

# TRANSPORT INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How much do you know about your local public transport system?
- How many Road Signs do you know?
- Can you identify these different types of airplanes?

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Traffic & Road sign tests](#)
- [Business Benefits Calculator](#)



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- What mode of transport suits you the most based on your job profile?
- What car suits your personality the best?
- What should be your holiday destination according to your travel budget?



STAY **TOP OF MIND**

## COST CALCULATORS

- How much would it cost you to ship your product to different countries
- Import duty on petrol in different countries
- How much would it cost you to distribute your product through a truckload system



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much do you need to save every month to buy your dream car
- How much money do you save by using Public transport?



CREATING **LOYALTY**

## COMPETITOR FOCUSED

- Why is the subway a better way to travel to office than a car for working professionals?
- How do our truckload services can help you in your distribution?
- How environment friendly is your transportation system?



**INFLUENCE** DECISIONS



GROWING **MQL**