



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 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.

Need a creative team to help you turn your content into conversions?

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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.

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'.

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