

The background of the entire page is a dark blue, textured image of a mountain range. A person is standing on a peak in the middle ground. Overlaid on this scene is a bright green dotted line that forms a jagged, upward-trending path, resembling a data graph or a trail. The line starts on the left, goes up, then down, then up again, and continues to rise towards the top right.

THE DEMAND GEN  
MARKETER'S GUIDE  
to **Interactive Content**

# INTRO

**Interactive content** is a powerful tool for demand generation marketers. Modern marketers are using interactive content to improve conversion rates, collect better prospect data, and increase lead velocity.

The key to success with interactive content for demand generation is integrating interactive experiences across ALL your programs and channels. Interactive content isn't a new program or a new channel – rather, it **works anywhere to boost results across the board**.

When you think about interactive content, think about it as a way to engage with your audience and **have a conversation** when a face-to-face dialogue isn't possible.

This ebook is designed to offer a high-level intro to interactive content, then dive into how interactive content works across all your marketing channels to boost results.

## Inside, you'll find:

- 1** Our definition of interactive content, with examples from the best B2B marketers using interactivity to engage their audiences.
- 2** Use cases, from events and paid media to blogs and email campaigns, to illustrate how you could fold interactive content into any of your existing marketing programs.
- 3** A walk-through of a sample cross-channel campaign incorporating both static and interactive content.

## Let's Go!

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# WHAT IS INTERACTIVE CONTENT?



Interactive content is a way for marketers to build dialogues with their audience, gathering and sharing information in a two-way exchange. Think assessments, surveys, calculators, interactive white papers, interactive video, and more. Any time a marketer is posing questions and a prospect is responding, **interactive content is at work.**

**Interactive content** is anything that requires the participants' active engagement – more than simply reading or watching the content. In return for that engagement, participants receive real-time, hyper-relevant results they care about.

In a recent study by DemandGen Report, **91%** of B2B buyers reported **preferring visual and interactive content formats during their buying process.**

So buyers are asking for these engaging formats – but interactive content also offers greater value for marketers.

That same study found that only **11%** of buyers will provide detailed contact information in exchange for a white paper. **What other options do marketers have to collect that valuable data?**

# Here's where interactive content shines.

With interactive content, the whole experience yields detailed information, which the prospect willingly shares in exchange for the personalized, unique result on the other side of a simplified lead form. Whether it's benchmarking them against industry best practices or telling them which product line best fits their needs, those personalized results are compelling conversion triggers.

Now that up to **90%** of the buying process occurs before a prospect ever contacts sales, marketers need a way to have two-way conversations with prospects before they enter the sales funnel. Your content can now ask and answer questions for your audience without an intermediary.

**Q:** How do you plan your marketing campaigns?

QUARTERLY PLANNING

I WING IT

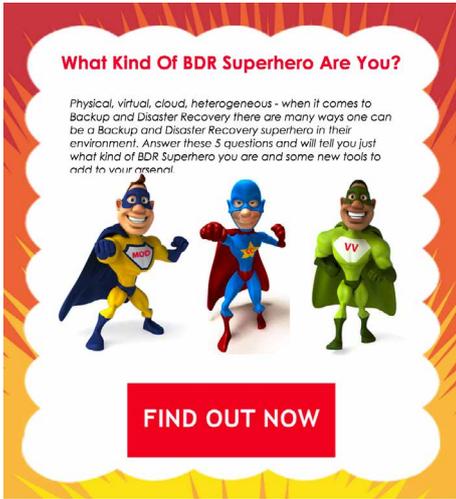


# Types of Interactive Content

Interactive content can take many forms. The key is the prospect's engagement, whether by answering questions or gaining additional information.



# Two Quick Examples



## GOAL

Increase audience engagement and drive lead conversion.

## WHAT THEY BUILT

A personality assessment with a superhero theme based on different product lines.



**5,100**  
QUALIFIED LEADS



**\$1.3M**  
NEW PIPELINE



**\$300K+**  
CLOSED/WON



## GOAL

Showcase customer success and let prospects imagine their own achievements.

## WHAT THEY BUILT

Interactive calculators hosted on a microsite and used during the sales process to demonstrate value.



**500**  
QUALIFIED LEADS



**133%**  
Q1 QUOTA ATTAINMENT



**\$600K+**  
ADD'L Q1 SALES

# WHEN & WHERE TO USE INTERACTIVE CONTENT



The beauty of interactive content is that it can be folded into existing programs to improve the ROI of what you are already doing. Whether you're looking to generate more top of the funnel leads, move leads more rapidly from prospect to purchase, collect additional data to score and qualify, or provide sales with additional insights, interactive content can work for you.

When it comes to creating interactive content, you have two options:

- 1** Take content you already have and layer in interactivity (think interactive white papers, infographics, and videos).
- 2** Create a net-new piece of derivative content building on the themes of your existing asset.

**Pretty much anywhere you currently use traditional content, you can consider going interactive.**

# Email

Email is a critical channel for B2B marketers. In the Salesforce [2015 State of Marketing](#) survey, **73%** of respondents agreed email marketing is “core to their business.”

At the same time, open rates [hover around 20% and click rates at just 3%](#). That means a good chunk of the emails marketers are sending aren't being engaged with – they're falling on deaf eyeballs (to mix metaphors).

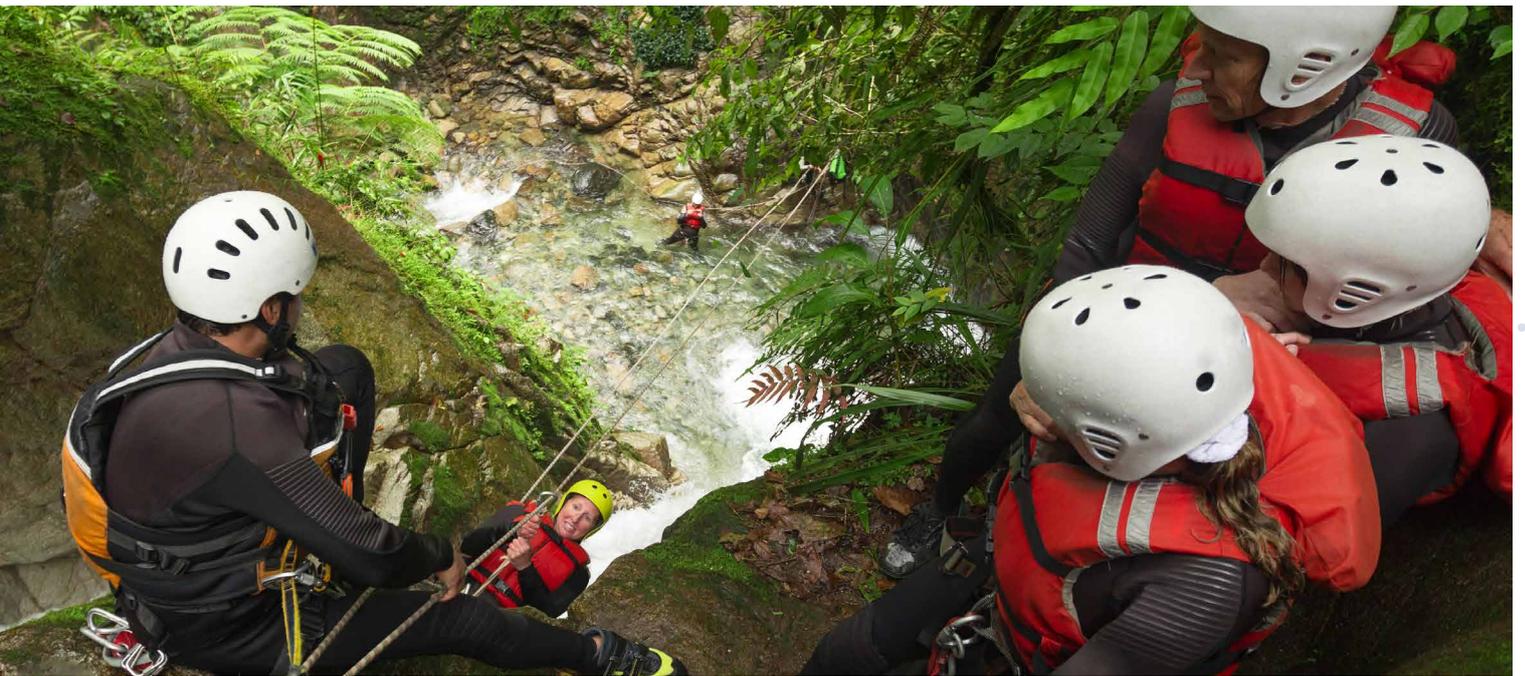
There are B2B marketers out there that are beating the odds, however. They're doing this by optimizing their subject lines, offering killer content in their emails,

and segmenting their audience to offer personalized, compelling CTAs.

This last piece is absolutely critical – when it comes to success in email marketing, personalization and segmentation are the building blocks on which everything else rests.

Prospects that engage with interactive content offer up **contextual profile data** that can be used to segment them more accurately, and in many cases they offer the **precise language** marketers can use in emails to be more persuasive.





With more persuasive, personalized content, marketers can make more enticing subject lines that challenge the reader to participate – test, vote, assess, compete – thereby making them active, rather than passive, recipients.

When it comes to click rates, interactive content simply offers a more compelling value exchange. Humans are hardwired for visual, interactive experiences, and the opportunity to learn more about a solution in an interactive way is compelling.

**The Aberdeen Group found that personalized emails improve click-through rates by 14% and conversion rates by 10%.**

### *What you should make*

- Test interactive subject lines in your emails
- Embed a poll or quiz in the email itself to improve click-through rates
- Entice users to click with an engaging piece of interactive content hosted on a landing page



# Increase Email Engagement: An Example From DDI

B2B marketers have found that adding an in-email rich media poll for a B2B customer can **increase email engagement by over 30%**, as more prospects click from the email to the landing page.

## That's exactly what happened to Development Dimensions International.

DDI found interactive content to be tremendously valuable in their email marketing efforts. The demand gen team was looking for a way to engage their prospects at the top of the sales funnel, with an emphasis on building engagement with DDI resources and trust in the brand.

DDI decided to create a series of interactive quizzes complete with a score and targeted follow-on content. Prospects who interacted with the interactive quizzes were 6x more likely to open follow-on email campaigns and 17x more likely to click-through to DDI long form content.



**6x**

**OPEN RATE INCREASE**

**17x**

**CTR INCREASE**

# Paid Media

Paid media, whether digital or print, is almost always a component of a modern content marketing program. In fact, [CMI research](#) found that **80%** of content marketers are using at least one paid promotion channel in 2015.

Where does interactive content come in? The first step to success in paid media is crafting the right call-to-action, and interactive CTAs are powerful motivators. Conversion optimization experts [Unbounce](#) argue it's the copy that makes the biggest

difference, and inviting your audience to test their knowledge or share their opinion is often more enticing than reading a white paper or “Downloading Now.”

Once your prospect has clicked through, they'll also want something valuable on the landing page – and what they find should be perfectly aligned with the CTA they clicked on. Visitors who reach a landing page and find their expectation hasn't been met will bounce away, never to return.



“ Every successful media company pays for attention to attract and build its own audience – and so should the brands that are interested in doing the same.”

— [Robert Rose, CMI](#)



So instead of pairing “Test Your Knowledge” with a static research report, you can match it up with a knowledge test, trivia quiz, or benchmarking assessment.

The content that your prospect finds on your landing page must be compelling to that specific person at that exact moment. How do you know what will work for that person at that moment? Test.

With interactive content, testing the optimal content for paid media landing page conversions is faster and easier than testing static content. You can rapidly create multiple versions of a similar content asset to find out what’s resonating, and arrive at a high-ROI ad/ content matchup more quickly.

## *What you should make*

- Create a short quiz based on your most recent white paper and A/B test your ads
- Offer different interactive experiences on each ad channel landing page and A/B test what’s working
- Test an interactive call to action in your ad copy



# Improve Ad Click-Through Rates: An Example From CEB

Interactive CTAs like “Find Out Your Result,” “Take the Quiz,” or “Assess Your Program” play to natural human desires to assess, compete, compare, and share, and promise an individualized, relevant result.

## And it worked for CEB.

CEB markets primarily to executives, so LinkedIn advertising has been an important channel for their lead gen efforts. They were looking for a way to get even more out of paid campaigns and boost their ROI in that channel – so they tried interactive content. CEB ran two identical ads for their Consensus Builder campaign: one with a headline prompting users to “take our quiz,” and one with a static call-to-action.

The “quiz” CTA saw 54% more click-throughs – and within 30 days, this campaign had generated \$200k in new sales pipeline for CEB.



**54%**  
CTR INCREASE

**\$200k**  
IN SALES PIPELINE IN 30 DAYS

# Social Media

## When it comes to social media, interactive content has a major advantage: it's inherently shareable.

A 2014 [Social Media Examiner](#) report found that 89% of marketers want to know how to engage their audience on social media. More and more of us are using social media in business every day – but getting our messages to do more than just float off into the ether is a challenge.

There's a reason BuzzFeed quizzes are so popular – [people love to be the star of their own story](#), and as Emma Roller wrote in [Slate](#), receive “instant affirmation that we share some part of ourselves with other people (or cities, or David Lynch characters, or Bill O'Reillys) that we admire.”

Who can resist going off and telling people, “I’m such a Scorpio,” or “I’m such a Carrie [Bradshaw, not White]”? In the case of Fit Marketing’s quiz, “[Which marketing superhero are you?](#),” over 60% of the people who completed it shared it with their networks.

Interactive content is also successful on social because of its visual appeal. Assessments – like the Scorpio or Carrie Bradshaw quiz – that include a fun caricature or persona with the result, for example, give users a built-in reason to share.

80%

OF THE MOST SHARED  
ARTICLES IN 2014



WERE QUIZZES

Users can share any part of an interactive content experiences, from the cover page to the results page, to get their followers interested in the content. A variety of visual cues lets you diversify your social presence and gives your followers reason to share and re-share your content.

Finally, all this social activity combines to amplify the word of mouth distribution, getting you better ROI on your social efforts. Every social share brings new visitors – visitors that would have come with a cost through paid channels, but become earned traffic through social sharing.

**Buffer found tweets with images receive 89% more favorites and 150% more retweets.**

### *What you should make*

- A user-generated content contest encouraging social sharing
- A personality test with fun, shareable outcomes
- A trivia quiz that lets users compete and share their scores





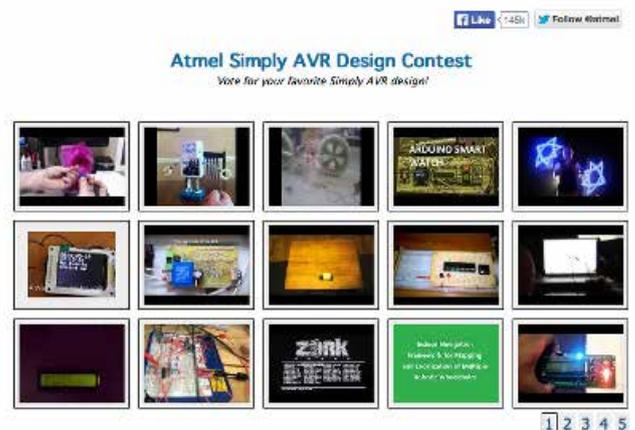
# Energize Your Community: An Example From Atmel

Built-in shareability makes interactive content that much more likely to spread via word of mouth within your niche, dramatically extending your campaign's reach.

## That's what happened to Atmel.

Atmel ran a **video contest** highlighting the amazing things inventors can create with Atmel products. They distributed the contest across their email database, website, blog, and social media channels. Atmel used Twitter hashtags to help their audience connect to new entries (**#SimplyAVR** and **#8bitideas**).

The contest gathered over 218,000 votes, when it “went viral” within the community – 165,337 visitors were referred through social channels. On average, every social share directed 1,900 more visitors to the contest, amplifying Atmel's organic reach.



**218,000**  
VOTES

**165,337**  
VISITORS REFERRED  
VIA SOCIAL CHANNELS

# Blogs

The CMI 2014 Trends Report found that **79%** of best in-class marketers rate blogs as their “most effective” content marketing tactic – compared to just **29%** of their least effective peers.

And while content marketing effectiveness is not all about leads (the CMI report offers “website traffic” as the top-cited measure of success), it’s telling that **81%** of the **most effective B2B content marketers cite lead generation as a goal**, compared with **64%** of their least effective peers.

**What’s the gap here? Why are best-in-class marketers so much more effective at driving leads from their blog?**





Best-in-class marketers know how to optimize for lead capture in any channel – and the blog is no different.

There are a ton of different ways marketers can collect leads from their blog. Most blogs have a sidebar call-to-action to sign up for an email list; many offer banner CTAs to download related long-form assets or foundational content.

The trouble many marketers have found with the blog as a lead generation tool is conversion is a several-step process. A visitor has to read the blog, see the call-to-action to download a related asset, click through to a landing page, and fill out the form on that page to convert.

With interactive content, you can embed your lead capture right into your content and ensure it's hyper-relevant to the blog itself.

## *What you should make*

- “Love this content? Answer these 3 questions to receive more content targeted to YOUR interests.”
- “What do you think about [topic]?” post-blog poll
- “How much do you really know about this topic?” post-blog quiz



# Convert More Blog Visitors: An Example From Bizo

Blogging can be a valuable source of inbound leads – capture even more with interactive content.

## Bizo did just that.

Bizo used a range of interactive content alongside their blog content, including polls, surveys and personality assessments. Rather than sending visitors to a landing page, using interactive content enabled Bizo to convert those valuable inbound leads right within their existing content.

Bizo was able to create 15 brand new assets in 30 days using interactive content. This approach generated over 400 new leads for Bizo, directly from the blog -- at less than half the cost-per-lead of their existing lead generation programs.

**Managing the Evolving B2B Buyer's Journey**

The increasing length and complexity of today's typical B2B sales cycle require marketers to rethink their approaches at each stage of the funnel to maximize marketing effectiveness.

**CHALLENGE**

Email doesn't reach 95% of website traffic that remains anonymous.

**SOLUTION**

A B2B company used display advertising in conjunction with marketing automation to yield more than 400 new leads from targeting anonymous website visitors.

3) Are you currently using retargeting to serve ads to people who have visited your website?

Yes

No

I'm not sure what retargeting is.

eloqua bizo

**400**

**NEW LEADS**

**50%**

**COST PER LEAD OF  
EXISTING PROGRAMS**

# Events

In 2014, the Content Marketing Institute and MarketingProfs reported that B2B marketers overall rate in-person events as the most effective tactic they use.

But attending can be expensive, and proving ROI can be hard. **So what's a marketer to do?**

**Interactive content is the not-so-secret sauce to event success.**

Fun, informative pieces of interactive content such as personality assessments, polls, and quizzes can be used throughout the entire event cycle to boost lead capture and build brand awareness.



By engaging with our audience in advance of events, we were able to drive 40% more leads from the previous year at the company's largest industry event.”

— Tracy Strauss, Cornerstone OnDemand



Interactive content like entertaining and/or topical polls and quizzes can also be used during events to get people talking and delight your booth visitors.

Many marketers struggle to keep track of event leads and follow up in a timely fashion. With interactive content connected to your marketing automation system, you can send personalized follow-up emails before your prospect has even left the booth.

After events, marketers can use interactive galleries or surveys to keep the conversation going and build relationships even when everyone has returned home.

Rather than sending out yet another “Visit Our Booth!” email before an upcoming event, try an interactive experience.

## *What you should make*

- Pre-event “What are you looking forward to?” survey + sweepstakes
- In-event “What’s your [[persona]]?” industry-specific personality test
- Post-event “Here’s what we learned, what did you learn?” interactive infographic



# Cut Through the Noise at Events: An Example From PayScale

Interactive calls-to-action like “test yourself” or “Take our quiz” cut through the noise of pre-event marketing and grab your audience’s attention, letting you gather information before the event to have a better conversation at the booth.

## That’s exactly what PayScale did.

Before a major human resources conference, PayScale used a funny personality assessment to connect with their audience and drive booth traffic. PayScale emailed attendees and asked them to ‘Find Their Inner Purple Squirrel,’ from Hipster Squirrel to Cat Lady Squirrel, and invited them to visit PayScale’s booth at the conference for free PayScale branded socks and to enter a sweepstakes.

In a single week prior to the event, this assessment generated: 1,300 impressions, a 65% engagement rate, and over 600 lead submissions.



**1,300**  
IMPRESSIONS

**65%**  
ENGAGEMENT RATE

**> 600**  
LEAD SUBMISSIONS



**SEE IT IN ACTION:**  
INTERACTIVE CAMPAIGN  
PLANNING

# PUTTING IT TOGETHER FOR AN INTERACTIVE CAMPAIGN

Whew – we just walked through a ton of use cases for folding interactive content into your marketing mix.

## But what does this look like in Real Life™?

Interactive content works best when you layer it alongside your static assets to boost results across all your campaigns and programs.

You can repurpose pillar content into multiple interactive experiences, offering your audience different ways to engage with your campaign. More content means more campaign touchpoints, so you'll boost the number of leads you capture and increase lead scoring opportunities.

Getting started with interactive content doesn't mean reimagining your entire marketing strategy or jamming something new into your already-full schedule. It simply means you'll borrow themes, concepts and assets from your long-form content and bring it to life with interactivity.

## See It In Action

In the next few pages you'll see a sample campaign plan incorporating static and interactive content – going from a three-week, single-asset campaign to a multi-touch, multi-asset integrated initiative.





## Sample Campaign

# PowerTime Energy

*In this campaign, we're taking on the alter-ego of PowerTime, a fictional renewable energy management software company.*

PowerTime recently developed a benchmarking report on the state of the renewable energy management industry. The report offers data on how companies of different sizes are managing their renewable energy systems, and closes with best practices to improve energy management to meet and exceed the benchmarks.

Originally, PowerTime had planned to release their report in mid-late April to correspond with Earth Day. They were going to promote the report on their website and social networks, and through an email campaign. The report was housed behind a lead-gated landing page and they figured they could send about three emails to their audience over three weeks.



Then, PowerTime discovered interactive content—and their campaign plan expanded. At first glance, the campaign started with the same goals and audience. But when it came down to building out the assets themselves, that’s when it started to look a lot more engaging.

**PowerTime used their core asset, the benchmark report, as fuel to create several more assets to guide prospects through the buyer’s journey:**

**QUIZ**

**How well do you know the industry?**

- A.) Self-proclaimed guru
- B.) I know a thing or two
- C.) I keep the lights on

**ASSESSMENT**

**How energy-efficient is your business?**

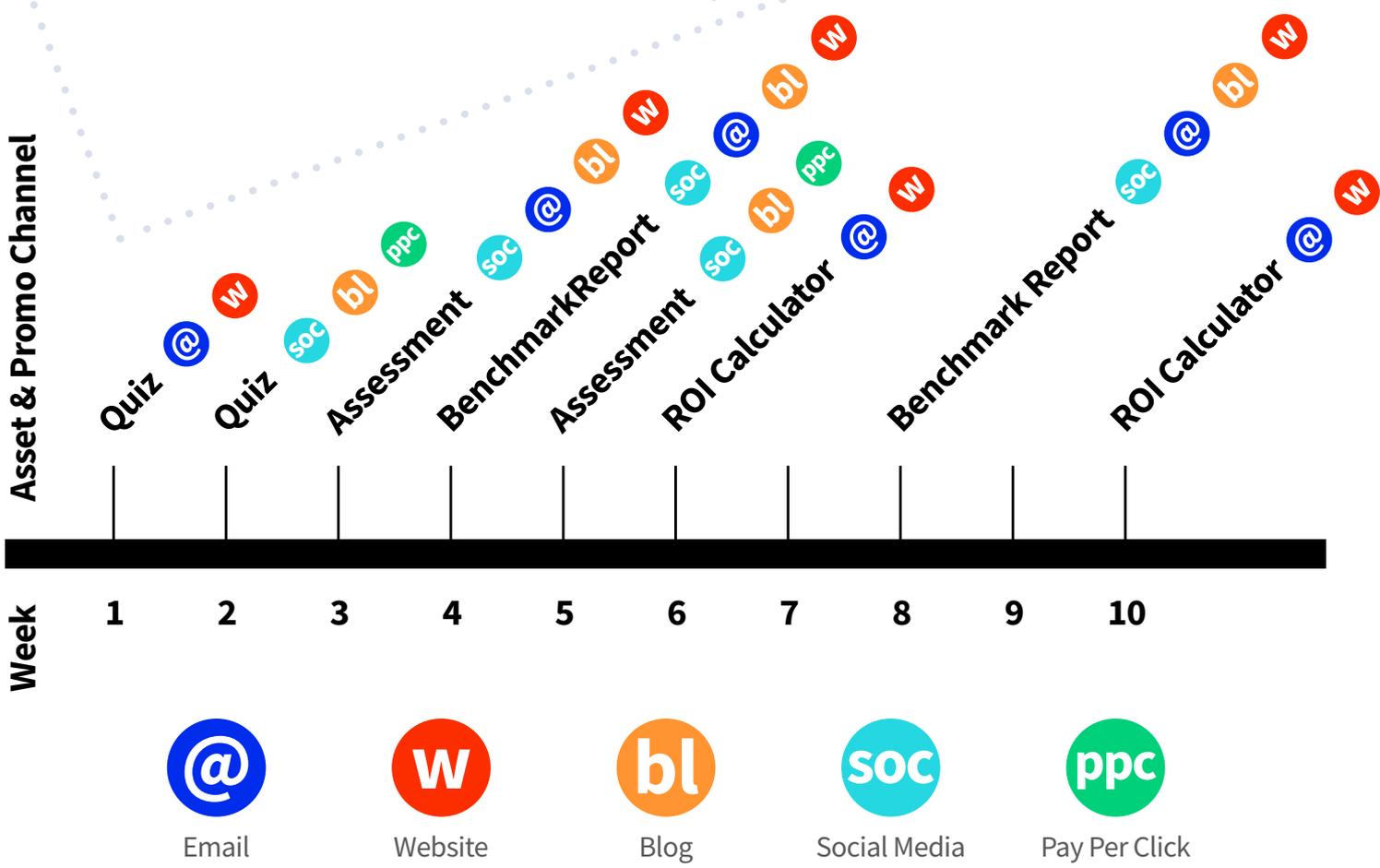
**CALCULATOR**

**What could your energy savings be?**

⚡ 21-40 KWH/Yr

With each piece of interactive content, PowerTime will be able to collect more in-depth information on their prospects – their interests, priorities, and pain points. This data will build a robust profile the sales team can use to have better, more valuable conversations, ultimately closing more opportunities. Additionally, through the questions and answers, PowerTime is eliminating the need for long lead forms, so prospects are more likely to convert in the first place.

## Integrated Interactive Campaign



Each asset can be emailed multiple times, instantly doubling the length of PowerTime’s initial campaign. Since interactive content **converts 2x better than static content**, they’ve also quadrupled their lead capture and scoring opportunities. PowerTime will now have more leads entering the funnel, and existing prospects flowing to sales more quickly.

# Campaign Summary

By incorporating interactive content, PowerTime Energy's campaign went from 3 weeks to 10 weeks, and doubled the number of email touchpoints – not to mention expanding outreach on social, the blog, and paid media. If PowerTime happened to have a tradeshow during this same period, they could easily repurpose these assets to use before, during, and after that event to increase engagement.

## Sample Results



**3x**

**LONGER CAMPAIGNS**

**2x**

**MORE CONVERSIONS**

**2x**

**EMAIL TOUCHPOINTS**



# INTERACTIVE CONTENT FOR DEMAND GENERATION

**Creating interactive content and making it part of your marketing programs doesn't have to be hard.** Think of it as another tool in your marketing quiver – rather than something more to do, it lets you get more out of what you already have.

## AMPLIFY CAMPAIGNS & CHANNELS

Interactive content works everywhere to increase engagement. Whether through email, events, or on your blog, you can offer the kind of visual, interactive content your audience craves – increasing lead capture opportunities and building stronger prospect relationships.

## REPURPOSE EXISTING CONTENT

Take the themes and concepts from your long form content and campaigns and create net new assets that can be tailored to each buyer person or stage in the buyer's journey. You'll have more content tools to choose from to feed all your demand generation programs.

## GET MORE FROM MARKETING AUTOMATION

Include a lead form in your interactive content to collect basic demographic data, BUT then feed the questions and answer data into marketing automation to gather the specific qualifying information you and your sales team need to score, nurture and close deals.



# CONCLUSION

Taking full advantage of interactive content means deploying it within and alongside your existing content. It means listening to what modern B2B buyers are looking for and giving them exactly the right content at exactly the right time.

Interactive content gives you the agility and flexibility to have one-on-one dialogues with your prospects throughout your marketing channels. By repurposing and repackaging the content you already have into engaging interactive experiences, you'll build stronger relationships with your prospects and accelerate them through the funnel.

Will interactive content be the fuel in your marketing engine this year? Find out how it can work for you – **request a demo.**

REQUEST A DEMO



SnapApp is an interactive content creation platform that enables marketers to boost results by 2-3x across all their existing marketing programs. SnapApp empowers marketers to create, deploy, manage, and measure a wide range of interactive content across multiple channels, with full customization and design control to ensure content looks great on any device. Rather than one more thing to do, SnapApp lets you do more with what you already have – and get better results.

**1-855-SNAP-APP or [www.SnapApp.com](http://www.SnapApp.com)**