



CONTENT⁴
DEMAND

Content Inspiration Session **Format Cheatsheet**



FORMAT

E-Book & Whitepaper

ESTIMATED WORD COUNT

Approximately 1,800-2,000 words (can be more if it's a high-value, lead generation asset; however, we would not recommend more than 3,000 words even for extremely high-value content)

ESTIMATED PAGE COUNT

12-15 pages (best practice; depends on final length of asset; landscape view for E-book, portrait view for White Paper)

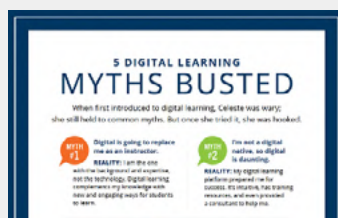
WHY YOU SHOULD USE IT

Tried-and-true formats, E-books and white papers are well-recognized high-value assets that people are willing to submit their information to access

WHEN TO USE THEM

As cornerstones for campaigns, as key drivers for demand-generation initiatives; to engage and inform buyers around a critical business issue/trend; connect and show empathy with the target audience

EXAMPLES





FORMAT

Best-Practice Guide

WHAT IT IS

A longer-form asset that zeroes in specifically on best practices, action items or key steps that organizations (or specific buyers) should apply in order to be successful

ESTIMATED WORD COUNT

1,200-1,500 words (best practice)

ESTIMATED PAGE COUNT

8-10 pages designed (best practice; approx. 200 words per page; portrait view)

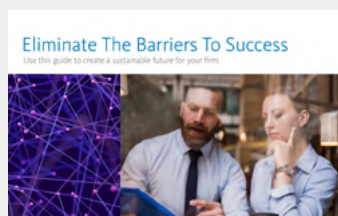
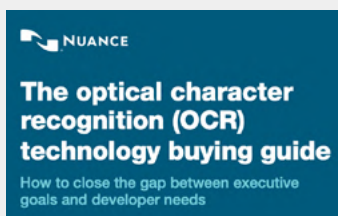
WHY YOU SHOULD USE IT

It's a powerful way to align buyer- or industry-specific best practices to established frameworks or models developed by your team; it helps position the brand as an expert/ thought leader in helping clients/peers see success.

WHEN TO USE IT

When you want to reverse orchestrate value propositions to create tips for success or general best practices

EXAMPLES





FORMAT

Research Report

WHAT IT IS

In-depth commentary and analysis on proprietary research and/or an aggregation of relevant industry statistics

ESTIMATED WORD COUNT

1,800-2,000 words (best practice)

ESTIMATED PAGE COUNT

12-15 pages designed (more if additional charts are needed; landscape or portrait view)

CHART-TO-TEXT RATIO

A maximum of two charts per page with content, or one callout chart per page (best practice)

WHY YOU SHOULD USE IT

A high-value, big rock asset that delves into research data, commentary and thought leadership

WHEN TO USE IT

To tell a more detailed story around research findings, buyer pain points and industry trends. To create a landmark asset that helps generate leads and builds brand credibility and clout.

EXAMPLES





FORMAT

Checklist

WHAT IT IS

A high-level breakdown of key steps, action items and things to do for the target audience

ESTIMATED WORD COUNT

400-600 words

ESTIMATED PAGE COUNT

4-6 pages designed (best practice; 150 words per page; portrait view)

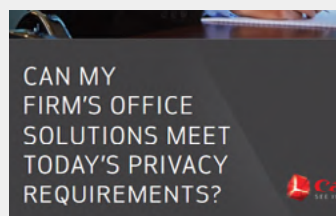
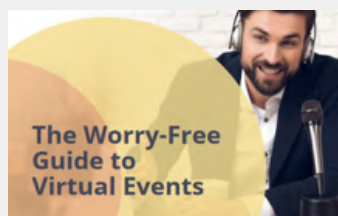
WHY YOU SHOULD USE IT

This is a format that is extremely easy to digest and share—powerful for middle- and bottom-funnel content that delves into differentiators, capabilities, metrics, best practices and more.

WHEN TO USE IT

To offer tips and best practices quickly; to highlight to-do's; or to spotlight key features and capabilities in a way that is succinct and easy for buyers to get through

EXAMPLES





FORMAT

Listicle

WHAT IT IS

A short-form, digital asset that is largely numbers-based and can connect to a longer-form piece.

ESTIMATED WORD COUNT

Up to 500 words

ESTIMATED PAGE COUNT

N/A (long-scroll experience)

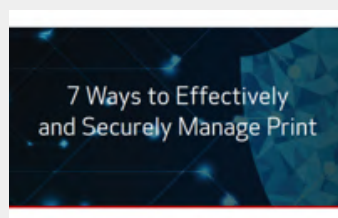
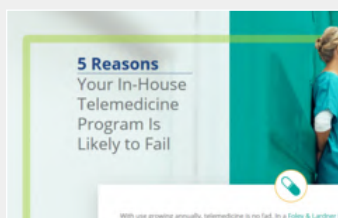
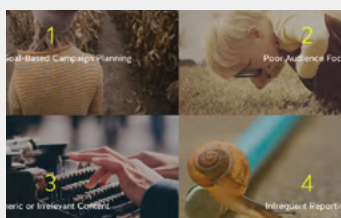
WHY YOU SHOULD USE IT

It is a quick-hitting, interactive way to tell a high-level story; powerful for engagement and great for social sharing that drives buyers to engage with a larger story and more in-depth follow-up content.

WHEN TO USE IT

If you have a powerful topic that is almost “clickbaity” that you want to use to drive social engagement, shares and consumption of a longer-form asset.

EXAMPLES





FORMAT

Infographic

WHAT IT IS

A concise way to visualize data that illustrates industry trends, demonstrates the size and scope of a business problem, or educates readers about a topic.

ESTIMATED WORD COUNT

350-400 words (best practice)

ESTIMATED PAGE COUNT

One long-form (or one-page) experience

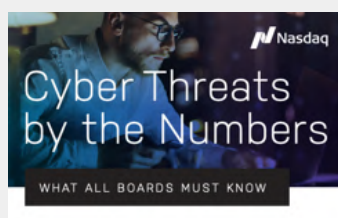
WHY YOU SHOULD USE IT

It allows you to tell a relevant story in a visual and compelling way.

WHEN TO USE IT

If you have proprietary (or an aggregation of) data that supports a specific buyer story, reaffirms a pain point or illustrates the value of a specific tech or solution.

EXAMPLES





FORMAT

Content Hub

WHAT IT IS

An aggregation of various content assets, videos, podcasts, etc., into one tailored experience via a microsite or website “wrapper”

ESTIMATED WORD COUNT

Varies depending on the audience and goals of the experience

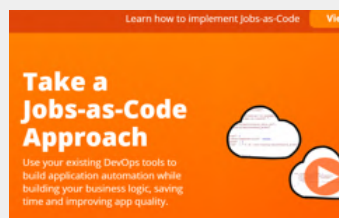
ESTIMATED PAGE COUNT

N/A - a single web experience that may have different sections/tabs; will vary depending on the audience and goals of the content hub

WHEN TO USE IT

If you have a wealth of assets that revolve around a centralized story; If you have assets that can/should be packaged by industry or buyer role

EXAMPLES





FORMAT

iPaper

WHAT IT IS

A longer-form digital asset (including paragraphs) that includes digital “layers” that compel audiences to dig into a content story

ESTIMATED WORD COUNT

Up to 2,000 words (with best practice typically being 1,200-1,500 words)

ESTIMATED PAGE COUNT

N/A; long scroll experience

WHY YOU SHOULD USE IT

You have the power to add a variety of interactive elements that bring your audience deeper into your story.

WHEN TO USE IT

If you have a complex story you want to tell that is more visual in nature and includes a multitude of elements that work well together; if you have a centralized story with “choose your own journey” paths that vary by industry or persona

ELEMENTS

- Timed and click animations
- Text reveals
- Image carousels
- Interactive charts/maps
- Supporting content embeds (videos, podcasts)
- Links to other content

EXAMPLES





FORMAT

Interactive Infographic

WHAT IT IS

An immersive, multi-dimensional experience that allows people to interact with and manipulate research data in a way that's relevant to their needs. A powerful way to visualize data that illustrates industry trends, demonstrates the size and scope of a business problem, or educates readers about a topic.

ESTIMATED WORD COUNT

500-600 words (maximum, depending on the length and layers of interactivity included)

ESTIMATED PAGE COUNT

N/A (long-scroll experience, with interactive "layers" incorporated)

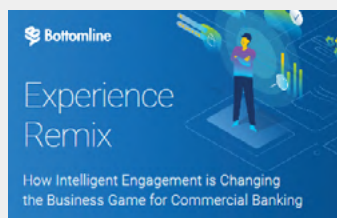
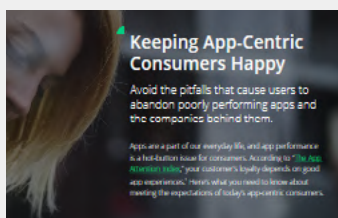
WHY YOU SHOULD USE IT

It allows you to tell the same highly visual, data-driven stories as static infographics, but offers you more creative freedom.

WHEN TO USE IT

If you have a lot of data by persona, industry or year-over-year comparisons that may require layers of data; if you want to or need to add additional context/content to support your story

EXAMPLES





FORMAT

G-book

WHAT IT IS

A spin on the E-book format; more visual in nature and in some cases very data driven.

ESTIMATED WORD COUNT

Up to 800 words (best practice)

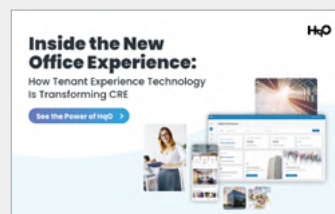
ESTIMATED PAGE COUNT

6-8 pages when designed, max. 125 words per page

WHEN TO USE IT

If you have a narrative that is data-driven and requires extra depth or if you have a more visual story that can be told quickly

EXAMPLES





FORMAT

Q&A / FAQ

ESTIMATED WORD COUNT

Approx. 800 words (best practice)

ESTIMATED PAGE COUNT

4-6 pages designed (approx. 200 words per page;
portrait view)

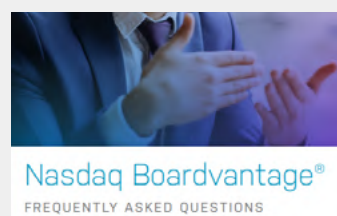
WHY YOU SHOULD USE IT

If there are a series of questions you want your buyers to answer; if you have common questions/facts about your business/solutions that you want to easily present to your audience

WHEN TO USE IT

Buyer enablement content; sales enablement content

EXAMPLES





FORMAT

Quiz

WHAT IT IS

Five to seven questions that are multiple choice or select-all. At the end, users receive a score, grade or personality profile with a call-to-action to access more information.

ESTIMATED WORD COUNT

Approx. 500-800 words, including results

ESTIMATED PAGE COUNT

Up to 9 pages (including the homepage, all questions and results page)

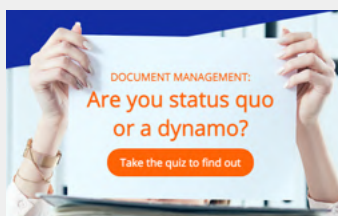
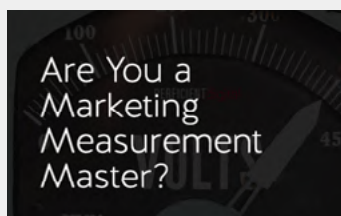
WHY YOU SHOULD USE IT

They're engaging and easy for your buyers to navigate; they allow you to build an experience around a topic, trend or best practice.

WHEN TO USE IT

If you want to help your audience quickly grade themselves or understand their level of savviness with a specific topic; if you want a quick way to capture attention and drive awareness for a follow-up asset or service.

EXAMPLES





FORMAT

Assessment (ROI Calculator, Benchmarking Tool, etc.)

ESTIMATED WORD COUNT

Word count varies depending on the assessment goal and experience (typically around 500 words)

ESTIMATED PAGE COUNT

Varies depending on the assessment goal and experience

WHY YOU SHOULD USE IT

Supports a richer, at times more tailored, content experience – especially if buyer is looking for a specific

output. (Note that assessments typically involve more custom-built features, ranking, benchmarking and formulas, which requires more initial thought and development time.)

WHEN TO USE IT

If you're trying to prove value of an investment, get buy-in from stakeholders or support conversations around solutions

INTERESTED IN EXAMPLES?

[Request Access](#)



FORMAT

Video

ESTIMATED LENGTH

Maximum of two minutes (one minute to 90 seconds being best practice)

ESTIMATED WORD COUNT

If voiceover is needed, script should only be about 200 words. (Script timers are available online to guide you.)

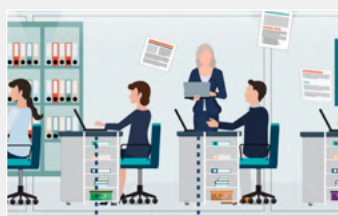
WHY YOU SHOULD USE IT

It's a great way to simplify stories and make them concise and easy to consume; powerful for digital campaigns, especially social sharing; there are many ways to reuse them, especially through interactive content.

VIDEO STYLES

- **Mixed Media:** Combines some or all of the following -- stock video, kinetic text, simple vectors, product screen shots, screen recordings and stock images; voiceover optional.
- **Interview-based:** If there's a highly complex topic that may need a "human touch" or if there's a customer or use case you want to spotlight, you can create one or a series of videos incorporating talking heads and other visual effects.
- **Custom:** Videos that require a lot of customized animations/advanced transitions will be more complex in nature and therefore require more time to produce.

EXAMPLES



MISTAKE #2
Ignoring
Open Source
Vulnerabilities



FORMAT

GIF

WHAT IT IS

A short, video-based visual that is largely used for email signatures and/or social images.

ESTIMATED LENGTH

Max of 15 seconds from start to finish (best practice)

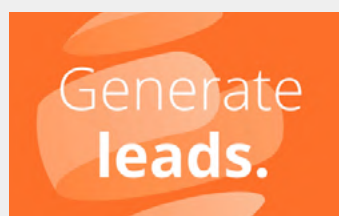
WHY YOU SHOULD USE IT

It's fun, dynamic and easy to share.

WHEN TO USE IT

Social promo, email sends/signatures

EXAMPLES





FORMAT

Influencer Content

WHY YOU SHOULD USE IT

It's a great way to build clout and credibility for your business; it allows you to reaffirm the value of your market and solutions in a way that's relevant to buyers (and not overly salesy).

WHEN TO USE IT

When you're trying to educate buyers about a specific trend or business issue; when you're trying to cultivate

community inside and outside of your business; when you're trying to build and maintain engagement within your community

FORMATS TO USE

Specific recommendations vary based on goals; however, our typical "formula" includes: a big rock asset, checklist, blog series, podcasts or videos, social GIFs

EXAMPLES





FORMAT

Case Study Portfolio

ESTIMATED LENGTH

Depends on the number of case study examples included; however, typical count is 1,500 words.

ESTIMATED PAGE COUNT

Depends on the number of case study examples included; however, best practice is 8-10 pages, including cover and call-to-action page

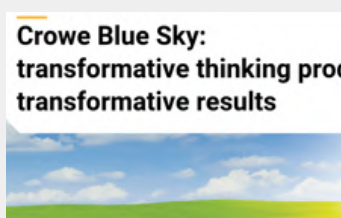
WHY YOU SHOULD USE IT

It allows you to feature different capabilities/solutions, different industry use cases and different brands you've worked with in a compelling, easy-to-consume way.

WHEN TO USE IT

When you want to show off various benefits or use cases for your solution/technology; when you want to show a broad scope of well-known brands or industries you serve; there's value in repackaging these by company industry or size for ABM activities, when you want to show your knowledge in a specific area.

EXAMPLES





FORMAT

“Day in the Life” Content

ESTIMATED LENGTH

Depends on the format being used

ESTIMATED PAGE COUNT

Depends on the format being used; however, the more succinct the better.

WHY YOU SHOULD USE IT

It allows audiences to see how certain best practices or technologies benefit businesses, through the lens of their roles and responsibilities.

WHEN TO USE IT

When you want to better inform audiences about your brand’s key differentiators and different use cases depending on buyer, industry or company size.

EXAMPLES

