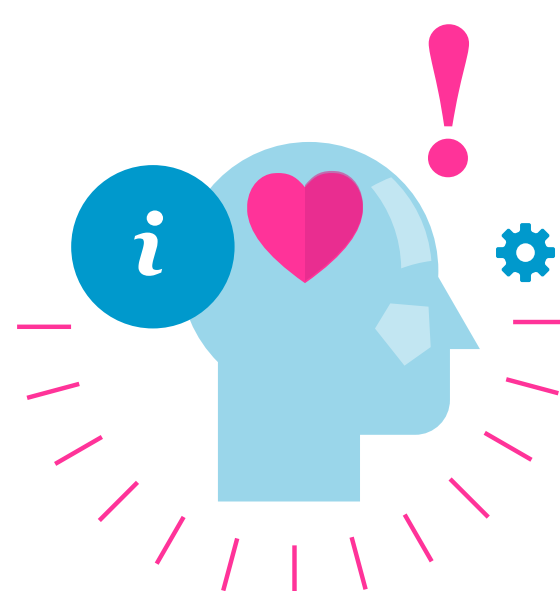


# KNOW THE ATTRIBUTES OF GREAT CONTENT



## Great Content Triggers Emotions

Emotions trigger dopamine in the brain, which makes people process and retain information better. That's why marketing has always chased emotions like happiness, for example. And for good reason: Awe-inspiring and funny stories get more shares. Content that triggers fear and anxiety is also highly successful. But content that triggers other emotions—anticipation, anger, sadness, hope—can also move the needle.



*As you craft each piece of content, keep in mind the emotions you want your audience to experience. Use words, phrases and imagery designed to trigger those emotions.*

## Great Content Tells Brand Stories...as Stories!

One sure fire way to trigger emotions is to craft brand narratives that tell stories—stories that feature protagonists who overcome challenges, stories that have a beginning, middle and end. Stories should tie to your brand in some sense. Ideally your brand will play the role of superhero, solving the protagonist's problem. But content that ties more loosely to the brand can be exceptional too, especially for top of the funnel messages.



*Before crafting content, consider writing it as a narrative and think about where your protagonist would be in the beginning, middle and end of the story. Also consider your brand's role in how it helps the protagonist overcome obstacles.*

## Great Content Makes Use of Visuals

We humans are truly visual creatures—we understand, process, and retain visual information much faster than textual info. That's because 99% of all sensory information is filtered out by the brain immediately, which means only 1% of information actually gets through. Of all the info successfully transmitted to the brain, 90% is visual.



*Select attention-grabbing visuals that surprise or appeal to the senses. Consider taking some risks with the visuals you use. And making use of visuals doesn't mean just adding static images. Consider videos, infographics, GIFs, illustrations, and charts.*

## Great Content Appeals to Humans

One sure-fire way to appeal to humans is to write like a human. Let your brand's personality shine through in the content you create. A conversational writing style is more engaging. No one wants to read/watch/listen to boring, gray, corp speak. But we love engaging with content that tackles real ideas, in a real voice, with a dash of passion and humor. Authentic and real trumps perfect and predictable every day!



*Make sure your writers, designers and vendors are aware of your tone, story and style guidelines. (And if you don't have these, now may be the time to get them!) Read your content out loud to make sure it flows smoothly and sounds personable.*

## Great Content is Nonpromotional

We could have chosen many adjectives to highlight here: timely, relevant, informative, entertaining, useful, to name just a few. Indeed, virtually every great piece of content you'll ever see either entertains or educates...or both! But if we had to choose one attribute that differentiates content marketing from traditional marketing, that attribute would be nonpromotional.



*Make sure your content isn't just a sales sheet in disguise. No one likes people, or brands, who drone on about themselves ad nauseam. Ensuring your content isn't too self-promotional is especially key for top of the funnel content.*