

## PERIODIC TABLE OF INEVIDENCE CUSTOMER ADVOCACY ELEMENTS

		<span style="color: green;">■</span> written <span style="color: purple;">■</span> video <span style="color: magenta;">■</span> visual <span style="color: orange;">■</span> audio <span style="color: orange;">■</span> hybrid <span style="color: blue;">■</span> combined <span style="color: grey;">■</span> consultancy								
1 Wn written	2 Ws web story							12 Vo video	13 Lf long form	
3 Qe quote	4 Pf pdf	31 Cd combined	32 Cs credentials	33 Cp compendium	34 Me montage			14 Es events	15 Sf short form	
5 Bg blog	6 Sm summary	7 Ca case study	20 Vi visual	21 Ig infographic	22 Mg motion graphic	23 An animation	24 Sc social card	25 Ad audio	16 Ia interactive	17 Vp voxpops
8 Os oneSlider	9 NL newsletter	10 Pr press release	11 Wp whitepaper	27 Hd hybrid	28 Ss snapshot	29 Es eStory	30 Ip ipdf	26 Pc podcast	18 Re remote	19 Sl social
35 Cy consultancy	36 Rt recruitment	37 Cg consulting	38 Sy strategy	39 Cm comms	40 Rh ref helpdesk	41 Im infrastructure management	42 Ct community			