

7 Content Types To Grow Any Business



Sambhav

sambhav@thedigitalaura.com

- a. Blog Posts**
- b. Infographics**
- c. Videos**
- d. Podcasts**
- e. Case Studies**
- f. E-books**
- g. Webinars**

a. Blog Posts

17 Best LinkedIn Summary & Bio Examples [+ How to Write Your Own]

80+ Free Professional Bio Templates



Published: April 27, 2023

Writing a LinkedIn summary is incredibly difficult — especially without examples to look at. Should you recount your prior roles? List your accomplishments? Should it be written in first person? Or in third?



When to choose **blog posts**

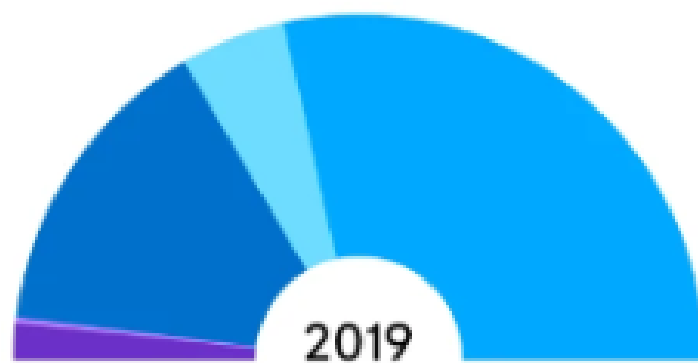
- When you want to share in-depth knowledge
- When you want to establish expertise

Benefits of **blog posts**

- Improve SEO and website traffic
- Create audience engagement and discussion
- Builds credibility and thought leadership

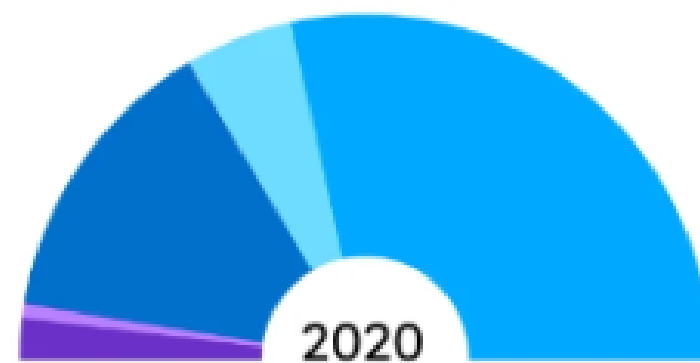
b. Infographics

Dealers' traffic breakdown trends



Share of channel

Direct	57.02%	Social	0.56%
Referral	9.91%	Paid	3.28%
Search	29.2%		



Share of channel

Direct	56.91%	Social	1.28%
Referral	10.31%	Paid	3.89%
Search	27.59%		

YoY change

Direct	↓ -0.2%	Referral	↑ 3.86%	Search	↓ -5.83%	Social	↑ 55.87%	Paid	↑ 15.64%
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When to choose **infographics**

- For presenting complex information visually
- For grabbing attention quickly

Benefits of **infographics**

- Create shareable on social media
- Increase content virality
- Simplify complex concepts and data

c. Videos

Video hosting made easy.

Whether you're sending a prospecting email, helping a long-time customer, or embedding a how-to tutorial on your knowledge base, video is perfect for communicating in a clear and personal way.

HubSpot's video hosting tools are intuitive and powerful. It's easy to create and add video to your marketing and customer service content. With powerful analytics, you'll have detailed insight into content performance, enabling you to replicate what works and improve what doesn't.



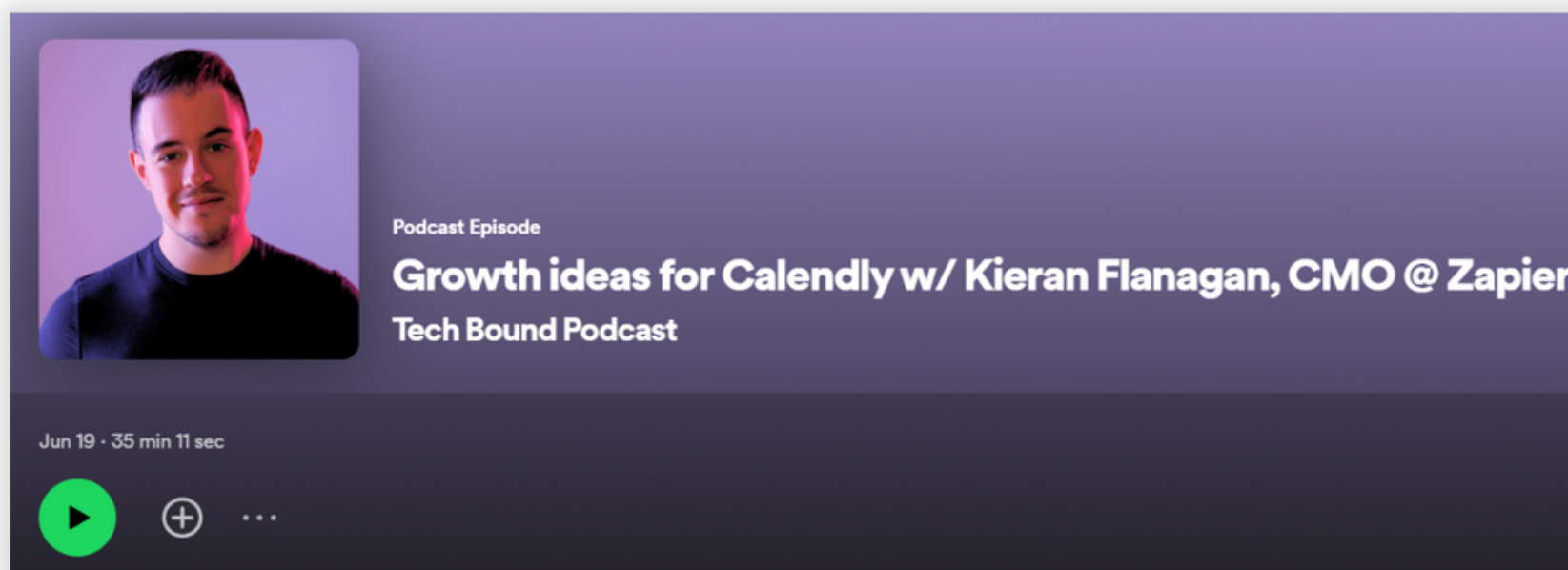
When to choose **videos**

- For increasing engagement time
- For demonstrating your products & services

Benefits of **videos**

- Capture attention
- Increase retention
- Build emotional connections
- Boost website & social media engagement

d. Podcasts



Podcast Episode

Growth ideas for Calendly w/ Kieran Flanagan, CMO @ Zapier
Tech Bound Podcast

Jun 19 · 35 min 11 sec

▶ + ...

The image shows a podcast episode card with a purple-to-black gradient background. On the left is a square portrait of a man with short dark hair and a goatee, wearing a dark t-shirt. To the right of the portrait, the text 'Podcast Episode' is in a small font, followed by the episode title 'Growth ideas for Calendly w/ Kieran Flanagan, CMO @ Zapier' in a larger, bold font, and the podcast name 'Tech Bound Podcast' below it. At the bottom left, the date and duration 'Jun 19 · 35 min 11 sec' are displayed. Below this are three icons: a green play button, a white plus sign, and three white dots.

When to choose podcasts

- For reaching audiences on-the-go.
- For sharing insights and conversations

Benefits of podcasts

- Build personal connections with listeners
- Opportunity for guest interviews
- Great for brand clarifications

e. Case Studies

D2C

From Labs to Household - Commerce
Journey of Miko

- ⚙️ Headless PWA for Shopify
- 📦 Computers & Electronics Manufacturing
- 📍 USA

[View Case Study](#) →

When to choose case studies

- For showcasing success stories
- For offering evidence of expertise

Benefits of case studies

- Build trust and credibility with potential clients
- Demonstrate real-world application of products/services
- Persuade prospects to convert

f. E-books



Instagram for Business

With 400 million users and over 80 million posts per day, Instagram has become an essential element of social media marketing for business.

Ebook



Customer Service Metrics Calculator

Easily determine your business's key metrics and KPIs for customer support, service, and success with this free calculator template.

Ebook



LinkedIn Profile Playbook

A complete guide to optimizing your LinkedIn profile, creating top-tier content, and implementing networking strategies to skyrocket your su...

Ebook

When to choose e-books

- For offering comprehensive & in-depth content
- For generate leads through gated content

Benefits of e-books

- Establish authority and thought leadership
- Collect contact information for lead nurturing
- Repurpose content for multiple marketing channels

g. Webinars



Hi Saurav Agarwal,

This is a reminder that your webinar will begin in 1 day:

The Ultimate SEO Hacks for 2023: How to Dominate Search Rankings by Eric Siu of Single Grain

Date & Time Jul 6, 2023 11:00 AM Central Time (US and Canada)

Webinar ID 878 9851 8321

Description Join us on Thursday, July 6, with Eric Siu of Single Grain for a webinar on the ultimate SEO hacks for 2023 to dominate search rankings.

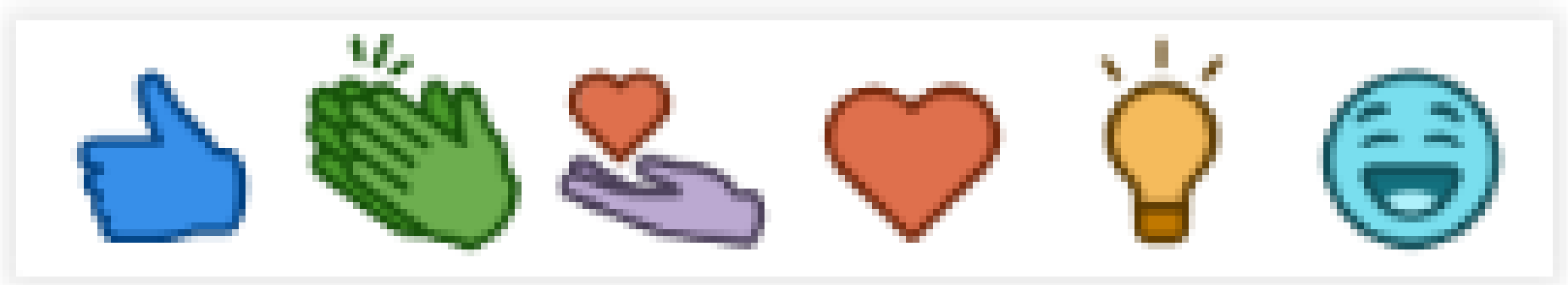
When to choose **webinars**

- For educating & training audiences
- For interacting with participants in real-time

Benefits of **webinars**

- Establish industry expertise and credibility
- Capture leads through the registration process
- Have engagement
- Foster relationship-building

Was that helpful?



Sambhav

sambhav@thedigitalaura.com

+91-8141200284