# Content Marketing Checklist

**Website Visitors**

**NO RISK OFFER**
(no registration required)

- [ ] Blog Articles
- [ ] YouTube Videos
- [ ] Podcasts
- [ ] Interviews
- [ ] Audio Files

**LOW RISK OFFER**
(register with email)

- [ ] E-Books
- [ ] Templates
- [ ] Reports
- [ ] Whitepapers
- [ ] Guides
- [ ] Resources

- [ ] Social Media
- [ ] About Us
- [ ] Testimonials
- [ ] FAQs
- [ ] Guarantees

- [ ] Demos
- [ ] Trials
- [ ] Webinars
- [ ] Newsletters
- [ ] Endorsements

- [ ] Contact Us
- [ ] Enquire
- [ ] Buy Now

**$ Customers**

**75%**
are looking for **INFORMATION**

**23%**
are **COMPARING**

**2%**
are ready to take **ACTION**

**KNOW**

**LIKE**

**TRUST**

**Source:** Hubspot

**bluewiremedia**.com.au
web strategy

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