

TELECOM INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you guess which Telecom companies own these brands?
- How much do you know about the history of Telecommunications?
- Are you a mobile geek? Take this quiz to find out!

LINKS TO LIVE INDUSTRY EXAMPLES

- [What's your telecom quotient?](#)
- [Check out this telecommunications traffic calculator](#)
- [How many people do you require to handle the call centre phone calls load?](#)
- [What Is the best smartphone that you can afford?](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which data plan is best for you?
- What mobile phone best fits your personality?
- How fast should your mobile internet speed be?
- We can make a custom data plan for you based on what you tell us about yourself!



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much would it cost you to get your phone fixed?
- How much money is required to get optical fibre in your state?
- How much would it cost to increase your wifi range?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much would you save by having a landline in your house?
- How much would you save by having the same mobile data plan for the whole family?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is your mobile service provider's signal compared to ours?
- How is the internet speed provided by ABC better than XYZ's?
- Compare coverage in your city between the main carriers!



GROWING **MQL**