

CREATIVE BY DESIGN

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INSPIRATION OF THE MOMENT

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Is your content marketing engaging? In 8 points...

30 Mar, 2016 by Kenhalo Bernet



When **Branding** is about **creating a customer experience** and **Identity** is about **visuals and packaging**.

A fundamental principle of content marketing is that you must **keep your readers engaged**.

So far it has been proven that in order to **keep people engage** you need to **write content full of personality and entertaining**.

B2B (Business to Business) and B2C (Business to Consumer) consider it being the most challenging, so I thought I would share some simple principles.

Number 1. **It all started with a good Story**

We all love stories. I don't know for you but I still enjoy a good bedtime story!

I practice storytelling constantly, first of all with my child but prior and even still, I keep writing concepts, ideas and dreams.

Any opportunity is a good opportunity. So if you feel like your story is stalling add a little relevant anecdote.

When it comes to **content marketing**, here comes the **creative part**; you need to find a story that is entertaining and at the same time in line with your company core message.

Find fascinating facts to add to your story and to make it more compelling.

And when possible build suspense, you do not need to be writing a novel to build suspense, extract the most interesting part of your piece and build toward its reveal.

Number 2.

Tie it to an emotional engagement

We discover and share information, videos, pictures and other types of media constantly.

Assuming that all content starts out equally. Viral content seems to take on a life of its own, spreading increasingly among the masses in much the same way a real virus would among people.

With content marketing, the **message is the virus**, the **carriers are your audience** and a **strong emotional connection** to the message is the **catalyst**.

Eliciting an emotional response is an essential element of all successful viral content marketing campaigns.

It's human nature that people want to share the experiences that stir their emotions by communicating them to others.

When people develop strong, deep feelings like surprise, anger, fear, disgust, sadness and joy around an experience or message, social sharing becomes impulsive.

There are **6 primary emotions**: surprise, fear, sadness, joy, disgust and anger. Now you need to identify the key issues that interest your audience and create content accordingly that will elicit a strong emotional response.

It is crucial to always keep in mind your core brand message.

You do not want customer becoming angry at your brand but you can solicit anger from them about a subject presented by you that ties their value to your brand and consequently make your brand feel closer to their point of view and ultimately to them.

Viral content is not a content that is just "so-so", it is strong, unique and powerful and it delivers a message worth sharing.

If you have the time, read this very interesting report "[Social Transmission, Emotion, and the Virality of Online Content](#)" by Jonah Berger and Katherine L. Milkman of the Wharton Business School in 2010

Number 3. **Engage your reader**

Informative content is good but can easily become boring when you understand that with writing the conversation is fully one-sided. Getting your audience thinking about your brand's message and persuading them to act is important and you can achieve so by involving your reader.

Ask for instance rhetorical question, but keep in mind while crafting rhetorical questions that a little goes a long way. Do not overdue and frustrate your reader because they don't get any answers or feel like they are prosecuted for being asked so many questions.

There is rule in the marketing world that says no more than 2 rhetorical questions per 500 words. I say like everything in life it should all be about balance.

And balance depends on many factors: subject, audience, rhythm/emotion intended by the content,...

Number 4. Watch your format

Good use of paragraph spacing, bold type, italicized fonts, and other devices like bulleted or numbered lists can make your content far more pleasing to the eye.

Doing so can lead your readers to feel that what they are reading is more interesting, even though the words are exactly the same. Fascinating how we work, no?

Craft short paragraphs to keep your readers alert and away from growing bored visually with what you are saying. Use italics to add emphasis to key words, especially when drawing a contrast between two words.

Likewise, **bolding key words is a powerful way to add emphasis**, reserve bold font mainly for headings and subheadings though.

Finally, make use of symbols to make your content flow better and to convey meaning.

Number 5. Push your lexicon
When you write you are often facing with the need to find synonyms, metaphors, ... just to not over use the same words over and over and sounding redundant or boring.

Using “big” words is fine but be mindful, it is not about impressing your reader but about keeping it engaged and entertained, it is marketing we are doing. Depending on who are your consumers, you surely do not want them to think that you are pompous just make sure to stay in line with your audience.

Number 6. **Talk about something you like**

It's very simple if you are not interested in what you are writing chances are your reader won't neither!

Now, don't get me wrong writers are not machines, so If you feel your topic is dry and boring, research it until you find what makes it intriguing to you and share it with others.

Number 7. **Read entertaining content**

Just for the sake of entertaining yourself, reading content that pleases you will increase your ability to write contents that please others.

As a writer you need to grasp the art of language. You need to learn to appreciate the finer points of words.

And that skill is acquired while you read content therefore read constantly, broad formats, genres, styles...

Number 8. **Write like you talk**

This is a very personal point of view because when I first started writing in journalism in France, it is definitely not what I had been taught.

I tried to be more literary then. However in time, I realized that I touched people the most when I was very much myself while writing.

I do not try to cluster my thought with higher verbal representation, I tell it like I feel and on that note, be mindful that English is not my native language.

I believe that we all have a unique voice worth being heard. Find yours and let us hear it!

Good luck!