

# 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.

