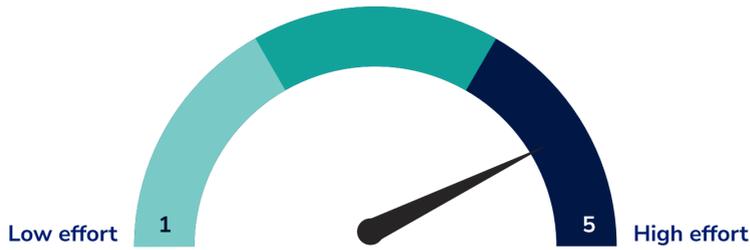




Guide to Interactive Content

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If blog traffic isn't converting B2B leads, you're not alone. This guide helps you move from passive formats like articles to interactive tools that educate, qualify, and convert.



Production Difficulty



MQL Value

Content Type	Description	Difficulty (1-5)	MQL Value (1-5)	Funnel Stage	Disciplines Needed	Strategic Use Case
ROI Calculator	Let's prospects input data to see potential savings or gains	4	5	Mid to Bottom	Writing, Dev, Design	Qualifies budget, urgency, and solution fit
Assessment / Survey	Diagnostic tool that segments users by readiness, pain, or maturity	3	5	Top to Mid	Writing, Dev, Design	Captures zero-party data, triggers nurture paths
Configurator / Builder	Allows users to customize a solution or product based on needs	5	5	Mid to Bottom	Writing, Dev, Design	Reveals intent, specs, and buying stage
Interactive Case Study	Clickable format showing results by industry, challenge, or solution	3	4	Mid	Writing, Design, Light Dev	Builds trust, maps outcomes to prospect context
Survey / Poll	Captures preferences, challenges, or priorities	2	3	Top	Writing, Light Dev	Good for early-stage engagement and segmentation
Interactive Infographic	Visual storytelling with clickable data points	3	3	Top	Writing, Design, Light Dev	Educates while tracking engagement
Live Chatbot	Guided Q&A that routes users based on responses	4	4	Mid to Bottom	Writing, Dev	Qualifies leads, routes to sales, tags in CRM
Interactive Webinar	Live or on-demand with embedded polls, Q&A, and CTAs	4	4	Mid	Writing, Video Design	Educates, builds authority, captures engagement
Product Tour / Demo	Click-through walkthrough of platform or solution	5	4	Bottom	Writing, Dev, Video, Design	High intent signal, great for SaaS or tech buyers
Interactive Whitepaper	Gated asset with embedded logic, visuals, and personalization	4	4	Mid	Writing, Design, Light Dev	Converts better than static PDFs
Persona Selector Tool	Helps users self-identify role or challenge to get tailored content	3	4	Top to Mid	Writing, Design, Dev	Improves relevance and segmentation
Interactive Timeline	Shows process, implementation, or transformation journey	2	3	Top	Writing, Design	Useful for complex or long-cycle solutions