

PUBLISHING CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Know which print media suits you according to your lifestyle.
- Love reading? Find your author twin.
- Explore your summer book list!



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Match quotes with their authors](#)
- [Can you pick books to match these characters?](#)
- [Test your literary knowledge!](#)



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.



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?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save using recycled paper??
- How much can you save by a printing discount?



CREATING **LOYALTY**

COMPETITOR FOCUSED

- How is XYZ more cost efficient than ABC?
- How many books has XYZ published as compared to ABC?



INFLUENCE DECISIONS



GROWING **MQL**