

Content Types That **Convert**

Not all content is created equal. Discover which content types drive the most engagement and conversions across different stages of the buyer's journey.



Educational Content

Educational content helps build authority and trust with an audience. This type of content is often top-of-funnel, drawing in potential customers by providing valuable, informative content that addresses their needs or pain points.

Content Types: Blog Posts, How-To Guides, Tutorials, Infographics, Social Media Content, Educational Videos, Podcasts.

Effectiveness: Great for building trust and authority.

TIP: Use compelling headlines and visuals to grab attention.

Companies that blog get **55% more** website visitors than those that don't, and businesses that blog generate **67% more** leads per month than those that don't. (*HubSpot*)

77% of internet users read blogs, tutorials, and how-to guides regularly, making them powerful tools for engagement. (*Quoracreative*)

94% of marketers say that video content has helped increase user understanding of their product or service. (*Wyzowl*)

STATS & FACTS!

Interactive Content

Interactive content is highly engaging and encourages users to spend more time on your site or platform. It also helps in collecting valuable data for segmentation and personalization.

Content Types: Quizzes, Polls, Calculators, Assessments.

Effectiveness: Engages users and collects valuable data.

TIP: Make it shareable to increase reach.

STATS & FACTS!

Interactive content such as quizzes and polls generate **2x more** conversions than passive content. (*Demand Metric*)

81% of marketers agree that interactive tools such as calculators and assessments are more effective at grabbing attention than static content. (*Content Marketing Institute*)

Visitors are **4-5 times** more likely to engage with interactive content compared to static content. (*Inc.*)



Visual Content

Visual content is particularly effective for social sharing and engagement, as visuals help simplify complex information and improve retention.

Content Types: Infographics, Videos, Slide Decks.

Effectiveness: Highly shareable and boosts social engagement.

TIP: Keep it concise and visually appealing.

Infographics can increase web traffic by up to **12%** and are liked and shared on social media **3x more** than other content types. (*NNG Group, HubSpot*)

Including video on a landing page can **boost conversions by 80%**, and **88%** of people say they've been convinced to buy a product or service by watching a brand's video. (*Wyzowl*)

Presentations and slide decks shared on platforms like LinkedIn and SlideShare can drive engagement, with **79%** of marketers citing increased interaction as a result. (*LinkedIn*)

STATS & FACTS!

Promotional Content

Promotional content is highly effective in driving direct action, especially for bottom-of-the-funnel conversions.

Content Types: Discounts, Special Offers, Free Trials.

Effectiveness: Drives direct action and boosts conversion rates.

TIP: Create urgency with limited-time offers.

STATS & FACTS!

60% of consumers say that promotional offers such as discounts and special offers are the most important factor in influencing their purchase decisions. (*RetailMeNot*)

Offering a free trial increases the likelihood of purchase by **32%**, especially in software and subscription-based businesses. (*Recurly*)

Adding urgency to promotional content such as "Limited Time Offer" can increase conversion rates by up to **332%**. (*ConversionXL*)



Customer-Centric Content

Content that focuses on customer experiences builds trust and helps prospective customers in their decision-making process.

Content Types: Testimonials, Case Studies, User-Generated Content.

Effectiveness: Builds trust and helps in the decision-making process.

TIP: Highlight real success stories and data.

92% of consumers read online reviews and testimonials when considering a purchase, and having just five reviews can increase purchase likelihood by **270%**. (*Spiegel Research Center*)

73% of B2B buyers say that case studies have the greatest influence over their purchase decisions. (*Demand Gen Report*)

User-Generated Content (*UGC*) is seen as **85% more** influential than brand-created content and can boost conversions by up to **10%** when used on product pages. (*Stackla*)

STATS & FACTS!

A diversified content strategy is essential for businesses looking to attract, engage, and convert their audiences. Need help creating content that converts?

Let's talk!