

TELECOM INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Which Telecom company do these logos belong to?
- How many of these useful apps do you use?
- Are you a mobile geek? Take this quiz to find out!



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [What's your telecom quotient?](#)
- [Telecommunications traffic quiz](#)

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?



STAY **TOP OF MIND**

COST CALCULATORS

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



BRAND **AUTHORITY**



CLIENT **EDUCATION**

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

- We can make a custom data plan based on what you tell us about yourself?
- How is your mobile service provider's signal compared to ours?



GROWING **MQL**