

FIVE CONTENT TYPES EVERYONE SHOULD HAVE

Today, a brand needs to be more strategic in the way it uses content and the messaging that accompanies it. Content needs to be able to create a connection with the audience, while at the same time generate a value for the brand. The following types of content can be used to make that connection.

1 | CURIOSITY

Pique Curiosity. The first type of content is often an afterthought of corporate publishers. This is because the value is not obvious and it seems counter intuitive to take a less branded approach to relevant topics; however, this is what the audience is seeking. Content should be more audience centric, focused on their interests, pain points and motivations. The intention for this content should be to gain a wider audience and spark curiosity in a brand and their insights on a given topic.

2 | CONCENTRATION

Garner Concentration. The audience is looking for more of the type of content that garnered their interest. This content should expand upon the original focus by providing different options, perspectives and examples. The goal of this content should be to captivate and maintain the concentration of the audience. It should encourage continued exploration, further drawing them into engagement.

3 | CONSIDERATION

Encourage Consideration. The audience is interested in learning how the brand can support their interests. This is the first opportunity to convert the audience from passive to engaged. Content should highlight solutions to audience problems and be on message and on target. The goal is to make a connection between the interests of the audience and the offerings of the service and/or product.

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CONTENT STRATEGIES

THAT ATTRACT AND

RETAIN
CUSTOMERS

4 | CONVERSION

Provoke Conversion. The audience is looking for relief of any doubt, and a need to feel confident in performing the intended action. Content should establish trust and allow the audience to envision what it would be like if they performed the action. Key points of this content could possibly include guarantees, endorsements, testimonials, case studies, refund/return policies, privacy statements and any type of content that answers all their "what-if" questions.

5 | CONNECTION

Further Connection. The audience is now looking for support and a sense of appreciation. This is an opportunity to offer content that meets this need, while also extending the life of the relationship. Content should be personalized and convey value to the audience. The goal for this content should be to build a relationship that is mutually beneficial and nurtures brand loyalty.

While these five content types are general in nature, they can easily be translated to any audiences' needs and goals. Creating a balanced relationship between offering what the audience wants and what the brand needs will result in an effective and successful use of content.

Learn more at FallsDigital.com.