

TEXT CONTENT

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Content	What	When	Why
Blog Posts	<i>Easy to read</i>	<i>Share your personal opinion.</i>	Build relationships & stronger SEO.
Website Articles	<i>Easy to believe</i>	<i>Share interviews and research from credible experts without your opinion.</i>	Build credibility & trust.
White Papers	<i>Easy to trust</i>	<i>Share a new solution to a problem or benefits of a product or service.</i>	Build trust and show you're a business leader.