

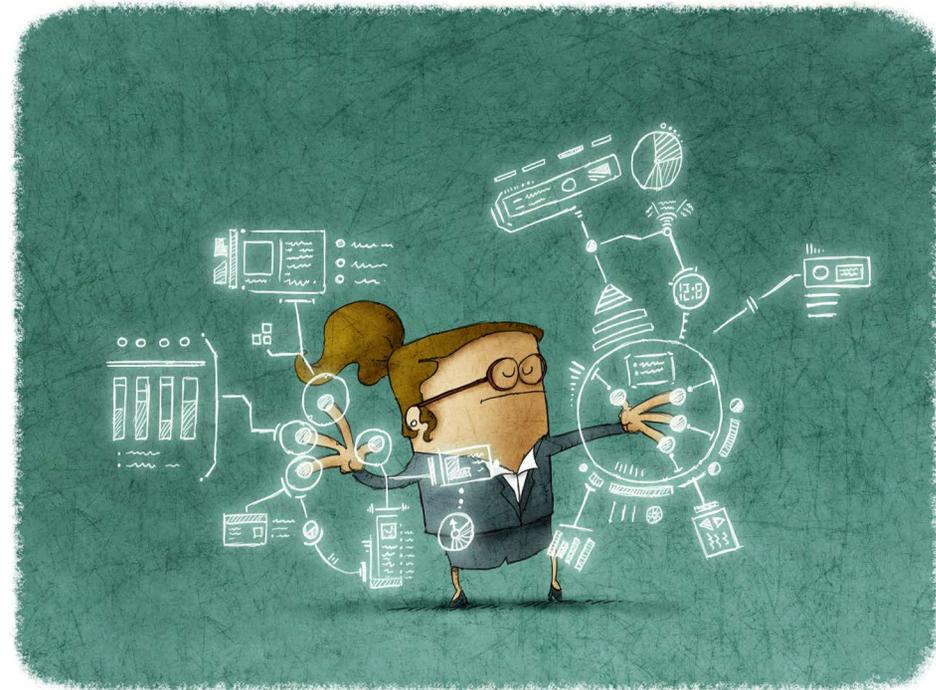
MARKETING  
**how-to**  
guide

**LOOK  
INSIDE!**



How-to

# Engage Customers and Generate Leads With Interactive Content



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# INTRODUCTION

Marketing has always been and will always be a battle for attention: You can't sell something to someone who won't pay you any mind.

Let's assume you succeed: You earn a prospect's attention. What's your next challenge? You need to keep their attention. Because, ultimately, you want them to take some sort of action.

Attention becomes much more valuable when it leads to engagement. But, these days, your click-happy prospects are reluctant to stay on a page for more than a few seconds.

So it's no big surprise that the topic of "engagement" seems to enter into nearly every current conversation about content marketing and social media.

Yet, engagement evades most marketers.

## The data is disheartening

Content Marketing Institute and MarketingProfs team up each year to gather data from thousands of North American marketers to produce research reports titled “Content Marketing Benchmarks, Budgets and Trends.” Here are a few insights regarding engagement from recent years:

### Business-to-business marketing

- **47% of B2B marketers** claimed to be challenged by “producing the kind of content that engages.” It ranked third among the challenges in 2014.
- **54%** checked the same box in 2015 and the challenge escalated to the top answer.
- And a **whopping 60%** said in 2016 study that their top challenge is producing engaging content.

### Consumer marketing

- **51% of B2C marketers** cited engagement as a challenge, ranking second in 2014.
- The result was only 1 percentage point lower (**50%**) in 2015.
- And then, in 2016, **fully 56%** cited it as a top challenge.

**The bottom line: more than half of content marketers are struggling to engage potential customers—and the struggle is getting tougher by the year.**

The problem may simply be that the content marketers are producing is too static. Or predictable. Or dull.

## Interactive is all abuzz

It’s no wonder, then, that in recent years interactive content has been on the rise. The most popular pieces of content on both BuzzFeed and the New York Times in 2013 were quizzes, [according to Buzzstream](#).

Many companies have taken notice of how leading online publishers are scoring big with quizzes and various interactive formats. Some have responded by experimenting with interactive content on their own online properties. And most are more than happy with the results.

Although interactive content has catapulted into the mainstream on some sites, it remains mysterious to most marketers: What is it? How’s it done? Can interactive content actually deliver brand affinity? And leads?

This how-to guide will answer your questions about interactive content. It’ll show you that it’s about more than just games. It may even inspire you to “interactivate” your own content and engage your readers.

# TIPS FOR GETTING STARTED

Perhaps you understand the potential value of interactive content, but you're not sure where to begin. An effective starting point may be the content you already have. It's likely your static content can be "interactivated."

Here are some smart ways to get started:

- Classify existing resources according to your customers' buying cycle.
- Identify the key points communicated in a blog post or whitepaper, and turn them into a quiz or knowledge test.
- Map personas to personality tests.
- Survey your prospect's pain points.
- Transform research into interactive whitepapers or infographics.
- Transform webinars into assessments and solution builders.
- Transform product details into configurators.
- Transform price sheets into calculators.

## Integrate your interactive content

Your move to creating interactive content for your prospects is meant to supplement your existing content, not completely replace it. Aim to layer interactive content into your lead nurture paths to enhance the experience or replace touch points and content that have delivered disappointing results.

Consider using interactive content to tee-up traditional content. For instance, you can create an assessment and offer prospects a whitepaper download after they complete it. You might find the data you collect from some of your interactive content can be useful for creating a new blog post, webinar, or report.

# SOFTWARE, SHORTCUTS, AND SIMPLE SOLUTIONS

In the past, most interactive content was custom-built by software developers. Though you can still go this route and enjoy a high degree of customization, you should consider the disadvantages:

- Long lead times
- High fees for development
- Difficult and expensive to modify

A far more agile approach for marketers and publishers is to use an interactive content marketing software platform. Benefits could include...

- Faster time to market
- More flexible design options
- Reusability across channels
- Easier integration into your marketing systems
- Powerful testing and analytical options

# ABOUT THE AUTHOR

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