

THE CONTENT SPECTRUM

THE DISRUPTIVE
RUBICON TECHNOLOGY
AGENCY MARKETING

With so many content formats available and an ever-growing selection of channels to fulfill, tech marketers can be forgiven for not knowing what asset type is best.

Why not [talk to experts](#) who cover the whole spectrum and can help from strategy to delivery.

Evangelise

Advocacy video

Vision manifesto

Industry event presentation

Augmented/virtual reality

Evidence

Technology adoption research

Market research report

Survey

Industry book/publication

Enable

Success story

Infographic

Customer testimonial

Technology guide

Sales toolkit

Market guide

ROI / TCO calculator

Maturity modeller

Decision planner

Sales presenter/app

Ebook

Selling guide

Explain

Virtual demonstrator

Explainer video

Website / portal

Corporate collateral

Gamified app

Interactive infographic

Quiz

Live event experience

Entertain

Tease / viral video

Virtual environment

Webinar

Customer magazine

Explore

Newsletter and eZine

Podcast

Debate video

Blog post

Briefing centre walkthrough / tour

Concept video

Poll

Documentary

Educate

Business briefing

Concept visualiser

Opinion feature

Comparison table

White paper video

Thought leadership infographic

White paper

Establish

Education guide

Concept presenter

Establishment diagram