

# MINERALS AND MINING INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- Which precious stone matches your personality?
- Do you know about the emerging trends in the mining industry?
- Can you pick the world's most sought after minerals?

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Material calculator](#)
- [Quarry dust tonnage calculator](#)
- [Take this U.S. mining gases quiz](#)
- [Pump output calculator](#)
- [Quarry volume calculator](#)
- [Quiz: can you spot the mine?](#)



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- What kind of mining is best suited for your needs?
- Which machine is better according for your mining location - Dozers or Truck Loaders?
- Which piece of jewellery best matches your personality?
- Which mineral could best replace the one you use currently?

## COST CALCULATORS

- How much will it cost to shift your production to Australia?
- What is the cost of basic mining equipment?
- Which country has the cheapest mining labor costs?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How can you save money while buying diamonds?
- How much will you save when using XYZ Company's machines?
- Calculate the ROI of entering the Chinese mining market.
- Calculate the ROI on any of your jewellery.

## COMPETITOR FOCUSED

- Why should you buy from XYZ and not ABC supplier?
- Why is ABC better than XYZ in terms of quality equipment?
- Which mining company has the best offers for metal/coal/oil?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS



GROWING **MQL**