

Content Ideas for Every Stage of the Customer's Journey

This is an extra resource to go along with the original article:
[Creating a Memorable and Lead-Converting Customer Experience](#)

Awareness and Interest

- Blog posts (search engine optimized)
- Social media posts
- Educational videos on YouTube
- Guest blog posts
- eBooks
- Checklists
- Ads
- Educational guides

Decision

- Customer testimonials
- Customer interviews
- Case studies
- Comparison guides and infographics
- Free trial downloads and demos
- Coupons and promotions
- Free consultations
- Product reviews

Nurturing

- Lead magnets
- Blog posts
- White papers
- Email newsletters
- Email courses
- Research reports
- Interviews
- Webinars
- Podcasts

Retention

- Onboarding emails
- Blog posts
- User guides
- Tutorials
- Product-centric guides
- Customized help via email
- Email newsletters
- Surveys