

# MEDIA INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How many newspaper/magazine sections can you name?
- What movie experience suits you the best? Find out!
- What channel should you watch on TV?

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Costs per impression calculator](#)
- [BBC quiz of the week](#)
- [BBC lyrics quiz](#)
- [How will Trump's tax plan affect you?](#)
- [How much do you know about global warming?](#)
- [But do you really need the new iPhone XS?](#)



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which movie equipment do you need for your upcoming project?
- Which DTH operator is the best for you?
- Which movie should you watch next?



STAY **TOP OF MIND**

## COST CALCULATORS

- How much would it cost you to make a television advertisement?
- How much would it cost to record a song in a studio?
- How much would it cost you to print your own magazine?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much should you invest in print media vs. AV advertisements?
- How much would you save by subscribing to a magazine rather than buying it?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Binge-watching on ABC or XYZ - find out which media service provider fits your style?
- What is more budget friendly - HBO or Netflix?



GROWING **MQL**