

Your Ultimate
Cheatsheet of

Content 
Marketing
Ideas

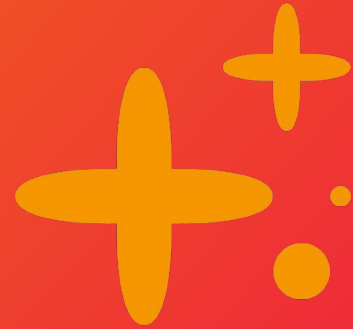
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**IMPULSE
CREATIVE**

Chapter 1

Awareness Stage





Awareness Stage Content Ideas

- What is XYZ
- Is it possible to XYZ
- Common challenges with XYZ
- Reasons to XYZ
- Reasons why XYZ
- How to XYZ
- Top ideas for XYZ
- XYZ hacks
- Ways to improve/boost/increase XYZ
- Ways to prevent/remove/decrease XYZ
- Examples of XYZ
- XYZ resource roundup
- History of XYZ
- New methods of XYZ
- XYZ stats you should know
- Interview on XYZ
- Common mistakes of XYZ
- Signs of XYZ



Great formats for this content include:

- Blogs
- Explainer/how-to videos
- Educational webinars
- Infographics
- Courses
- Quizzes/assessments

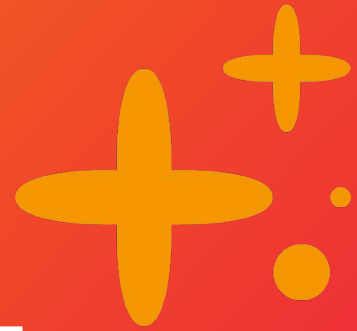
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Next Chapter:

**Consideration Stage
Content Ideas**



Chapter 2



Consideration Stage





Consideration Stage Content Ideas

- Cheap XYZ alternatives
- Cost of XYZ
- Budget/ROI calculator
- Product/Service comparison
- Product/Service vs DIY
- Pros and Cons of XYZ
- Solution 1 vs Solution 2
- Case studies and customer stories
- XYZ solution FAQs
- State of XYZ industry/product/service report
- Future of XYZ
- Timeline for XYZ
- XYZ for (insert role)
- Support for XYZ



Great formats for this content include:

- Longer form written content
- Deeper dive videos
- Digital content/website pages (so you can update often)
- Calculators/assessments

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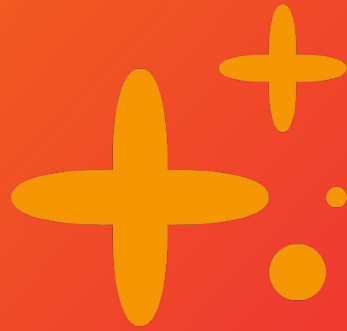
Next Chapter:

**Decision Stage
Content Ideas**



Chapter 3

Decision Stage





Decision Stage Content Ideas

- Our approach to XYZ product/service
- Trial/demo of XYZ product/service
- XYZ Product/service reviews
- Best product/service for XYZ
- Deeper dive case studies on your processes
- Our top features lookbook
- Before/after using our product
- Example of our XYZ Deliverable



Great formats for this content include:

- Service/Product pages
- Case studies
- Pricing pages
- Trial/Demo pages
- Testimonial/demo videos
- Gated or login /membership protected pages
- Gated/downloadable content

A note from the author:

Understanding and building content for your audience's buyer's journey is so important. But I don't need to tell you that.

If you're looking for ways to take these ideas a step further. Here are some bonus ideas:

- [Make your content a more strategic part of your marketing strategy](#)
- [Align your content marketing to your overall brand message](#)
- [Contact us](#) to see how we can help you create campaigns that dazzle your audience throughout their buyer's journey!



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[Meet the Team](#)