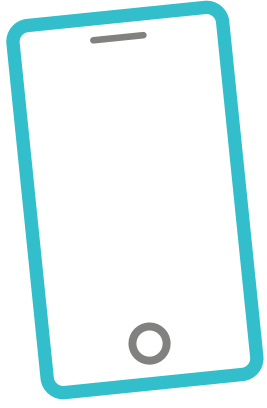


# 6 CONTENT HACKS FOR BETTER REACH AND ENGAGEMENT

Improving reach and engagement can be as simple as tweaking the words you use in your copy. Knowing who your audience is one piece of the puzzle; testing language and formats that align to that audience is the other. Here are 6 content hacks for better reach and engagement.



## 1

### THINK MOBILE FIRST

Write short, snappy headlines, and keep paragraphs concise.

Make the customer journey clear and easy to follow with clear call-to-actions.

Ensure your headlines are engaging by using a headline analyser tool to tweak until perfect.

### MAKE IT INTERACTIVE

Consider testing polls, quizzes and interactive infographics.

Interactive content gains twice as much attention as static content, regardless if your brand is B2B or B2C.

Using words like 'discover', 'explore', 'share your results' and 'take the quiz' in your copywriting can help improve engagement.

## 2



## 3

### MAKE CONTENT ACCESSIBLE

Include captions on your videos, and ensure design is clear and easily digested, with clear colour contrast.

### CREATE URGENCY

People fear missing out, and copywriters can capitalise on this by creating a sense of urgency via limited time offers. Statistics vary, but including a limited-time offer can increase sales by 30% on average.

Use language such as 'don't miss out', 'limited time only', 'today only offer' and 'exclusive'.

## 4



## 5

### BACK IT UP WITH DATA

When audiences see statements backed by data, such as statistics or case studies, they're more likely to trust the information.

Understanding your audience is key: professionals will want statistics proving how your solution can help them improve ROI or productivity, while younger audiences might want to learn how an influencer or key opinion leader uses your product.

### MAKE IT PERSONAL

Using personalisation in digital marketing can increase sales anywhere from 5-20%.

Personalise EDMs, not only in the greeting, but in the subject line too.

Be empathetic. Consider copy that clearly conveys understanding of customer pain points and reassure them of your ability to help. Copy such as 'your problems matter to us', 'you deserve...', 'we understand', 'here's how we can help' all work well.

## 6



**NEED A CREATIVE TEAM TO HELP YOU TURN YOUR CONTENT INTO CONVERSIONS? CONTACT US TODAY!**