

The Content Library is here to help you stay in touch with your clients while offering them materials they'll actually want to engage with. Unsure of where to start? We'll share a scenario for each type of material to showcase how you can best utilize each, maximizing their potential!



Full Article

Give all the facts and details.

Perfect for blogs and complex topics.



Handout

The article trimmed to a single page.

Perfect for informing your clients without any fluff.



Email/Newsletter

Articles formatted to include in any digital messaging simply.

Perfect for beefing up your newsletters with compelling topics.



Infographic

Eye-catching visuals that are great to share.

Perfect for social media, handouts, whatever you need!



Social Media

Premade social posts from key facts of the topics.

Perfect for keeping your social media feeds active and interesting.



eBook

Every article in the series in a single file.

Perfect for sharing an entire series in one place.

These are only a few examples of how you could use materials from the Content Library effectively. They are jumping-off points, giving you content to use as you need. Don't be afraid to get creative. And remember, we're always updating the Content Library, so check back to see what we're releasing next.