

- Yes  No

Are you targeting customers who have shown interest in your products?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

### **Follow-Up Emails**

Do you want to maintain engagement after an initial interaction?

- Yes  No

Are you targeting customers who have recently interacted with your business?

- Yes  No

Do you have the resources to create and automate follow-up emails?

- Yes  No

Are you looking to build stronger customer relationships?

- Yes  No

Do you have basic writing skills or access to professionals?

- Yes  No

### **Thank You Emails**

Do you want to show appreciation to your customers after a purchase or interaction?

- Yes  No

Are you targeting customers who have recently engaged with your business?

- Yes  No

Do you have the resources to create and automate thank you emails?

- Yes  No

Are you looking to enhance customer satisfaction and loyalty?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

## **Event Invitations**

Do you host events or webinars that you want to invite your audience to?

- Yes  No

Are you targeting an audience that would be interested in attending your events?

- Yes  No

Do you have the resources to create and distribute event invitations?

- Yes  No

Are you looking to increase attendance and engagement for your events?

- Yes  No

Do you have basic writing and design skills or access to professionals?

- Yes  No

## **Individual Content Types**

### **Web Pages**

Do you need an online presence to provide information about your business?

- Yes  No

Are you targeting an audience that searches for businesses online?

- Yes  No

Do you have the resources to create and maintain a website?

- Yes  No

Are you looking to increase your visibility and credibility online?

- Yes  No

Do you have basic web design skills or access to professionals?

- Yes  No

## **Landing Pages**

Do you run targeted marketing campaigns that need dedicated web pages?

- Yes  No

Are you looking to capture leads or drive specific actions?

- Yes  No

Do you have the resources to create and maintain landing pages?

- Yes  No

Are you targeting an audience that needs focused, action-oriented content?

- Yes  No

Do you have basic web design skills or access to professionals?

- Yes  No

## **Micro-Sites**

Do you have special promotions, events, or campaigns that need dedicated websites?



- Yes  No

Are you looking to create a unique brand experience separate from your main site?

- Yes  No

Do you have the resources to create and maintain micro-sites?

- Yes  No

Are you targeting an audience who values focused and specific content?

- Yes  No

Do you have basic web design skills or access to professionals?

- Yes  No

## **Online Courses**

Do you have valuable knowledge or skills to share through structured learning?

- Yes  No

Are you targeting an audience interested in educational content?

- Yes  No

Do you have the resources to create and maintain online courses?

- Yes  No

Are you looking to generate revenue or leads through educational content?

- Yes  No

Do you have basic teaching and content creation skills or access to professionals?

- Yes  No

## Digital Brochures

Do you need to provide detailed information about your products or services in a visual format?

- Yes  No

Are you targeting an audience that values professionally designed content?

- Yes  No

Do you have the resources to create and distribute digital brochures?

- Yes  No

Are you looking to enhance your marketing efforts with visually appealing materials?

- Yes  No

Do you have basic design skills or access to professionals?

- Yes  No

## Apps

Do you want to offer enhanced services or functionality through a mobile app?

- Yes  No

Are you targeting a tech-savvy audience that uses mobile apps?

- Yes  No

Do you have the resources to develop and maintain an app?

- Yes  No

Are you looking to increase engagement and loyalty through an app?

- Yes  No

Do you have basic app development skills or access to professionals?

- Yes  No

## **Chatbots**

Do you want to provide 24/7 customer support or assistance?

- Yes  No

Are you targeting an audience that values quick and instant responses?

- Yes  No

Do you have the resources to set up and maintain a chatbot?

- Yes  No

Are you looking to improve your customer service experience?

- Yes  No

Do you have basic technical skills or access to professionals?

- Yes  No

## **Virtual Tours**

Do you have physical locations or products that you want to showcase digitally?

- Yes  No

Are you targeting an audience that values immersive, visual experiences?

- Yes  No

Do you have the resources to create high-quality virtual tours?

- Yes  No

Are you looking to enhance your marketing with interactive content?

- Yes  No

Do you have basic technical skills or access to professionals?

- Yes  No

### **Augmented Reality Experiences**

Do you want to create interactive, augmented reality experiences for your audience?

- Yes  No

Are you targeting a tech-savvy audience that enjoys immersive content?

- Yes  No

Do you have the resources to develop and maintain AR experiences?

- Yes  No

Are you looking to differentiate your brand with innovative content?

- Yes  No

Do you have basic technical skills or access to professionals?

- Yes  No

### **Interactive Timelines**

Do you want to present chronological information in an engaging format?

- Yes  No

Are you targeting an audience that values visual and interactive content?

- Yes  No

Do you have the resources to create interactive timelines?

- Yes  No

Are you looking to enhance your storytelling with dynamic content?

- Yes  No

Do you have basic design skills or access to professionals?

- Yes  No

## **Data Visualisations**

Do you need to present complex data in a visual, easy-to-understand format?

- Yes  No

Are you targeting an audience that values data-driven insights?

- Yes  No

Do you have the resources to create professional data visualisations?

- Yes  No

Are you looking to enhance your reports, presentations, or website with visual data?

- Yes  No

Do you have basic design skills or access to professionals?

- Yes  No

## **Personalised Content**

Do you want to tailor content to individual users based on their preferences or behaviour?

- Yes  No

Are you targeting an audience that values personalised experiences?

- Yes  No

Do you have the resources to create and maintain personalised content?

- Yes  No

Are you looking to increase engagement and conversion rates with tailored content?

- Yes  No

Do you have basic data analysis skills or access to professionals?

- Yes  No

Congratulations for getting to the end of this content type selection questionnaire.

You should now have three lists of content types:

1. Must use
2. Optional
3. Do not use

You now need to put your 'must use' and 'optional' lists in order of importance based on budget and resource capacity. Once you have done that, you now have your list of content types that will help you to grow



your business. No more wasting time, effort and money on the content types that generate you very little positive business impact.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.