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INTRODUCTION

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 accelerate leads through the funnel.

The key to success with interactive content is integrating interactive experiences across ALL your programs and channels. Interactive content isn’t a one-off program — it needs to be integrated across all your marketing channels to see tangible results.

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 guide is designed to offer a high-level intro to interactive content, and show you how interactive content works across all your marketing channels.

YOU’LL LEARN:

1. What interactive content is, 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!
WHAT IS INTERACTIVE CONTENT?

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

Common types of interactive content include assessments, benchmarking, knowledge tests, ROI calculators, polls, surveys, quizzes, and contests, and even extend to interactive versions of traditional long-form content, such as interactive white papers, interactive infographics, and interactive videos.

More than a third of B2B marketers are using interactive content today.

Source: Content Marketing Institute

Get a deep dive on what interactive content is.

For more information, check out our guide What is Interactive Content and Why it Works.
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.

45% of B2B buyers consider interactive content one of the top three ways they like to research vendor solutions.

Source: SnapApp and Heinz Marketing

What content type makes sense for your needs?

Check out our Guide to Interactive Content Types to learn more about the benefits of different assets.
An Example of Interactive in Action

**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**

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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.

How can you integrate interactive into your marketing?

Learn how to plan and create interactive content from end-to-end with our guide Making Interactive Content a Reality.
Email

Email is a critical channel for B2B marketers. In fact, according to a recent survey, **73% say that email drives leads for them**, more so than any other channel.

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, share 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.

**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
Instead of relying on static copy to tell the story of an upcoming change in your industry, create a dynamic calculator that lets your audience see tangible impact.

That’s what Paycor did: When an impending DOL change was top of mind for their audience, they created a calculator that let their prospects see how the change could directly impact them and made this the center of an email campaign.

The result? More than a **5% increase in click through rates.**

Learn more about Paycor’s interactive marketing strategy.
Paid Media

Paid media, whether digital or print, is almost always a component of a modern content marketing program.

**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. 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.

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.

**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
An interactive CTA for your paid ads.

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.

That’s what CEB did with their LinkedIn advertising, using a quiz as the CTA for their Consensus Builder campaign.

The result? The “quiz” CTA saw 54% more clickthroughs than a comparable static CTA. And within 30 days, the campaign had generated $200k in new sales pipeline.
Social Media

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

There’s a reason Buzzfeed quizzes are so popular – people love to be the star of their own story.

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.

Users can share any part of an interactive content experience, 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.

WHAT YOU SHOULD MAKE:

- A user-generated content contest encouraging sharing
- A personality test with fun, shareable outcomes
- A trivia quiz that lets users compete and share their scores
A QUIZ THAT LETS USERS SHARE RESULTS.

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 we did at SnapApp for one of our team's favorite shows, Game of Thrones, and created a personality assessment to determine your house.

It turned out to be one of our most popular pieces of content: we’ve seen a 55% click rate and 21% completion rate to date.
Blogs

According to CMI research, B2B marketers call blogs one of their top three channels for content distribution.

But often, B2B marketers aren’t optimizing their blog for lead capture - thankfully, 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 targeted content to YOUR interests.”
- “What do you think about [topic]?” post-blog quiz
- “How much do you really know about this topic?” post-blog quiz
PAIRING AN INTERACTIVE CALCULATOR WITH BLOG CONTENT.

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

Take a page from SilkRoad who layered interactive content throughout their marketing channels, including their blog.

Their initial campaign saw a **56% click-through rate** and **1,800+ new leads in 90 days.**
Events

According to research, B2B marketers rate in-person events as one of the most effective tactics 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.

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
- In-event “What’s your persona?” industry-specific personality test
- Post-event “Here’s what we learned, what did you learn?” interactive infographic
A PRE-EVENT ASSESSMENT TO DRIVE BOOTH TRAFFIC.

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 what Hyland did in advance of a big show, D+H Connections, a technology trade show. Their lead-up content “What D+H Connections Attendee Are You?” was a personality assessment.

The result? A lead who visited the booth resulted in a $121K deal closed.
SEE IT IN ACTION:
INTERACTIVE CAMPAIGN PLANNING
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.

Plan your own campaign

Download our worksheet to plan your own campaign as you work through the example.
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, 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 can **convert 5x 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 three 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
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 persona 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 – take an interactive tour.

TAKE A TOUR
SnapApp empowers marketers to create personalized interactive experiences that activate buyers, accelerates leads through the funnel, and unleashes growth. With a simple, drag-and-drop interface, you don’t need to be a designer or developer to create a wide variety of content types across multiple channels. And robust integrations into top marketing automation tools let you collect information that improves marketing efforts and accelerate leads through the funnel.

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