

The Content Marketer's Essential Guide To: THE 21 TYPES OF CONTENT WE ALL CRAVE

- 1 Content that reminds us that life is short.
- 2 Content that reminds us that dreams can come true.
- 3 Content that gives us faith to believe for bigger things.
- 4 Content that reminds us that we matter.
- 5 Content that reminds us of the overlooked or forgotten "basics."
- 6 Content that has unexpected twists.
- 7 Content that tells us a story.
- 8 Content that takes us along on a journey.
- 9 Content that inspires us to action.
- 10 Content that makes us laugh or smile.
- 11 Content that makes us cry (tears of joy or sadness)
- 12 Content that reveals secrets.
- 13 Content that surprises us.
- 14 Content that encourages us to never give up.
- 15 Content that reminds us that we are one-of-a-kind and encourages us to live that way.
- 16 Content that reminds us that there's more.
- 17 Content that confirms our assumptions.
- 18 Content that challenges our assumptions.
- 19 Content that educates while entertaining us.
- 20 Content where David defeats Goliath.
- 21 Content that gives us a fresh point of view even about common things.