

Paid	Description	Examples	Best Practices
Ad Networks	Pay to feature your ad content prominently in search engine results, banners, or beneath relevant articles	Search engine results, banners, or beneath relevant articles Google AdWords, Bing Ads, Outbrain, OneSpot	Ramp up initial engagement at the beginning of a campaign using ad networks
Paid via Social Networks	Promote your content on social networks based on audience type, business, region, and more	Facebook, Twitter, LinkedIn	Promote gated content in order to maximize ROI - capture as many leads as possible for your money
Native Advertising	Partner with publishers to integrate branded content into the UX of the publisher's site	Sponsored sections such as GE and BuzzFeed's Flight Mode, L'Oreal and Rolling Stone's "Women who rock"	Consider the intersection of your audience and the audience of potential partners; run campaigns for 3-12 months in order to gauge the success of a campaign
Organic	Description	Examples	Best Practices
Social Networks	Deliver content through your personal and professional social networks to increase reach and engagement	Facebook, Twitter, LinkedIn, Google+, Pinterest	Don't spread yourself too thin-- select the best channels for your audience, cross promote your content, add social buttons to your site
Free Content Platforms	Create presentations to distribute content to a willing audience	YouTube, Slideshare	Maximize presentations for SEO by using keyword-rich titles and descriptive file names
Crowdsourcing	Leverage the power of existing social communities by giving them partial ownership of the content	Bacardi's "It Started with a Party"	Prompt your audience to contribute content and use hashtags to consolidate conversations and content in one place.
SEO Strategies	Compose your content thoughtfully and strategically with keywords in mind to maximize SEO	Alec Brownstein experiment, Cadbury, Vodafone	Include desired keyword in title, headline, and first 100 words, focus your content around only one or two keywords
Lead Nurturing	Build relationships with business prospects through periodic email communications.	Outbound monthly newsletters with relevant, vertical-specific content	Feature call-to-action forms prominently on your website, feature gated content that is useful such as whitepapers and guides for lead nurturing