

Custom Content Development

Content marketing assets that capture attention.

Leverage Informa's content experts, creative talent and marketing savvy to add a powerful advantage to your content marketing campaigns. We have the experience and know-how to develop content assets that resonate with your target audience – you get unique, custom content that offers long-term marketing value.

TYPES OF CUSTOM CONTENT

Fact Sheets (aka FAQs) A no-nonsense, easy-to-understand format that answers common questions about a particular topic, issue or trend.

Top 10 Cards Brief, punchy pieces that provide a series of tips or steps that help solve a problem or guide them in a buying decision.

Ask the Expert Showcase the perspective of one of your executives or product experts to offer readers valuable experience and insights.

Case Studies Illustrating solutions to your customer's pain points is a valuable way to connect with buyers at all stages of the purchase funnel.

Sponsored Articles The key to sponsored, native content success is its quality and relevance to readers. Our writers are industry experts and help develop ideas and valuable content.

More Content Types Other popular content types include Infographics, White Papers, and eBooks. In addition to PDF format, we also offer interactive StoryScapes.

