

# Content Type Glossary

**Analyst report:** Paid resource that provides insights into major business and IT trends and technologies (Gartner, Forrester, IDC, Red Monk, etc.).

**Announcement/Press release:** Official statement to the news media for the purpose of providing information, creating an official statement, or making an announcement directed for public release.

**Blog post:** Entry/article written on a blog usually including content in the form of text, photos, infographics, or videos.

**Case study:** Detailed study of a specific subject in its real-world context focused on a person, group, event, or organization.

**Conference presentation:** Oral & visual talk or in-depth demonstration communicating technical subject matter to attendees.

**eBook:** Book composed in or converted to digital format for display on a computer screen or handheld device.

**Email update/newsletter:** Periodically sent email that informs audience of the latest news, tips, or updates relating to products or services (generally, newsletter is informative, while email sales/marketing focused).

**Event/Meetup:** Organized in-person or virtual activity or gathering for people and communities of similar interests, hobbies, and professions. (May be organized via the Meetup social media platform.)

**Infographic:** Visual image such as a chart or diagram used to represent information or data.

**Peer review site:** Collection of reviews providing a steady stream of authentic customer feedback that IT professionals use to make tech purchasing decisions.



**Podcast:** Digital audio file made available on the internet for downloading to a computer/mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

**Reference/testimonial from customer:** Person/company that is willing to share positive feedback or story about a products/services or overall customer experience at-large.

**Research report:** Publication reporting on the findings of a research project or alternatively scientific observations on or about a subject. (Often published by tech thought leaders like Accenture, Deloitte, etc.)

**Social media:** Internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. (Facebook, Twitter, LinkedIn, Tik Tok, Instagram)

**Technical video/demo:** Highly customized, deep-dive demonstration of a digital product, often presented to the buyer's technical team.

**Video story from similar organization:** Recorded talk about how a company's product or service has helped another customer solve a related problem.

**Webinar:** Online event hosted by an organization/company and broadcast to a select group of individuals through their computers via the Internet.

**(Product) Website:** Page on a vendor's website describing a particular product/service and including specific specs and features, information about the manufacturer and brand, etc. .

**Whitepaper:** Report/guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.