

Attract Your Audiences With Interactive Content

Meta: From passive consumption to active engagement, interactive content exposes a potential promotion trend for businesses. Jump into this article for more details.

Intro

High-quality content facilitates business in reaching target audiences across system-able platforms. In spite of rigorous attempts to attract customers through persuasive content, businesses still encounter multiple obstacles regarding their audience's beliefs.

Consumers currently have higher expectations in purchasing due to the similarity of delivered value between brands. To avoid being delusive to the suffocation of provided information, they are more proactive in researching and comparing characteristics between multiple products/services. Therefore, only the types of content that show remarkable advantages of an effective promotion approach could acquire engagement.

As an outstanding content marketing strategy, interactive content exposes a potential promotion trend for businesses to highlight their brand identity. How does this form of content presentation boost significant traffics and sales revenues? Let's explore all aspects of interactive content in this article.



Attract target audiences with interactive content

What Is Interactive Content?

Definition

Interactive content changes the way of consuming messages from a brand's campaign. Instead of approaching pieces of content passively through boring texts, this presentation type provides a creative method for users to engage actively while receiving something valuable in return.

As an able-to-interact form such as videos, animated graphics, quizzes, e-books, or calculators, interactive content improves users' experience and builds a strong bond with brands. The emergence of the internet has given more space for creativity in distributing content digitally. Therefore, it is no longer difficult for a brand's message to be conveyed through a unique interactive form that approaches a mass audience.

The touchpoint where witnesses an engagement sign will inform the businesses about customers' insights, aiding in the measurement of the campaign's performance significantly.

Advantages

Interactive content benefits businesses by increasing conversion rates and data captured. As an integrated approach that combines content and user experience, interactive content encourages real-time feedback relevant to the product/service quality.

Advantages of applying interactive content in the marketing strategy:

- **Improve Conversion Rate:** Interactive content encourage users to start their conversion journey. Businesses can generate more leads through lively-visualized content to enhance sales revenue whenever triggering users' desires.
- **Collect Specific Data About Your Prospects:** Each engagement indicates valuable information on the stage in the customers' journey. Businesses can conduct a direct marketing strategy to optimize lead conversions according to data collected from audience insights.
- **Be shareable:** Engaging content triggers users' curiosity to explore and share it with others. With a high potentiality of mass audience shares, businesses' websites are capable of enhancing site traffic.



Performance



Time spent
on site



Page views



Virality



Social impact



Free platform



Brand
awareness



Interactive
experience



Discoverability



Native
advertising

What Are Types of Interactive Content?

Despite the undeniable benefits of interactive content to the overall marketing strategy, businesses should consider several factors that affect the realistic effectiveness.

Indeed, the characteristics of successful content pieces are different among B2B and B2C businesses. Each type of interactive content exposes distinguished advantages that thoroughly connect businesses' backgrounds and possessive social platforms to target audiences.

To choose an appropriate approach among diverse appealing types, let's explore the following nominations for references.

Quizzes

As an easy-to-create form, quizzes boost the audience's engagement through the application of creativity. Apart from encouraging users to provide insightful answers to the designed questions, the challenge of getting high results to share with others is also a great motivation for participants. By making use of quizzes, businesses can gather valuable data from target customers and increase site traffic via viral sharing.

Interactive Infographics

With the significant evolution of [designing tools](#), creating interactive infographics is no longer a barrier for most marketers. As an easy-to-remember visual presentation, interactive infographics effectively capture the audience's attention. By investing time in brainstorming ideas on the interactive elements of infographics, businesses can acquire high-quality traffics and social mentions.

Games

Based on interactive gameplay built for businesses' purposes, games are the most effective type to connect with audiences who are interested in this form of entertainment. By dedicating time to designing the game format, you will own a powerful tool that earns you traffic and data for market analysis and strategic marketing optimization.

Note that the making process requires a big budget and the participation of multiple outsourcing as well as in-house departments. It would be best to build a budget plan according to the expected spending that is required to achieve the desired goals before as part of the project management.

Interactive Maps

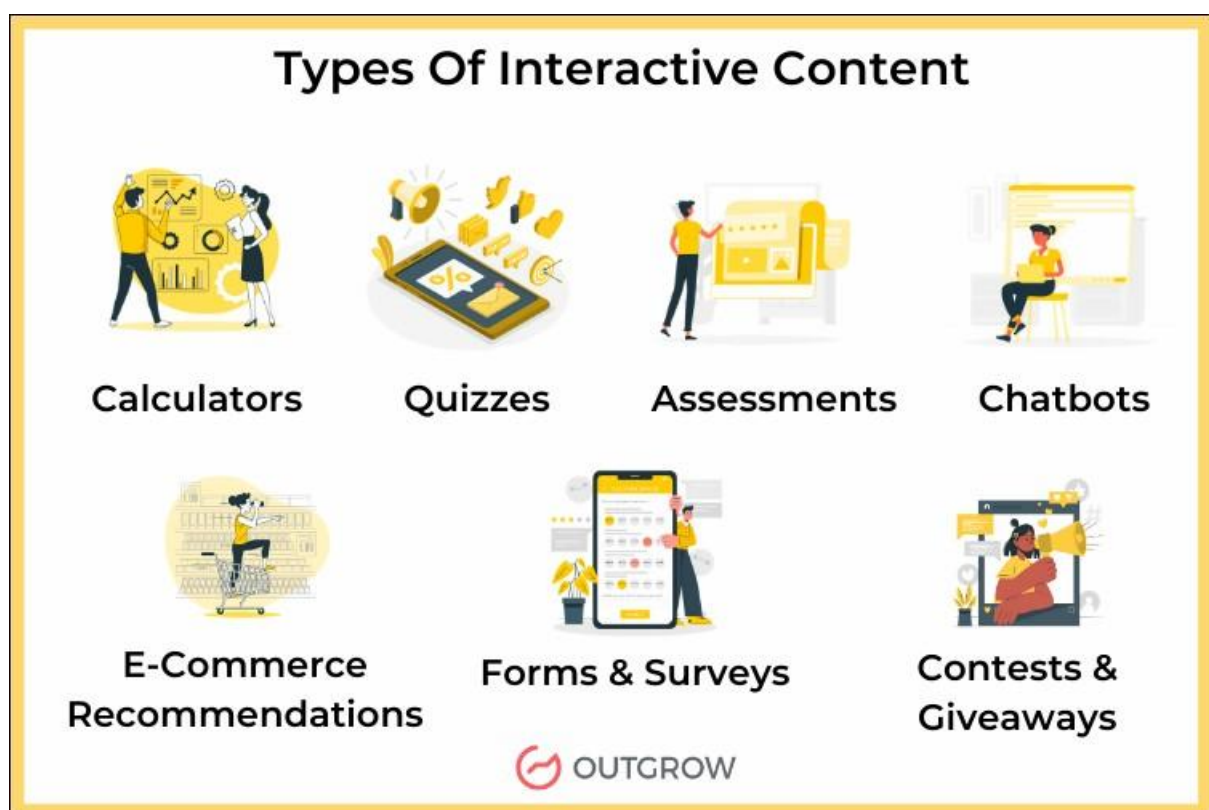
A digital guiding map that leads users to desired destinations is most beneficial in the improvement of audience engagement. Instead of having a boring experience with static maps, users can navigate the locations effortlessly to have a clear overall artificial view with a digital map.

Interactive Movies and Videos

Despite the humble reputation due to their demands on a big budget, interactive movies and videos are worth considering if you want to take your content to the next level. The rigorous competition between brands in optimizing customer experience urges businesses to seek surefire strategies like interactive videos.

A common application of interactive movies is games where players transform into characters to decide the story development. Each chapter will provide players with multiple selections relevant to how the movie ends.

Another application is based on the development of AR and VR technology. Through the created artificial environment, users can approach products/services in a more entertaining way.



Types of interactive content

How To Produce Interactive Content?

As mentioned above, a high-convert interactive content campaign should be developed based on the characteristic of businesses. Still, producing this type of content complies with a common procedure to gain success regardless of the industry.

Understand Content Consumption Behavior

Different customer journey segments equal different product/service approaches. Therefore, a comprehension of customers' content consumption behavior is needed for a relevant interactive content strategy.

Working in a B2C agency, you can think of quizzes, polls, or games to grab customers' attention. A recommended approach to business success is entertainment. In the case of B2B agencies, an interactive infographic should be part of the marketing plan that aims to provide informative and easy-to-absorb content.

Renew Your Current Content

You can reuse low-effective content which witnessed less reach and engagement by adding interactive elements. Breathing new life into old content is a good idea for utilizing the available database to gain more leads for revenue growth.

Add Call-To-Action Placeholders

To actualize the campaign that meets business objectives, you should direct users to the desired path through call-to-action placeholders. According to the stage of the [customers' journey](#), you can decide the next navigation when clicking the CTA button.

If you do not know how to write persuasive and catchy CTAs, iWritin's writing service should be on your prioritized list of potential outsourcing agencies.

Analyze Data And Retarget

Note that interactive content that does not meet customers' needs brings no result to the business. After launching for a while, you should analyze and evaluate the gathered data for successful strategy implementation in the future.