



Passive Content is so Passé

Grow Engagement with *Interactive* Marketing Content

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In the digital age, where posts are limited to 140 characters and conversations may contain more emojis than text, attention spans have shortened. A [study](#) by Microsoft Corporation has found that the average human attention span has decreased from twelve seconds to eight seconds over a decade.

As creators, authors and educators, marketing professionals can overcome the attention deficit with interactive content. Black on white text-heavy content no longer cuts it. Visually interesting, interactive multimedia content is captivating, and will inform and engage readers on any device.

Whether in a news article, white paper or e-book, readers love a challenge and enjoy quizzes, factoids and drilling down for detail on the information that matters to them. When they are engaged and actively participating, readers offer more information about themselves, helping marketers build out the lead or customer profile and better understand them.

There are many ways to render content in an interactive way:

- Include a quiz or survey.
- Offer a calculator to assess the cost of downtime, savings or ROI – instant justification for purchasing a product or service.
- Add images, GIFs and videos.
- Using music in a background video to convey a mood.
- Build an infographic to help the reader visualize facts and statistics.

Following are several examples of effective interactive content.

Navicure, a provider of online medical collections systems, created an [interactive calculator](#) to help medical practice managers determine the potential savings available with the use of email and automated payment tools. The calculator integrates user data related to practice size, patient data and other specific information.

Two other interesting examples come from the publishing world, but offer creative ideas that could easily be integrated into lead-generating or nurturing content on a website or in an e-book or white paper.

The New York Times ran an article on major data breach events suffered by retailers, health care companies, websites and federal agencies. The article asked readers [“How](#)



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[Many Times Has Your Personal Information Been Exposed to Hackers?](#)” As the reader clicks icons of the various hacked organizations, the sidebar of the article keeps a tally of the number and type of personal data compromise to which the reader has been exposed.

A [Washington Post story on “Scaling Everest”](#) invites the reader to mouse or swipe through graphical elevations of Mt. Everest, at each level learning more about the mountain and the planning and logistics that go into the ascent process. Next to the graphical mountain are images and recorded voices of seasoned climbers, describing their experiences.

Interactive content is one of the fastest-growing areas in content marketing. To succeed with interactive, think from a mobile and software mindset, rather than a printed content mindset. As a result it builds a more interesting, engaging experience for leads, educating, challenging and delighting people as they move through the customer journey.

About the author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.