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## Content Matrix

Below is a graphical representation of the range of content and advertising opportunities open to every business to promote themselves.

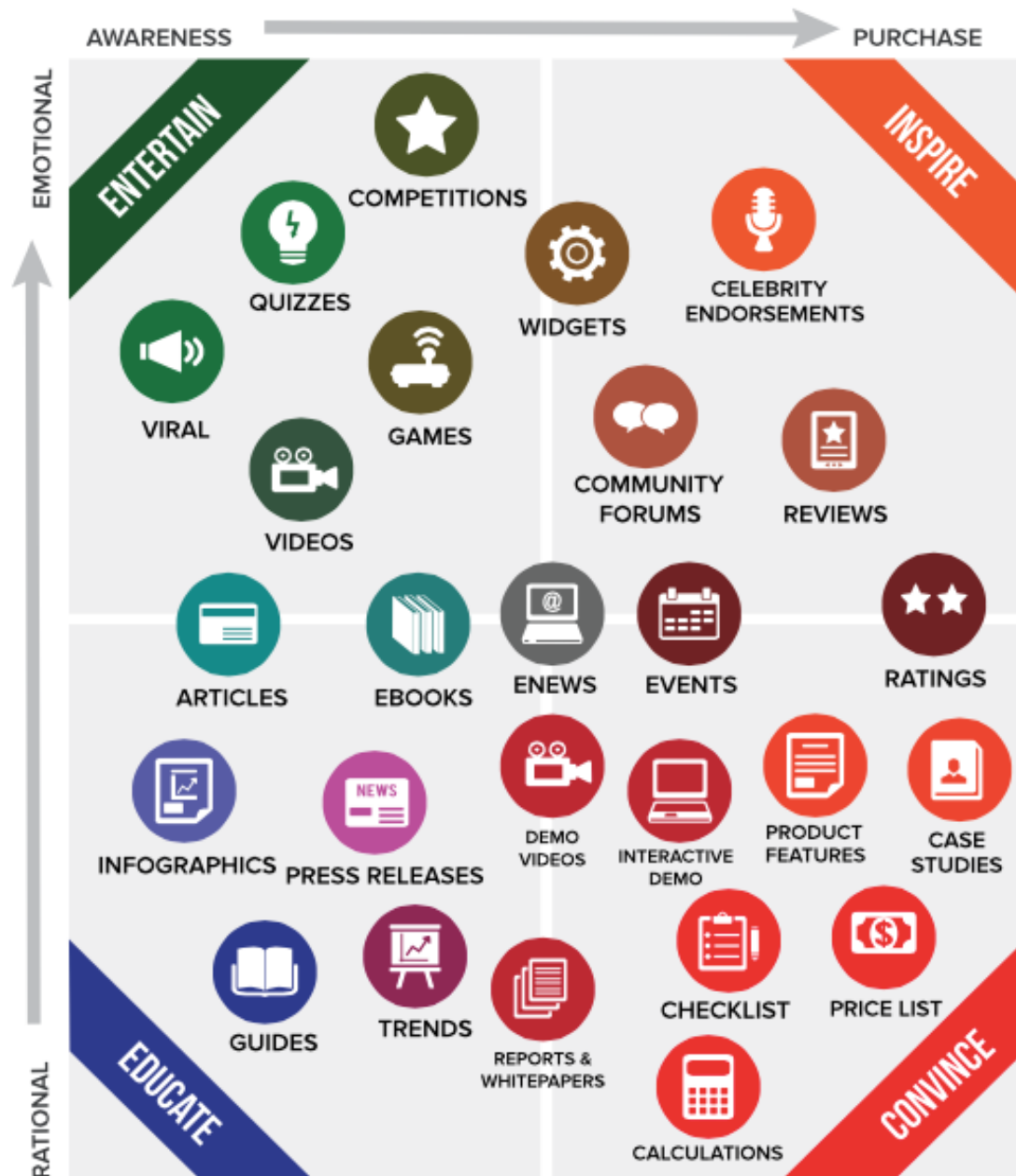
With your friends questions in mind, think about how you would go about answering those questions using some of the options suggested in the matrix.

Notice that the layout from left to right displays ideas that are designed to raise awareness of your brand to those designed to drive sales.

From bottom to top the range moves from rational decision making to emotional influence.

So, looking at one of the examples, reviews, these help to influence customers to make a purchasing decision because they stimulate the emotional triggers in prospects - often confirming their belief that your product or service will solve their problem.

Use the matrix below to identify content and advertising ideas that you can use to help you raise awareness of your brand and answer the questions identified earlier.



CREDIT:

<http://www.smartinsights.com/content-management/content-marketing-strategy/the-content-marketing-matrix-new-infographic/>

