

# 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?
- Are you aware of toxins released while mining?



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Take this U.S. Mining Gases Quiz](#)
- [Guess your birthstone!](#)

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which diamond ring should be your engagement ring?
- Which machine is better according to your mining location - Dozers or Truck Loaders?
- Which piece of jewellery best matches your outfit?



STAY **TOP OF MIND**



BRAND **AUTHORITY**

## COST CALCULATORS

- How much will my engagement ring cost?
- What is cost of basic mining equipments?
- How much will a gold necklace cost me?



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How can I save money while buying diamonds?
- How much will I save when using XYZ Company machines?
- Calculate the ROI on any of your jewellery.



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Why should you buy from XYZ and not ABC Diamond house?
- Why XOXO better than ACBD in terms of quality equipments?
- Which Diamond House gives you the best offers?



GROWING **MQL**