THE PERIODIC TABLE OF B2B CONTENT ELEMENTS

Channels

Formats

Types of Intent Data

Tactics

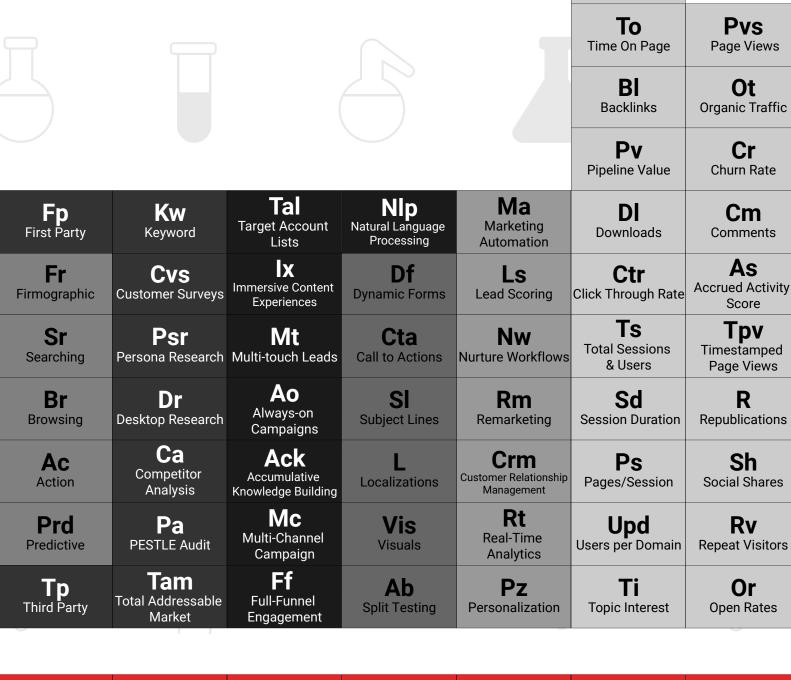
Performance Optimization

Nurture

Performance Metrics



	1
Seo Organic Search	
Ptn Partnerships	
Ev Events	
Ppc Pay Per Click	7
Em Email Marketing	
Ds Display	
Ch Content Hub	
Smm Social	P Programmatic
W Website) (
Tpp Third Party Publishers	5



Im Impressions

Wp Whitepapers	Art Articles	Wbr Webinar	E Email	Ns Newsletter	Wb Website pages	Ss Social Sliders	B Blogs	Th Thought Leadership
If Infographics	Oc Online Courses	St Stats	Lp Landing Pages	Te Testimonials	Rvw Reviews	Ck Checklists	V Vlogs	D Demos
Sc Sponsored Content	Pbk Playbooks	Wk Worksheets	Ht How-tos	Pr PR Announcements	Q Illustrated Quotes	C Contributor	Cs Case Studies	Prd Product Sheets
Prs Presentations	Vg Vendor Guides	Cp Competitions	Aw Awards	Ug User Generated	Bn Banners	Ar Analyst Reports	S Survey Reports	A Audio