



10 WAYS TO USE INTERACTIVE CONTENT IN 2017

TRENDS AND TIPS FOR THE NEW YEAR

INTRO

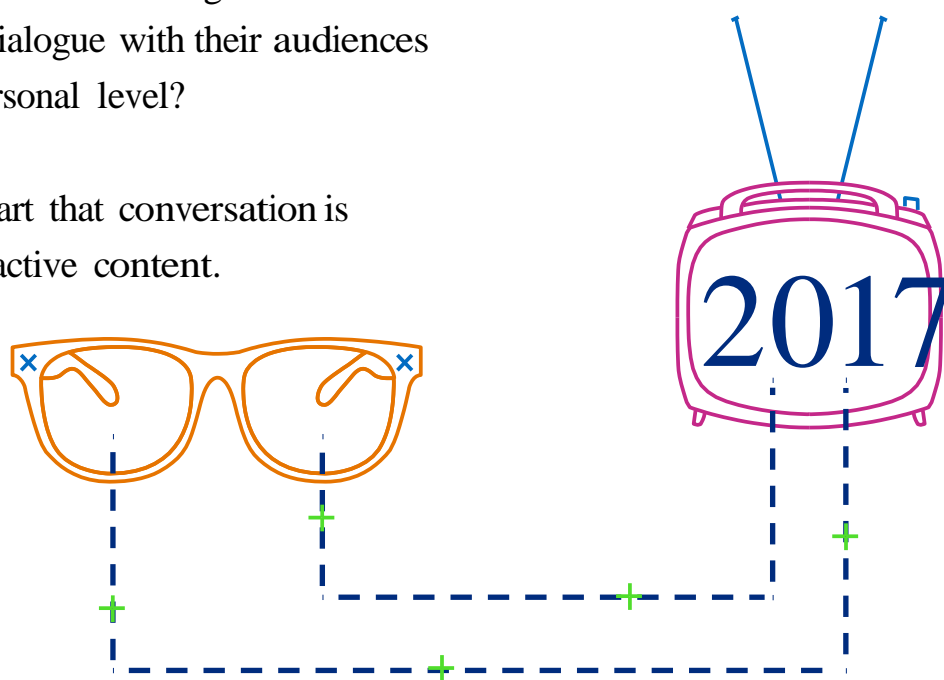
If creating more content was one of the major priorities for marketers in 2016 as [Content Marketing Institute](#) found, then what is in store for 2017? Even more content?

Not necessarily. The real hurdle for 2017 will be to create the kind of content that both stands out from the crowd and brings a more scalable impact to your marketing and sales teams. Creating a variety of format options for your buyers to choose from is the first step, but how can marketers further cut through the noise and spark a dialogue with their audiences on a more personal level?

One way to start that conversation is through interactive content.

Interactive content is a powerful tool for demand generation marketers. It lets you engage with your audience and have a conversation when a face-to-face dialogue isn't possible. Marketers are using interactivity to improve conversion rates, collect better prospect data, and increase lead velocity.

This ebook recognizes trends and hurdles marketers will face in 2017, and offers 10 ways to optimize your strategy with interactive content.



What is interactive content? Interactive content is anything that requires the participants' active engagement -- more than simply reading or watching the content. In return for that engagement, participants receive real-time, hyper-relevant results they care about.

1

MOBILE EXPERIENCE

Plan your content to be viewed on a mobile device.



According to [WeAreSocial](#), **31%** of web page views were on mobile devices in 2015 – a **39%** increase from 2014. Creating content that is responsive to all devices is a must, but equally important is understanding the differences in mobile experience and planning for them.

Responsive interactive content can **optimize that user experience** by being more accessible and more appealing.

A traditional landing page with a lead gate to your new ebook is a difficult screen for your prospect to navigate while riding the subway, scrolling on a phone.

Think of the difference a more **user-friendly interactive quiz, poll, or assessment** would make to your audience on the go. You'll be able to engage them more actively, gather more personalized data, and lead them to the ideal content they are looking for.



Did you know? NextGen Intelligent Marketing Solutions features responsive design. Any design can be specifically scaled for responsive, custom experiences so your content lives anywhere, works everywhere, and always looks great.

2

EVENTS

Connect with your audience in real time.



Use fun, informative pieces of interactive content like personality assessments, polls, and quizzes **throughout the entire event cycle** to boost lead capture, build brand awareness, and learn interests of the event attendees.

Imagine gaining real-time questions from your audience just before or during a talk or presentation. You'll be able to shift and focus your topic to better target the people in front of you.

While back at the booth, instead of struggling to keep track of new leads, you can send personalized follow-up emails before your prospect has even left with interactive content connected to your marketing automation system.

In 2017, rather than sending yet another "Visit Our Booth!" email before an upcoming event, **try an interactive experience to get attendees excited.**

By engaging with our audience in advance of events, we were able to drive 40% more leads from the previous year at the company's largest industry event."

— Tracy Strauss, Cornerstone OnDemand

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BLOG

Better integrate lead capture into your blog posts.



With over **80%** of B2B marketers naming lead generation as well as brand awareness as the top priority in [CMI's 2015 Trends Report](#), blogging continues to be an extremely important aspect of content marketing.

The trouble many marketers have found with the blog as a lead generation tool is conversion is a several-step process – reading the blog, finding the CTA, clicking, and then filling in the form.

With interactive content, you can **embed your lead capture** right into your content and ensure it's hyper-relevant to the blog itself, providing a more interesting alternative to the familiar landing page lead capture form. Other related content can be added to the blog like assessments and quizzes to further engage the reader.



Try these:

- “Love this content? Answer 3 questions to receive more content targeted to YOUR interests.”
- “Test yourself on what we’ve covered! Take the [topic] quiz to see if you’ve got it all down.”

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SOCIAL

Make your social media content more shareable.



Interactive content is inherently shareable and allows you to diversify your social media presence by both engaging current followers and attracting new visitors.

There's a reason BuzzFeed quizzes are so popular – **people love to be the star of their own story**, and as Emma Roller wrote in **Slate**, receive “instant affirmation that we share some part of ourselves with other people (or cities, or David Lynch characters, or Bill O'Reillys) that we admire.”

Creating helpful calculators or persona assessments with fun results naturally triggers the desire to share with our followers.

Every social share brings new visitors – visitors that would have come with a cost through paid channels, but become earned traffic through social sharing, increasing your social ROI without affecting bandwidth.



Did you know? 80% of the most-shared articles in 2014 were quizzes. Creating a shareable interactive assessment tailored to your audience can be a helpful lever for organic social following growth.

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VIDEO CONTENT

Turn a passive experience into an active experience.

Imagine if by 2017, 69% of all consumer internet traffic is video. Crazy, right? **Well, that's exactly what Cisco predicted.**

Your audience has become accustomed to learn and discover through testimonials, webinars, and full-explainer videos. Using interactive video will amplify that one-way communication from a passive experience to an active one. Drive more leads by adding a form mid-video, pulling those leads into

your marketing automation system and adding them to a nurture program.

Interactive video transforms a traditional viewing by incorporating a wide variety of interactive elements **directly into the video itself**, including hotspots, questions, calculations, lead generation and more. Older videos can have a new interactive layer added for repurposing, customized with almost limitless interaction.



See it for yourself: SnapApp **teamed up with Vidyard** to create an interactive video illustrating the capabilities of linking interactive video with your marketing automation system.

DATA AND MARKETING AUTOMATION

Fuel your CRM systems with valuable data.



By spreading layers of interactive elements throughout your content, you're creating a **data fuel line for your marketing automation and CRM systems**. This allows you to leverage all your existing campaigns, programs, and content – while more quickly guiding the right leads into the right nurture tracks.

That value exchange means you'll generate more new leads; build richer, more actionable prospect profiles; and create

effective content that guides prospects successfully through their buyer's journey.

Your data is not limited to simply the lead form, but includes their answers to questions on a survey or assessment, their level of knowledge displayed in a quiz, or even the way they vote in a contest or bracket. It's all information that a data-driven marketer can use to **strengthen and focus their strategy**.



Did you know? According to DemandGen, leads who are nurtured with targeted content produce a 20% increase in sales opportunities. This stuff really works!

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SEGMENTATION AND PERSONALIZATION

Optimize your content to always be learning.



In 2017, buyers will have more choice than ever in the content they choose. For email, personalized subject lines, according to [Adestra](#), are found to be **22%** more effective in open rates.

Prospects that engage with interactive content offer up contextual profile data that can be used to **segment them more accurately**, and in many cases they offer the precise language marketers can use in emails to be more persuasive.

Personalization is not limited to just email. Knowing specific goals and details of your prospects allows you to **adjust content to be more specific to them**. Think of being able to send a case study to a prospect that has the same goals that are represented in the study. The content will be speaking directly to them.



Tip: Keep your data up to date to reflect your prospects and accounts accurately. A clean database will allow you to segment better and learn what content each segment is responding to.

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CUSTOMER ADVOCACY

Strengthen engagement among your current customers.



With the constant goal to generate more leads and increase brand awareness, it's easy to get caught up at the top of the sales funnel and overlook **the power of promotion by current customers.**

“A direct referral lead is over **36x** more valuable than a lead generated by a cold call, **10x** more valuable than a trade show lead, and **4x** more valuable than a web lead,” said Ken Krogue, co-founder and president of [InsideSales.com](https://www.insidesales.com).

Recapture enthusiasm among your current customers by providing fun personality quizzes and assessments. Content pieces like a marketing Jedi rank assessment or a Halloween trivia quiz allow you to both **entertain and excite your customers**, leading to more word-of-mouth referrals and conversational buzz.



Tip: Holidays are great targets for fun content like “Which Ugly Sweater Are You?” or “4th of July Trivia Quiz.” But you can also highlight big pop culture moments like making a Game of Thrones personality assessment or a Super Bowl-themed contest.

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REPURPOSING CONTENT

Break larger assets into smaller, more “snackable” portions.



Having great content doesn't mean reinventing the wheel with each piece – we're all strapped for time. Most companies only have a **few core messages** that their content is built around.

Taking your larger assets and turning them into smaller interactive content like interactive infographics, knowledge-based quizzes, and product pickers allows you to quickly re-package your existing content investments.

In addition, spreading out your core assets among different formats allows your audience to **engage with your content in an alternative way**. A 30-page white paper may not be very appealing to some, but a knowledge quiz about information in one of the chapters may be perfect for a 10-minute break in the afternoon.



Tip: Start small. Write down 3 ways you could use parts of an existing core asset as smaller content pieces. From there, think how interactive elements would bring them to life and lead back to the core asset.

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IMPROVE QUALITY AND QUANTITY

Increase the life and effectiveness of your core assets.



For today's marketer, the quality vs. quantity argument is not valid anymore. Your content needs to be both of great quality and in large quantity.

Interactive content supports this goal in a few ways: layer interactivity upon **pre-existing assets for supercharged repurposing**; build brand new assets to increase lead generation; and use it for testing to produce metrics on what types of formats your audience is responding to best.

If a specific white paper you thought would be a big hit is underperforming, turn it into an interactive white paper that lets you have a **conversation with the reader**. You'll be able to engage the prospect better, see metrics on the interactive vs. the static, and gather information about what interests the reader and what does not – all with the same core asset!



Did you know? In a recent study by DemandGen Report, 91% of B2B buyers reported preferring visual and interactive content formats during their buying process.

CONCLUSION

With content increasing more than ever this year, your audience will be inundated with much to choose from. Taking full advantage of interactive content means deploying it **within and alongside your existing content**. It means listening to what modern B2B buyers are looking for and giving them exactly the right content at exactly the right time.

Obviously not all of the approaches we covered can be executed immediately, but when focusing your strategies, the bottom line should always be: **“How will this serve my customer?”**

Interactive content gives you the agility and flexibility to have **one-on-one dialogues with your prospects** throughout your marketing channels. By repurposing and repackaging the content you already have into engaging interactive experiences, you’ll build stronger relationships with your customers and be able to meet their needs more efficiently.

Get started with interactive content.

[REQUEST A DEMO!](#)



NextGen Intelligent Marketing Solutions (NextGen IMS) provides an interactive content creation platform that enables marketers to boost results by 2-3x across all their existing marketing programs. NextGen IMS empowers marketers to create, deploy, manage, and measure a wide range of interactive content across multiple channels, with full customization and design control to ensure content looks great on any device. **NextGen IMS lets you do more with what you already have – and get better results.**

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