

RETAIL INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Which sale should you not miss out on?
- Test your retail knowledge with this quiz!
- What kind of salesperson would you be? Find out!



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [What's your shoe personality?](#)
- [The ultimate online shopping quiz!](#)
- [Which sunglasses suit your face the best?](#)
- [Which makeup set suits you best?](#)
- [Which sports watch is best suited for your needs?](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which Miami flea market should you visit based on your earrings style?
- Which custom clothing design website should you use?
- Where should you go on your next date? Find Out!



STAY **TOP OF MIND**

COST CALCULATORS

- How much does it cost to shop for perfumes at duty free vs. the local market?
- How much does it cost to own a shop in XYZ?
- How much does it cost to buy imported purses from retailers rather than dealers?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by shopping at ABC?
- How much do you save by retailing online?
- What is the ROI of buying online?



CREATING **LOYALTY**

COMPETITOR FOCUSED

- Which of these is the best place to shop for antiques - ABC or XYZ?
- Where will you get a better retail experience - ABC or XYZ?
- Which shoe brand will provide you with better quality - ABC or XYZ?



INFLUENCE DECISIONS



GROWING **MQL**