

How to Generate B2B Leads with Content Marketing

A guide for technology companies



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What is Content Marketing?



Content marketing encompasses all marketing formats that educate the customer in a way that increases brand awareness and leads to profitable customer action.

Content marketing may include custom magazines, print or online newsletters, websites or microsites, blogs, white papers, webcasts/webinars, podcasts, video portals or series, in-person roadshows, roundtables, interactive online, email series, and events.

The primary objective of this information is to educate target customers and prospects about the pain your product/service is solving in a way that a) paints you as an expert and b) doesn't come across as a sales pitch.

In other words, provide value without an agenda first – this will generate trust from the prospect. Their guard against anything that smells like a pitch will not be up... because you are not selling anything (yet); you are helping and/or entertaining... for free.

Put differently, content marketing is the art of creating, curating and distributing valuable content, combined with the science of measuring its impact on awareness, lead generation and customer acquisition.

Instead of pitching products or services, a content marketer equips buyers with the knowledge to make better-informed decisions. Central to content marketing is the belief that if businesses deliver consistent, helpful

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information to buyers at the right time, then prospects will ultimately reward the company with their purchase and loyalty.

This is what content marketing is all about.

Now that we covered the basics, let's check out some stats:

10 Reasons Why You Absolutely Categorically Unquestionably HAVE to Market with Content:



1. Gain expert status

Think of this – we perceive book authors as knowledgeable experts even before we read the book, right? After all, if they got published – they must know something unique and valuable.

Even though this may not be always the case, we are conditioned to think this way.

The same way with content marketing – if you published content on the topic “A” for several years, this fact alone makes you an expert in the eyes of your audience, and Google (more on that in a second).

2. Gain efficiency

The bottom line, the content you created works for you when you sleep:

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It educates, brands, evangelizes while you sleep with very little involvement on your part.

3. Counter the drop in traditional advertising



Online heat maps show that people tune out ads, however they dwell on editorial content they find engaging, entertaining or useful.

That's your cue to spend less effort/money on ads and more on those types of content.

4. Harvest SEO benefits

Whether you sell servers, software, IT security, and training – generating useful, valuable, share-able and share-worthy content will make you an authority in the eyes of Google.

This means that when your prospective customers search for what you are selling, Google will rank your pages higher than others and therefore make you more findable.

This is likely to increase your leads, prospects and sales.

5. Convert visitors into leads

Online content, as only few other channels do, provides an opportunity of direct feedback where visitors can

- qualify themselves as potential prospects
- consume your content

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- provide you their contact information including name, email, phone, etc.
- move themselves further down the sales funnel
- all on (almost) auto-pilot

6. Save on customer service with Forums/FAQ/wiki as content

Don't you hate answering the same question more than once?

Now imagine that you could feed most common responses that your customer service provides into a FAQ, or a forum or a wiki.

Do you think this would save some time at your customer center? You betcha!

7. Leverage of evergreen content vs. traditional marketing

The problem with advertising is usually two-fold:

- Unless it is Direct Response marketing, you can't really tell if it is working or not
- You pay (a lot) to the channel owner – TV station, newspaper publisher, etc. – for the one-time right access to your prospective customer

With content marketing you build feedback loops where your prospects can talk back to you, where you can capture their contact information, so that you can A/B test and know, often in real time, what works and what doesn't

Further, you generate content once and then it works for you. Forever.

8. Syndicate and repurpose your content

Along the same lines, let's say you have a popular blog post that gets a lot of likes and shares. Knowing that you've hit the spot you can:

- Right a series of post on adjacent themes (extend the line)
- Publish the blog post series as an eBook to give away
- Publish the book on Kindle

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- Convert it into a PowerPoint presentation to be shared on Scribbr, docstoc and slideshare
- Convert the presentation into a video and share on YouTube
- Etc., etc., etc.

The opportunities to repurpose and/or syndicate your content are virtually limitless.

9. Control the story, measure the channel

Let's say, you have an advertisement in the Wall Street Journal. How would you know if it wouldn't be sandwiched between your two competitors? An editorial story that is critical of your market? Next to top news headlines that would draw attention away from your ad?

Probably you can influence all these, but only to a point.

With content marketing, you own the channel and you control how, when and to whom the information is presented.

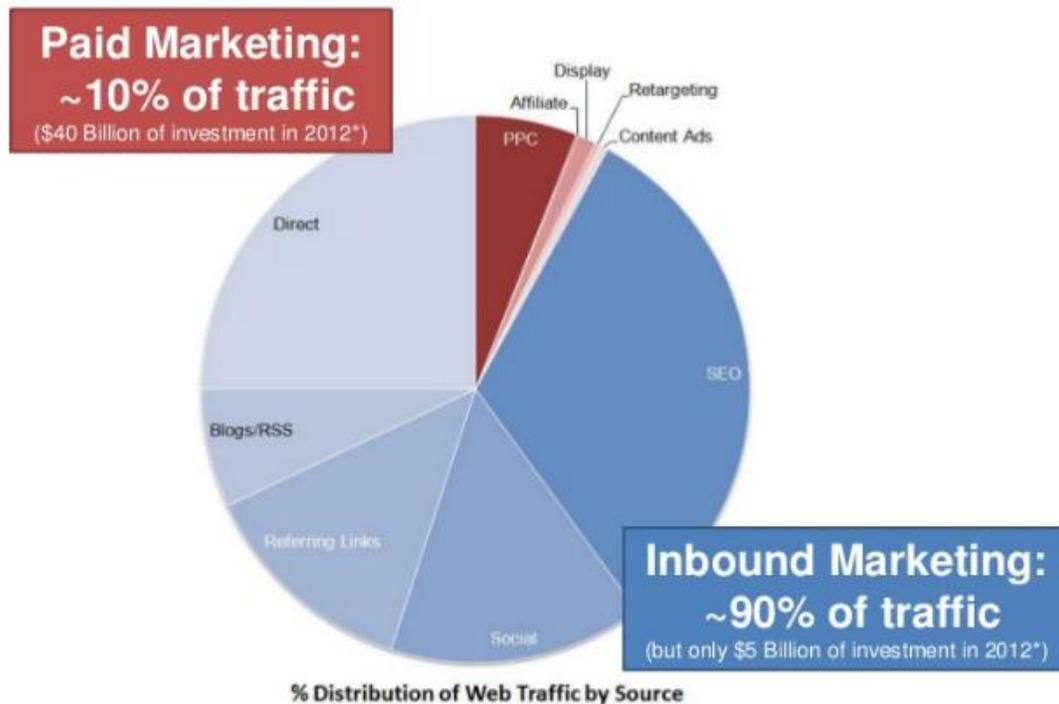
Further, you can measure – in real time – what works and what doesn't and adjust on the fly.

10. Feed the social media monster

Ever wonder what to put in your Twitter feed or Facebook updates? With your content marketing strategy in place, you will NEVER be at a loss again.

How You Can Generate B2B Leads with Content Marketing

This chart demonstrates clearly the enormous opportunity to leverage inbound marketing in general and the content component of it in particular:



*Via Forrester's Interactive Marketing 2012 Report

You see, #1 pushback most people receive with content marketing is around the lines:

“I only care about sales and I don't see a direct line between effort and expense of content creation and sales results.”

I will show you exactly that:

Every piece of content you put out – a blog, an article, a video, a tweet, a Facebook update – has to have a call to action.

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Most of the content marketing we are talking about here is top level, which shares the following characteristics:

- It is free
- It is bite-sized
- It is useful, but incomplete
- It has a natural next step

For example:

Let's say, you published a blog post with the headline "Top 10 ways how _____ (your target audience) can easily achieve _____ (desirable benefit)."

At the bottom of the blog, you will include a link with the following text:

"If you'd like to a comprehensive 25-page white paper that shows you exactly how you can implement these 10 steps for your clients, click here."

This would link to a Landing page that would ask the visitors for their name and email. The page would look like this one here:



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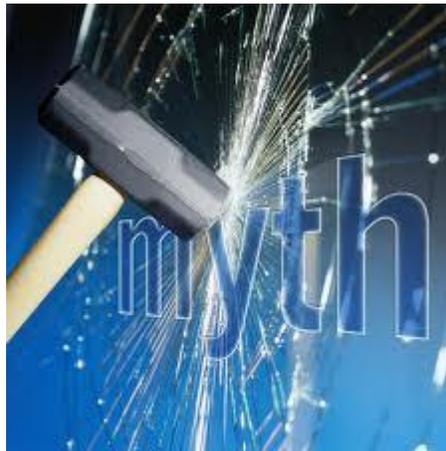
The “prize” doesn’t have to be a white paper. It could be an invitation to a webinar, an offer for a free consultation. When appropriate, it can even be linked directly to the sales page.

This tactic:

1. Provide valuable bite-sized content for free
2. Include a call-to-action linking to the next, more involved step in the sales funnel – webinar, eBook download, consultation call, etc.
3. Capture name and email
4. Follow up to nurture and eventually convert the prospect into a customer

... will help you bring content marketing a tremendous ROI.

Three Dangerous Myths About Content Marketing:



1. **“My industry is <boring> therefore it doesn’t lend itself to content marketing”**

There is no shortage of examples of how boring products and industries come up with creative ideas for content marketing. Some of the examples:

- You think blenders are boring? Think again – [will it blend](#)
- What can be more corporate than Microsoft? – Check out [Windows](#) Pinterest board.

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- Talk about helpful... Deloitte creates [tax guides](#) for you to navigate tax challenges

If you think your industry qualifies as “boring”, check out this [post](#).

2. “I can outsource content marketing”

You probably can outsource certain pieces of your overall content marketing strategy – research, proofing, and analytics – however if the main message is NOT coming from you there is a danger that:

- It will not be accepted as genuine by your audience
- It may not be congruent with your overall marketing and branding
- It may be perceived as generic and duplicative

3. “My Super Bowl ads work fine, thank you very much...”

The world is changing... marketing channels are consolidating and thus become more expensive and less efficient. If you ignoring content marketing now tomorrow it may be too late, if your more nimble competitor can out-market you with less \$\$\$ budget and better results.

Consider this is your wake up call.

How to Measure ROI on Your Content Marketing Investment



These are some of metrics you may consider when calculating ROI on your Content Marketing investment:

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- Leads
- Sales
- Cost Savings
- Customer Retention

Secondary Content Metrics:

- Shorter sales cycles
- Increased customer awareness
- Lift in forms completed
- Improved sentiment
- Additional cross-selling opportunities
- Qualitative customer feedback on the content

Implementing a coherent analytics system to track the success of your content marketing strategy will go a long way in convincing top management of importance of this strategy in allocating marketing budgets.

How to Build a Content Marketing Strategy:

1. Define Your Customer Persona:

Knowing whom you are writing for is half the battle when creating content. Pitching the tone and subject matter right means you'll be able to engage your target audience.



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Is your audience some blurry idea in the background or do you know exactly whom you are writing for?

Start by creating detailed personas to write for. Make up an imaginary customer – what beer do they drink? What car do they drive? What clothes do they wear? Then when creating content, you can craft it around those interests.

Knowing the persona of each member of the audience you are targeting enables you to tailor your content appropriately. If your target audience's persona drives a Ferrari, drinks Chateauneuf du Pape and wears Louis Vuitton, they probably won't be too interested on a piece about 'how to live on a tight budget.' Tailor your content appropriately and it'll have a greater chance of sticking.

Make your content part of your audience's 'stock' and not just part of their 'flow.' Tailoring content to suit various personas is an excellent way of doing this because you are targeting people with things that they are already interested in.

2. Identify Wants and Needs:

Brandwatch's Andy Keetch argued that social media monitoring is essential as a means to know when and how to craft content. Of course, he would as an employee of a social media monitoring business, but he definitely has a point!

Using data to take note of what people are currently buzzing about allows you to stay topical. You can tap into conversations that are already happening as well as try to spark a conversation based on the zeitgeist.

Don't just collect data for the sake of data. It's not how much data you have, but how you use it that counts. Tap into people's streams and feed them content that sticks, and by using data you can judge what is likely to be 'stickier.'

3. Translate Wants and Needs into Topics:

The point is that you want to use popular culture and interest to draw attention to your niche. Identify keywords that will pop up in a search

engine like “royal pregnancy” and fit them into your content. This will connect your product or service to the topic of relevance.

4. Identify Types of Content You Will Generate:

When you're stuck for ideas, don't forget you have a vast bank of resources to tap into. Think laterally about everyday aspects of your business that you would never have previously considered as sources of content.

Employees are a great start. If your business has been around for a while, it's likely that you'll have at least one experienced employee who knows the trade well. Use these wise employees to create content for you, they probably know what they're talking about.

Other potential sources of content are presentations, pitches and your company history. If your business was started by a couple of brothers in the 1930s, sell that aspect of it in your content, hammer home its humble beginnings. If you've recently pitched to another business and a deal didn't work out, use it as a case study of what *not* to do. If it did work out, use it as what *to* do. This is interesting content that has the double bonus of impressing potential customers!

Presentations are again a fantastic resource to plunder. When practicing, record yourself – instant podcast! When delivering, video it – instant video resource! Post your slides online, too. The added bonus is that people love multimedia content and by just doing those three things you've ticked off three different boxes.

If you're the one with the knowledge, learn how to become an authority yourself - the best way to establish your brand as an authority is to establish an authoritative writer for your brand.

5. Map Content Pieces to the Sales Funnel:

The sales funnel starts by capturing the attention of prospects with content. Some prospects become buyers, who purchase an entry level product, demonstrating that they have a need for what is on offer and are willing to invest money to solve their problem.

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The sales funnel continues to coddle the best customers, filtering out mismatches and refining the specific target customer, offering them more specialized products and services, often at higher prices.

By the end of the process the funnel has revealed the ultra-responsive customers who purchase everything on offer and experience the most value and satisfaction from every purchase made.

It is from these ultra-responsive consumers that most profits are made. The sales funnel must continually be tested to ensure long term success.

6. Develop the Content Creation Calendar:

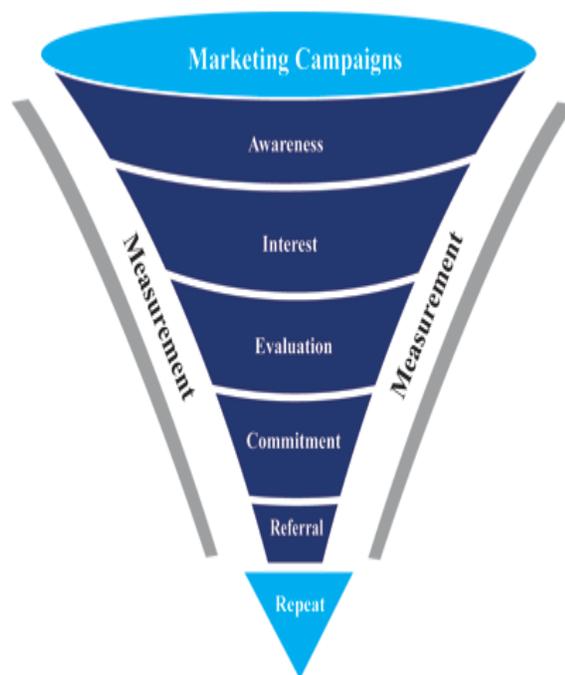
Consistent content creation is vital for a successful Inbound Marketing strategy, SEO, and Lead Conversion. A content calendar allows one to easily schedule content creation and stay on track for success.

Free content calendars are available on the web and will help you easily manage your content creation, spark creative concepts, communicate the next 30 days to your entire team, and maintain consistency and increase subscribers.

7. Develop the Promotion Strategy:

Social Media is free and is not going away. Use it to your advantage. Link your Facebook, Twitter, Pinterest, Reddit, and whatever else you are prominent on to your company blog or website.

Knowing how to promote your content is an indispensable tool for any content marketer. When contacting journalists as mentioned previously, remain polite throughout and remember they're human too. An email enquiry plus a follow up phone call is a recommended method of contact.



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Remember that the people you pitch to are busy, so a phone call out of the blue might annoy them rather than get your attention, although it may be the only way to get on the radar of someone who receives a mountain of email every day.

Don't forget the importance of real, personal relationships either. Schmoozing is vital. Compliments, back scratching, long lunches everything you've seen in movies are still the most effective ways to persuade and influence them to jump on a story.

8. Analytics- Track What Works:

The key to creating a more successful sales funnel is analysis. In lieu of fancy software, one can use a whiteboard to lay out the bare bones of a real, live sales funnel. Start by detailing every single way people can enter the funnel, identifying where they have come from, what their persona is, and where they're at in the purchase cycle.

Then, identify every activity that someone can undertake on the site: read some content, read some more content, subscribe to a newsletter, view a social media profile, buy something, or exit the site.

Finally detail the measures you can put on each activity: time on page, entry path, exit path, and so on. Then start connecting the dots and putting together all the different pathways a visitor can take through the funnel.

After the funnel is mapped, and the measures are in place, start collating reports at every step in order to understand how my funnel works in practice.

Try this on your blog. There will be obvious points of failure in your process, and they're likely to arise in two main areas:

- a.) Content that does a great job at motivating a secondary behavior
- b.) Content that fails to move a customer to the next step in the funnel

Types of Content:

There's probably 4-5 dozen of various types of content. The most prevalent for B2B marketers are:

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2013 B2B Content Marketing Benchmarks—North America: CMI/MarketingProfs

⇒ Blog:



A blog is a discussion or informational site published online and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009, blogs were typically the work of a single individual, occasionally of a small group, and often were themed on a single subject. More recently "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited.

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For your blog to be the most optimal content marketing tool, it should be engaging and interactive and allow users to leave comments or even message each other using GUI widgets.

⇒ **Video:**



Keep your product promo videos focused on demonstrating your product, rather than just talking about it. Make sure your product is showcased in a relevant, useful way. Don't be afraid to get creative with your marketing content, because funny or unique videos will attract the most viewers.

⇒ **White papers and eBooks:**



B2B white papers are marketing communications documents that promote the products or services from a specific company. As a marketing tool, they use selected facts and logical arguments to build a case favorable to the company sponsoring the document. B2B white papers are often used to engender sales leads, establish thought leadership, make a business case, or inform and persuade prospective customers, channel partners, journalists, analysts, or investors.

An electronic book is a book-length publication in digital form, made up of text, images, or both, and produced on, published through, and readable on computers or other electronic devices.

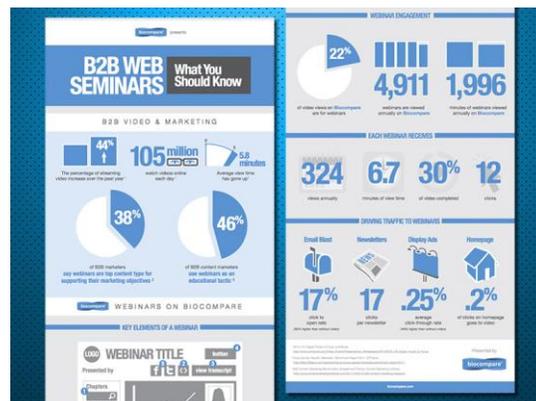
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⇒ Webinars:



Webinars are a service that allows conferencing events to be shared with remote locations. In general, the service is made possible by Internet technologies, particularly on TCP/IP connections. The service allows real-time communications as well as multicast communications from one sender to many receivers. It offers information of text-based messages, voice and video chat to be shared simultaneously, across vast geographical locations. Practical applications for web conferencing include meetings, training events, lectures, or short presentations from any computer. CrossTech is just one platform for webinars.

⇒ Infographics:



Information graphics or infographics are graphic visual representations of information, data or knowledge used to present complicated information quickly and clearly. Infographics can improve processing and perception by utilizing graphics to enhance the human visual system's ability to see patterns and trends.

Tactics, Mistakes, Tools

⇒ Tell Stories:

Content is not about automated, dehumanised, numbers-led blockbusters. It's also not about small, data-driven bullsh*t. It's about **telling stories.**"

Antony Mayfield, Brilliant Noise

People relate to stories. They are unpretentious and comforting. Whether it's a children's fairy tale or an anecdote from a friend in a bar, people are always enticed by a good narrative. We are hard-wired to respond to a *'beginning, middle, and end'* structure because it's how we understand the world around us.

Use stories to your advantage. Think about **narrative** when producing content, in individual pieces and as a way of tying all of your content together. It could mean creating a mythology about the way your business works. It could mean creating characters as conduits of your message. Whatever technique works, use it. And always keep the story in mind when creating content.

Ian Humphreys of Caliber argued that creating content in this way makes people comfortable and if they're comfortable they're more open to persuasion. He went on to say that the best kinds of stories are the ones that involve the audience. He used the great example of a dinner party – when somebody is telling you a story all you can think about is how you have a better story. Don't just tell a story. Make your audience feel like it is their story.

Allow your audience to participate in the story, let them tell their stories. A great example of this is Google's recent Chromebook commercial. It comes across as comfortable, using a mix of UGC from YouTube and their own content; it makes people think "I've



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done that!” Google has used narratives in ads before, featuring dads creating scrapbooks and boyfriends using email to apologize. These ads were all about telling somebody else’s story; the latest one has a wider scope that involves the audience more.

d. Draw an Emotional Response:

Stories are great but not just any old story will do. Make the story relevant to your business, interesting and most importantly of all, tap into the emotions of the audience. The perfect formula for content can be summarized as follows: surprise + emotional response + a little bit of happiness. If you want your content to have an effect on people, appeal to their emotions not their rationality.



The most effective brands, like Coca Cola, find a way to weave a touching narrative into their ads. They associate their product with the sentimental milestones of life in a way that people can relate to.

d. Exert Personal Influence:

Philip Sheldrake of Euler Partners claims that you are more influenced by the 150 people nearest to you than by the other 7 billion people in the world combined. Everyone is, in their own way, influential.

Think about Facebook. You may well have more than 150 friends (some of you will have a lot more!) but how often do you interact with most of them?

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The likelihood is you'll be in regular contact with no more than 150 and it's these 150 that influence you and who in turn, you influence.

When you make buying decisions, are you more influenced by your friends and family or by social media influencers?

If you're one of those businesses that use Klout as the go to tool for assessing influence, you probably need to reassess your goals. Klout and similar tools are great for finding out how *popular* somebody is, but there is still no tool out there that can tell you how influential a person is. As in, can they change the mind of others and inform on buying decisions.

Instead of trying to get on the radar of the 'big' influencers in your niche, try cementing the relationships you have with those close to you. Having solid relationships with 'little' influencers rather than a shaky relationship with a big influencer will lead to more sustained traffic and shares.

⇒ Don't Be Overwhelmed by Pressure to Go Viral

Have you ever sat in a meeting where somebody (usually a CEO) has decided that they want to go viral? Whether you're an agency or in-house, at some point somebody will have asked you to 'do' viral, often after reading about it happening to competitors.

Unfortunately, content can't just be 'made' viral. You might be able to analyze successful content from the past and imitate it but that's no guarantee. You could add a catchy song, logo, quote, sneezing pandas, piano playing cats, baby monkeys riding backwards on pigs, babies biting children, talking dogs, Sean Bean in Lord of the Rings attire and Koreans dancing ... and it could still bomb.

Rather than striving for this viral euphoria, make great content and maintain great relationships. Don't be disheartened if a big campaign bombs, learn from mistakes. Repeat what works and scrap what doesn't. Sometimes you just get lucky.

⇒ Be BOLD:

Three wish.co.uk campaigns embody this ideal:

- A romantic weekend break for three

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- A \$250,000 meal at Downing Street
- A zombie shopping mall experience

The first two are fake, the third real. All of them have something in common – they're big, bold campaigns. Stephen Pavlovich identifies four key components for creating content that sticks:

⇒ **Sex, Controversy, Celebrities and Being Topical**

Mix these together for a delicious content pie. So a sex tape of Barack Obama and Hilary Clinton released the night before the election would be the ultimate in sticky content (but unsavory).



Facebook gets this idea, and it's summed up well by one of their now famous motivational posters:

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Ask yourself that question when you create content and whatever the answer is, do it. It will probably be a bit crazy, edgy, or even offensive but it'll certainly be interesting. Let other people in your business edit you. Make it your job to be as creative (and outrageous) as possible.

If that means taking risks, falling on your backside, and looking ridiculous—so what?

⇒ **Be Different:**

Stephen Leighton of Has Bean Coffee really loves coffee. Beyond that, by being different, Stephen took a love of coffee and no money, and turned it into a hugely successful business.



When setting up his business, Stephen broke almost every rule of business – he was nice, he gave things away, he paid over the odds and he dealt with small independents. He also had almost nothing to spend on marketing and advertising. He also stuck to doing what he loved, not what other people

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wanted. Has Bean is coffee for coffee lovers – no Frappuccino's and pricey sandwiches, just good coffee.

When Stephen sells a coffee, he meets the grower; he then brings the product back to the UK and roasts it himself. Finally, he films himself tasting the finished product, which is broadcast through the InMyMug videocast. If you want, you can sign up to a coffee subscription so that you can taste the coffee along with Stephen. That product to consumer journey is incredibly personal, and it certainly puts Starbucks' name-on-cup idea to shame. As content it is amazing, you're not just buying coffee you are buying into an experience.

Being different can work for big businesses too. How many chocolate ads are there? What do they all have in common? A single message – we sell chocolate, it tastes nice, you will be better off for buying it. Most of them are sexual in some way.

However, Cadbury's decided to use a gorilla drumming along to Phil Collins – one of the most successful campaigns ever and nothing to do with chocolate. Talk about breaking the mold. Be different, stand out. Plus, if you decide to be like Stephen, there will be more nice people in the world, giving away free things, paying real prices and dealing with independents.

60+ Useful Tools to Develop Superior Content

In order to be successful in content marketing you must develop high quality contents. High quality contents are not only very useful and unique but are also visually alluring. To develop such contents you need tools. Following is a list of tools that will be indispensable over the years. Through these tools you can create a cornucopia of content from graphics, illustrations, slide show to applications and videos.

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⇒ Content Ideas/Research Tools



1. [Archive](#) - rebuild contents which no longer exist on the web.
2. [Archive-it](#) - web archiving services for libraries
3. [Barns and Nobel's Auto Suggest](#) - get an idea of what people like to read/buy
4. [Boing Boing](#)
5. [Buzz Feed](#)
6. [Clip Blast](#)- allows you to find professional video on topics discussed by news stations, newspapers, podcasting, and commercials. Top sources include CNN, ESPN, E, Sundance, BBC etc.
7. [Common Craft](#) - It is a large library of educational videos and presentations
8. [Creative Common Search](#) - tool to find contents you can use for commercial purposes
9. [Reddit](#) – great tool for trending topics, memes, and viral content
10. [DocJax](#) - Search for free e-books and other documents
11. [Flickr Advanced Search](#) - tool to find free images (Creative Commons licensed images) for your contents
12. [Get free images for your website](#)
13. [Google Public Data](#)
14. [Google Advanced Book Search](#) - can help you find entire books published online that might be available to download via PDF (when in the public domain).
15. [Google Advanced Image Search](#) - another tool to find free images (Creative Commons licensed images) for your contents.
16. [Google Scholar Advanced Search](#) - tool to find articles, theses, books, abstracts, court opinions or other information provided by academic publishers, professional societies and university.
17. [Listverse](#)
18. [Scribd](#)- great tool to find content ideas/topics

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19. [Slideshare](#) - another great tool to find content ideas and topics
20. [TechRepublic](#) - It is the largest directory of free technical IT white papers, web casts and case studies.
21. [Top Tenz](#)
22. [Video Search](#) - video search directory.
23. [World Government Data](#)
24. [Zanran](#) - a search engine which looks for articles related to data and statistics

⇒ Content Development Tools



1. [2000 free Photoshop brushes](#)
2. [Booklet](#) - a jQuery plugin for displaying images and more in a book format with a turning page effect.
3. [CSS3 Generator](#), [CSS 3.0 Maker](#) - tools to generate CSS Code.
4. [CSS Text Wrapper](#) - generates HTML/CSS code to wrap contents to any shape.
5. [CSS Type Set](#) - hands-on typography tool allowing designers and developers to interactively test and learn how to style their web content.
6. [Devdude](#) - Generates CSS based buttons and text fields.
7. [Dipity](#) - tool to create and share visualizing compelling free timelines online.
8. [Flickr](#) - website to find and use free images.

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9. [Font Gallery](#) - download fonts for free.
10. [jQuery Letterings](#) - This awesome little jQuery plugin creates eye catching fonts, typical called web typography!
11. [jQuery Scroll Slider](#) - grab someone's attention when they are reaching the end of a web page, essentially to keep them from closing it.
12. [HTML and CSS Table Border Style Wizard](#) - Use this wizard to experiment with table border styles and generate style source code.
13. [Infogram App](#) - free tool to create charts
14. [Listamatic](#) - take a simple list and use different Cascading Style Sheets to create radically different list options
15. [Mappet](#) - Image map generator
16. [Note Pad Plus Plus](#) - best programming text editor for windows.
17. [Online Word to PDF Converter](#)
18. [PasteHTML](#) - tool to test HTML, CSS and Javascript Online
19. [Postable](#) - This tool let you print HTML code on a web page.
20. [Quipol](#) - free tool to create and embed visually appealing poll.
21. [SEOGadget Content Strategy Generator Tool](#)
22. [Shutter Stock](#) - you can purchase images from here. Buy a monthly subscription and download up to 25 images/day.
23. [Slide Deck](#) - Free Slide Show Software
24. [Snipt](#) - tool to find code snippets which you can embed to enhance functionality of a web page.
25. [Speech Pad](#) - This tool is used to record, transcribe and share an audio.
26. [Storify](#)- tool used to create social stories. like create a story from twitter stream.
27. [Storybird](#) - tool to create stories from images
28. [ToonDo](#) - Free tool to create your own cartoons and comics strips.
29. [Top 10 List](#)
30. [Ultimate collection of Photoshop Custom shapes](#)
31. [Wikimedia Commons](#) has over 12 million files in their database of freely usable images, sound bites, and videos. Use the search box or browse by categories for different types of media.
32. [WhatTheFont](#) - Seen a font in use and want to know what it is

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⇒ Content Creation Service Providers



1. [99Designs.com](#) - For outsourcing graphics work (logo design, web design, icon design, word-press design)
2. [Amazon Mechanical Turk](#)
3. [Crowd Content](#) - provides content development services
4. [Elance](#)
5. [Odesk.com](#) - For outsourcing any type of work (web development, application development etc.)
6. [People Per Hour](#)
7. [RentACoder](#) - Get a coder to develop an application for your website.
8. [Servio](#) - provides content development service (content creation, product description)
9. [Student Gems](#) - Use freelance graduates and students for one-off jobs & projects
10. [Text Broker](#) - provides content development service at cheap price.

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