

PUBLISHING

CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Which print media suits you according to your lifestyle?
- Love reading? Find your author twin with this quiz.
- How much do you know about these books on our summer reading list!



INCREASE **SOCIAL** ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Match quotes with their authors](#)
- [How much does it cost to hire a ghost writer?](#)
- [How much does it cost to publish a book?](#)
- [Can you pick books to match these characters?](#)
- [What should you read this summer](#)



GROW **AWARENESS**



SPARK **CONVERSATIONS**

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which author's work are you missing out on?
- Which book should you read during the holidays!
- Vote for your favorite book here!



STAY **TOP OF MIND**

COST CALCULATORS

- How much does publishing a book cost?
- What is Sidney Sheldon's net worth?
- How efficient is your printing technique? Find out!



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by using recycled paper?
- How much can you save with this printing discount?
- What is the ROI on reading this business advice book?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is XYZ publishing house more cost efficient than ABC?
- How many critically acclaimed books has XYZ published when compared to ABC?



GROWING **MQL**