



45 content marketing tactics

1. Articles
2. Podcasts
3. Blog posts
4. Case studies
5. eBooks
6. Email
7. Infographics
8. Newsletters
9. Photos
10. Presentations
11. Videos
12. Webinars
13. White papers
14. Website content
15. FAQs
16. Interviews
17. Quotes
18. Testimonials
19. Company news
20. Product announcements
21. Comparisons
22. Competitions
23. Calculators
24. Forums
25. Landing pages
26. Microsites
27. Wiki
28. Lists
29. How to's
30. Research
31. Application notes
32. Opinions
33. Predictions
34. Demos
35. Conferences/open house
36. Collaborations with guests
37. Awards
38. Polls/surveys
39. Worksheets
40. Templates
41. Apps
42. Timelines
43. Industry glossary/dictionary
44. Charts/graphs
45. Newsjacking