

Which side of the gate are you on?

When it comes to sharing content, there are two ways to reach your audience: leaving your assets **ungated to act as a free resource** or **gating it to collect contact information**. Both approaches have a list of pros, cons, and use cases that can help determine which method will resonate with your audience best.



Ungated

Content available for download without having to exchange information.

Pros

- + Keeps your audience engaged
- + Drives brand awareness
- + Boosts SEO results
- + Provides value at any stage of the buyer's cycle
- + Shareable via email and social media

Cons

- Nearly impossible to collect viewer data
- Lack of analytics
- Can get lost in the fray of other free resources



Gated

Content only available after completing a form fill.

Pros

- + Gives the impression your content is valuable
- + Increases lead generation
- + Collects analytics and up-to-date contact information
- + Generates qualified sales leads
- + Initiates the nurture stream process

Cons

- Viewers may be discouraged by having to provide their information
- Removes access to brand visibility
- No SEO benefits
- Creating longer-form content consumes more resources

Ask these questions to help determine your choice

What are your audience goals?	Ungated	Gated
Reach new prospects?	✓	
Communicate with existing customers?	✓	
Collect updated contact information?		✓
Convert leads to customers?		✓
Where are my customers in the funnel?		
Awareness	✓	
Interest	✓	
Consideration		✓
Preference		✓
What content should I create?		
Does the topic require long or short-form content?	Short	Long
Do I need to create brand awareness?	✓	
Do I need to generate leads?		✓
What is the goal of my content?		
Boost SEO?	✓	
Share thought leadership?	✓	✓
Increase web traffic?	✓	
Grow social media following?	✓	
Build our email list?		✓

Ungated

Short-form, easy-to-digest content



Infographic



Video



Blog



Podcast

Gated

Long-form, high-value content



eBook



White paper



Newsletter



Demo

Consider how your audience consumes content

Everyone consumes information differently. Some prefer to watch videos, others prefer to travel through an infographic and some enjoy scrolling through social media. To reach your audience strategically, it's critical to diversify your content.

IMS360 RECOMMENDATION

Create a strategy that includes 3 types of content

A great balance is to offer a short, medium, and long-form asset:



Video



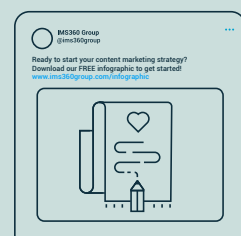
Infographic



eBook

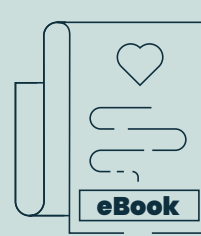
RECOMMENDATION 1

Share the infographic ungated, via email and/or social media



RECOMMENDATION 2

Make the call to action of your infographic to "Read an eBook to learn more"



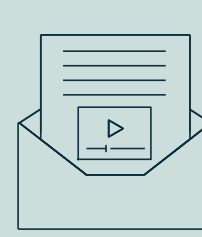
RECOMMENDATION 3

Create a landing page that offers your eBook after completing a form fill



RECOMMENDATION 4

Collect the form fill data to send a personalized email that offers an ungated video



We'll meet you on either side of the gate

Ready to create your marketing strategy? No matter what your marketing goals are, we can help you choose the right content, develop a message that will resonate, and create a strategy that attracts your audience.



Schedule a Discovery Call



Email for more info