

TRENDS AND BENCHMARK REPORTS

Everybody loves to know what the latest industry trends are or how they stack up to the competition and original research is a great way to find out what those trends are or how the industry is performing.

NEWSLETTERS

Looking for something to put in your newsletter? It's the perfect opportunity to promote your original research content.

ONLINE QUIZZES AND ASSESSMENTS

Have fun letting your audience answer your survey and then show them how they stack up to your findings from their peers.

PODCASTS

Bring on a few industry experts and talk about the findings. Your audience will want to tune in. If you don't have your own podcast, it's also a perfect opportunity to be a podcast guest.

SLIDESHARE PRESENTATIONS

Slideshare presentations are great for social media posts as well as offering a more visual way for your audience to absorb your research.

VIDEOS

Create short topic videos and weave your research into them.

SOCIAL MEDIA POSTS

Create snackable content with social media posts to share your findings. If done with the right level of intrigue, your readers will be interested in your more in-depth content.

WHITEPAPERS OR EBOOKS

Use your original research to develop in-depth thought leadership content.

INFOGRAPHICS

Put your data into charts and graphs to give your audience a quick and scannable way to consume the results.

WEBINARS

What's data without context? Host a webinar with your own internal subject matter experts or other industry thought leaders and discuss what it all means.

EMAILS

Drip your research findings out to your audience through a series of emails.

BLOG POSTS

Break up your research report into shorter blog posts. Add in some keywords and you've not only got more content – it'll help improve your website's SEO.

PRESS RELEASES

Many trade publications love original research. A well-crafted press release makes it easy for their editorial team to turn it into an article – giving you backlinks and generating media attention.

13 WAYS TO USE ORIGINAL RESEARCH TO BUILD YOUR CONTENT MACHINE