

# Nutshell



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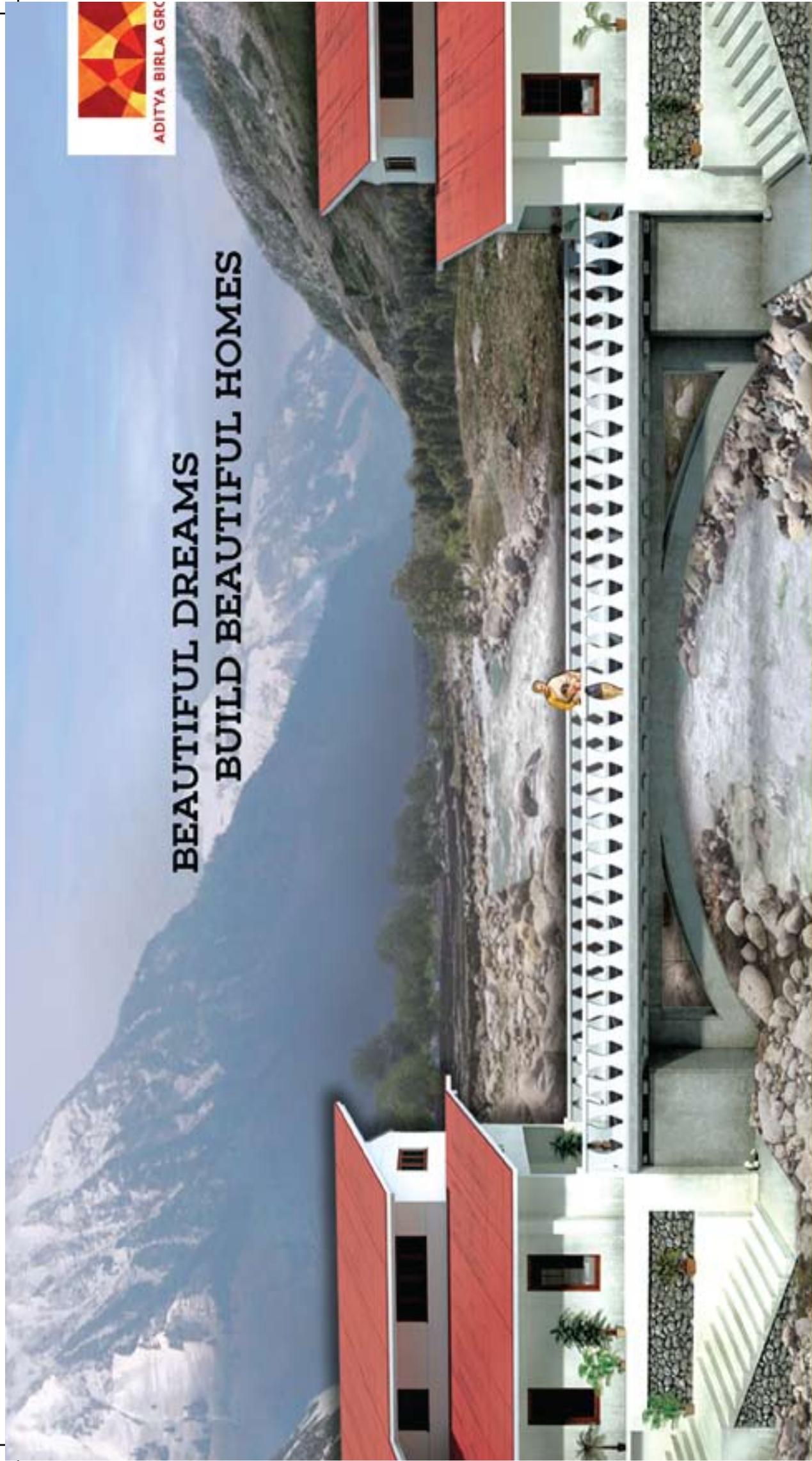


## Understanding INTERACTIVE CONTENT

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## *From the Chairman's desk*

Dear Member,

As the universe moves towards a digital platform, marketers are dealing with the challenge of constantly tweaking content, to grab and retain the attention of this fleeting audience with limited attention span.

Interactive content is a better way to educate, entertain, and engage your audience. 'Interactive' means you are engaging the user. The user must respond to your content, or move on. And this is exactly what marketers want to happen. Active content allows users to opt in or out more quickly, which gets you closer to your leads that much faster.

This issue of Nutshell addresses the subject of 'Interactive Content' in depth and offers a step-by-step approach in its implementation.

Do share your feedback with us on [isa.ed@vsnl.net](mailto:isa.ed@vsnl.net)

Regards,



Sunil Kataria  
Chairman

# Interactive Content

Today everyone spends most of their time on the internet. Ask yourself, how often do you read the ENTIRE content on the sites you visit every day? Well, you know the answer. People in search of information navigate across several websites daily but give their full attention to only a few sites. The reason for such a short attention span is pretty simple. On such sites, there is something that compels them to pay attention and that something is what we call 'interactive content'. Interactive content is a better way to educate, entertain, and engage your audience. 'Interactive' means you are engaging the user. The user must respond to your content, or move on. And this is exactly what you as a marketer want to happen. Active content allows users to opt in or out more quickly, which gets you closer to your leads that much faster.

## What is Interactive Content?

Interactive content is a better way to educate, entertain, and engage your audience. 'Interactive' means you are engaging the user. The user must respond to your content, or move on. And this is exactly what you as a marketer want to happen. Active content allows users to opt in or out more quickly, which gets you closer to your leads that much faster.

## What Interactive Content Looks Like

Interactive content comes in many shapes and sizes, but they all start from a small number of core content types.

- **Assessments** - Through a series of questions, users are bucketed into one of several categories.
- **Calculators** - Answer options are plugged





*Naye rishton ki  
dil mein jagah banao.*

*thoda  
Love  
jatao*



# Nutshell

into a back-end set of calculations that spit out a unique, numeric result for the user.

- **Trivia** - The “pub quiz” style trivia includes questions with right and wrong answers with a scored output.
- **Polls/Surveys** - Method of gathering feedback, opinions, and valuable insight from your users – usually in the form of a questionnaire with no right or wrong answers.



- **Brackets** - A round-by-round “knockout tournament” format set up to determine a winner – whether it’s “Most Annoying Social Media Behavior” or “Best Holiday Movie.” Marketers use these building blocks to create stand-alone experiences, such as ROI calculators or persona assessments, or to layer into existing content to build things like interactive infographics, interactive videos, and interactive white papers.

## Why Interactive Content?

Today everyone spends most of their time on the internet. Ask yourself, how often do you read the ENTIRE content on the sites you visit every day?

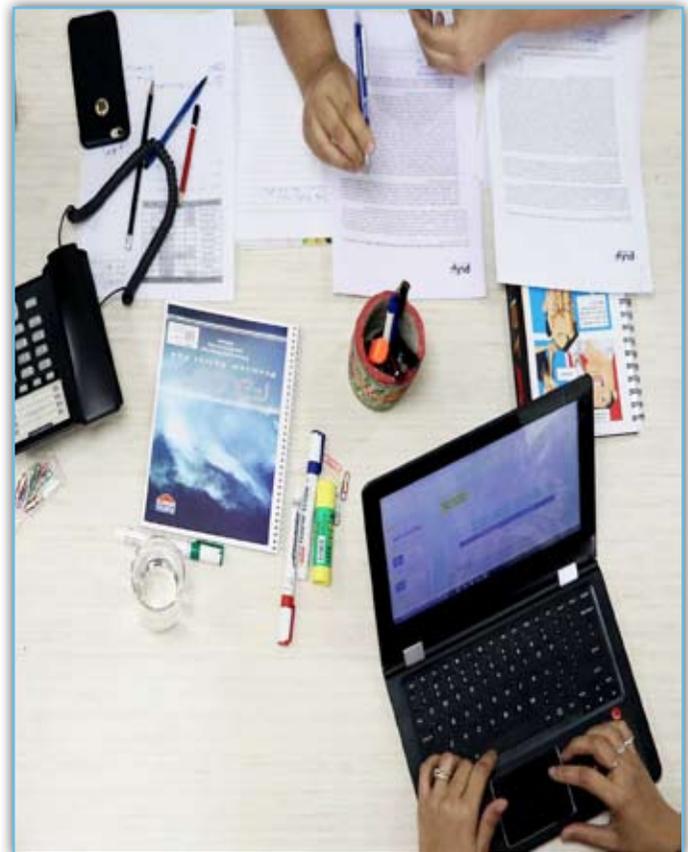


Well, you know the answer. People in search of information navigate across several websites daily but give their full attention to only a few sites. The reason for such a short attention span is pretty simple. On such sites, there is something that compels them to pay attention and that something is what we call ‘interactive content’.

A survey conducted by Demand Metric



has shown that interactive content marketing helps businesses to get distinction in the market – especially among immediate competitors.



You cannot escape from the reality that online audiences have become more powerful than ever. Take an example of yourself, before buying anything online, you start browsing several sites to ensure you make the best purchase.

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# Nutshell

If you own a business, what are you doing to attract customers to your products or services? Modern customers love to perform an online search before making a purchase and you need to provide them content to progress that journey.



Interactive content lays a firm foundation for generating and converting leads. Further, it makes your marketing plan livelier and more engaging, so it yields magical outcomes for your business.

## What makes Interactive Content work?

At its core, interactive content is a way to have a conversation with your audience. Interactivity brings the dynamism and persuasive power of an in-person interaction to a landing page, blog, email, paid media ad – or anywhere else you might find your audience.



Part of why it works is because humans simply can't resist the call to test themselves, compete, compare, share their opinion, and have fun. At the same time, there's a give and take with the content that allows the user to get a very different result or next step in their content journey based on how they answered – and that **personalization is appealing**.

## Who can use Interactive Content?

Interactivity has been a staple of advanced digital marketing for years, with powerhouses like The New York Times and BuzzFeed getting



early starts with content that provokes and persists – in social media and in their prospects' memories. But it's just starting to pick up steam in the B2B marketing world. Until recently, it's been hard and expensive for the majority of marketers to create innovative content at scale – often requiring custom development, agency time and serious budgets.



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But advances in marketing technology have enabled B2B marketers to catch up to consumer brands and media companies: many are now using interactive content to build larger databases, develop richer prospect profiles and improve lead scoring. SMBs, mid-market companies, and large enterprises like EMC, Cisco, Atmel, and Oracle alike are using interactive content to start conversations and add value for their buyers.



## How does Interactive Content help businesses?

### Attracts and persuades buyers

Interactive content can arrest the attention of online audiences. A study by Demand Metric has unveiled that interactive content is highly effective in educating online buyers. Usually, it contains the most relevant and actionable information that encourages and compels users to buy products immediately.

It is common knowledge that call-to-action buttons on websites help to support digital marketing strategy and attain higher conversions. Call-to-action buttons with a piece of interactive content persuade users to make quick decisions that are beneficial to your business.



(Source: [blog.dmi.io](http://blog.dmi.io))

### Helps boost business revenues

If you achieve success in attracting customers, then undoubtedly, it will boost your sales and generate higher revenues for your business. The success of any company is often measured in terms of customers they attract to increase their sales.

A study conducted by Aberdeen:



shows that companies have increased their conversion rates by more than five times by focusing on content marketing. Thus, you can say that interactive content influences the minds of the buyers.

### Encourages more engagement and sharing

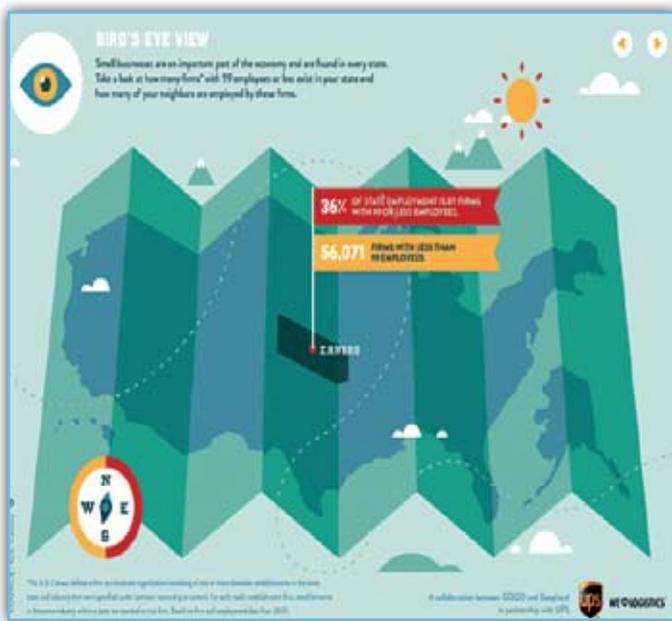
Interactive content plays a vital role in maintaining the attention of online audiences when they come across your content in search of information. Thus, updating content frequently will allow you to target a wider audience.

Regular updates become all-the-more necessary because you cannot display outdated content all the time. For holding the attention of your followers, you have to change your web content over a course of time to provide them with the latest information.

Plus, interactive content ensures more reader engagement, which further leads to sharing of your content – especially on social platforms – in case they consider the content informative and useful.

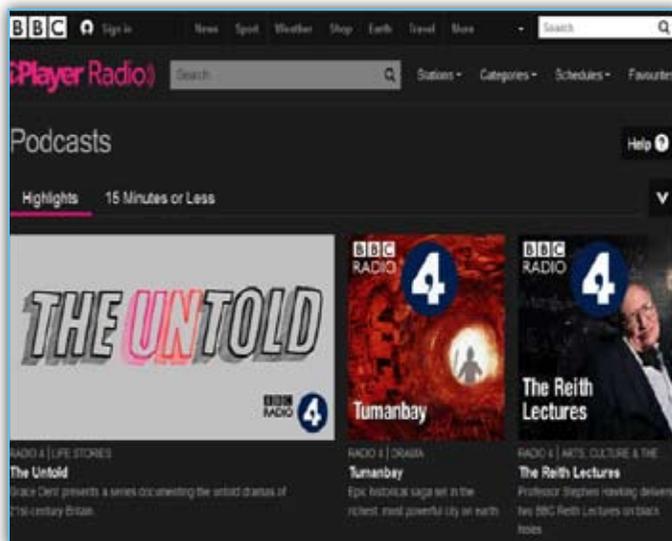
Here are some excellent examples of interactive content:

- Infographics – One of the most trending styles to deliver information as it offers great engagement.



(Source: Quick Sprout)

- Podcasts – An effective way to deliver content through audio.



(Source: BBC)

- Videos – Help companies connect with online audiences in an interactive way.
- Webinars – Offer great interaction in the form of meetings, discussions, presentations and questions.
- Calculators – Another way to deliver content where you allow people to control parameters.



(Source: Content Marketing Institute)

### Boosts brand exposure and credibility

Well, it is all about competition, and you cannot take it casually. So you have to focus on getting maximum exposure for your brand along with growing credibility that comes with engagement.

By using interactive content, you can engage audiences to enhance your brand awareness. Once people start noticing your business, you will have a better chance of earning credibility.



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A case study of Mediavisioninteractive.com:



shows that they registered a tremendous jump of 300% in their leads because of improved brand exposure that they achieved through an interactive content marketing campaign.



(Source: Media Vision Interactive)

## Complements web design

Interactive content is a significant contribution to a nicely-designed website. The look and feel of a website matters a lot when it comes to holding audiences. However, what actually engages them is interactive content distributed over the web pages.

Have a look at this screenshot from BuzzFeed that depicts how interactive content complements web design. The screenshot is a simple quiz template that offers a funny way to interact, and it is something that a user can easily relate to.



(Source: BuzzFeed)

Here's another good one where Deloitte is presenting the summary of a white paper in a unique style, which is enough to attract visitors. It also nicely complements the website at the same time.



(Source: Deloitte)

## Generates traffic



Interactive content plays a critical role in enhancing the level of user experience (UX) on your site. If the content published on your site is useful and informative, then undoubtedly your site will receive an enormous amount of traffic. Receiving more traffic will enhance your online presence and make your business attractive and fruitful.

The annual growth in the traffic of unique sites is 7.8x higher for content marketing leaders than followers (19.7% vs. 2.5%).

Generating traffic to a website is always one of the primary goals of any digital marketing campaign, and it can be well achieved through interactive content.

**CONTENT MARKETING DELIVERS RESULTS.**

- ✓ Year-over-year growth in unique site traffic is **7.8X HIGHER** for content marketing leaders compared to followers (19.7% vs. 2.5%)
- ✓ For content marketing adopters, the website conversion rate is nearly **6X HIGHER** than for non-adopters (2.9% vs. 0.5%)
- ✓ The conversion rate from marketing response to MQL is **7.6X HIGHER** for adopters versus non-adopters (7.6% vs. 10%)
- ✓ Year-over-year growth in marketing's contribution to revenue is more than **6X HIGHER** for leaders compared to followers (10.2% vs. 1.6%)

\*Aberdeen, *Crossing the Chaos*, Sept. 2013

(Source: SlideShare)

### More Value for Prospects, More Value for Marketers

Customers are looking for value from content. Successful content solves a pain point, answers a question, or offers other information the prospects may be looking for.



One reason interactive content is so powerful is it gives the user immediate and tailored results they care about. Actively answering questions or participating in interactive content guides prospects to specific results in real time which address their problems, challenges, or ideas. With static content, the user is left to sort through the thought leadership and understand how a solution might address their specific challenges on their own.



**“Interactive content is like stuffing a sales development rep into a piece of content.”**

The two-way conversation of interactivity offers more value to the marketer as well. By educating your audience, you simultaneously educate yourself about them. You receive valuable, detailed profile information about your prospects’ pains, challenges, goals, and thought processes. That data can directly help you lead score, identify a persona, qualify a prospect, and guide your audience down a specific path in their buyer’s journey. You can follow up with additional specific pieces of content that address (and ideally help solve)



their issues or problems. Your content can now ask and answer questions to your audience in your stead.

Connecting your interactive experiences to your marketing automation and CRM systems allows you to leverage all your existing campaigns, programs, and content – but more quickly guide the right lead onto the right nurture track.

## A Better Mousetrap

In 2014, DemandGen Report found that just 5% of buyers would provide detailed contact information in exchange for a white paper. As prospects become less and less willing to provide their contact information in exchange for content, marketers need new ways to identify, score, nurture and guide their prospects through the buyer's journey.



That same DemandGen Report study also found that 91% of buyers are looking for more visual and interactive content. Buyers are looking for something new, and it's up to marketers to provide them with more stimulating content that offers greater value.

## Real Business Results

And the mousetrap really works – B2B marketers working with SnapApp see a 30% click-through rate on their content, 85% of users complete the entire content experience and convert on lead forms at a whopping 45% submission rate.

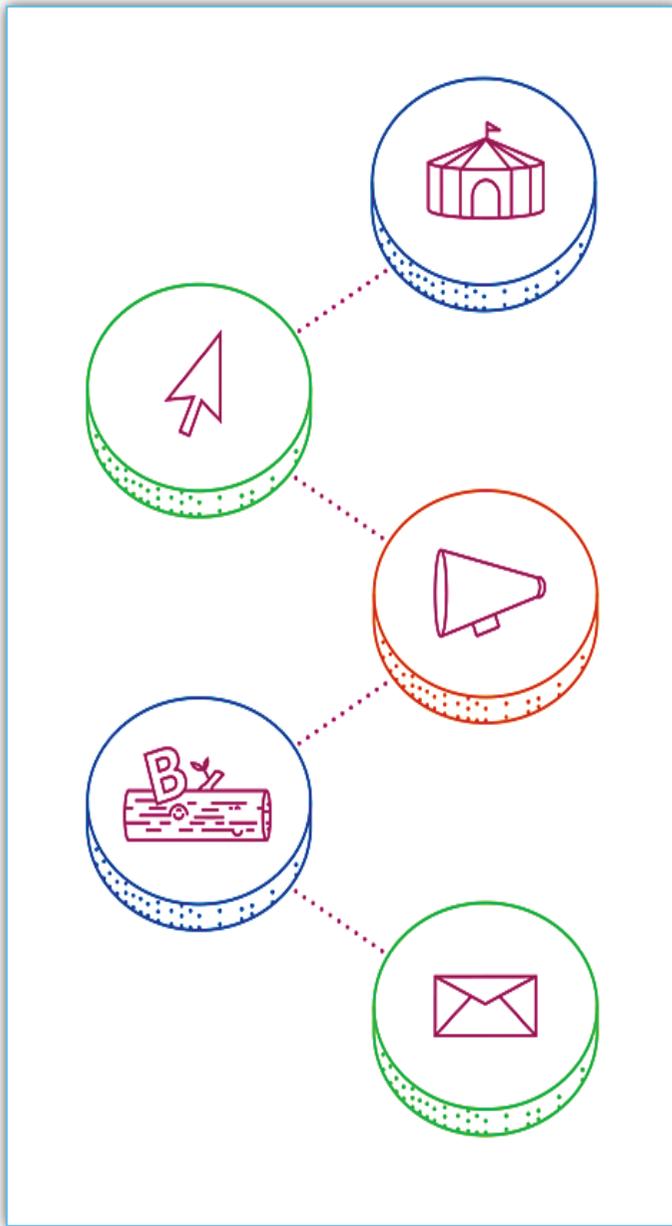


## Interactive Content works across programs & channels

Think of interactive content as one component of your overall marketing program and strategy, not as a brand new strategy. Wherever and however you use traditional content today, you can layer in interactivity:

- **Events:** Send pre-event quizzes or surveys to generate buzz and drive booth traffic; use personality assessments to bucket booth visitors into fun and relevant personas; and follow up with something more engaging than “Thanks for coming!”
- **Paid Media:** Interactive Calls To Action drive higher click-throughs and conversions than static CTAs.
- **Social:** There's a reason BuzzFeed bets on quizzes: they're inherently social and shareable. Use a quiz to boost social sharing, or a contest to get your users engaged!

- **Blog:** Turn your blog into a lead gen channel with interactive content embedded (complete with a lead form) right in your blog content.
- **Email:** Visual and interactive email content grabs prospect attention, driving higher click-throughs and conversions, leading to better email ROI.



The future of content has slowly been pointing more and more towards interactive content. Consumers today are looking for more personalized and memorable experiences. It's those brands that have embraced interactive content who have seen more engagement from their consumers, and that engagement often leads to more sales.

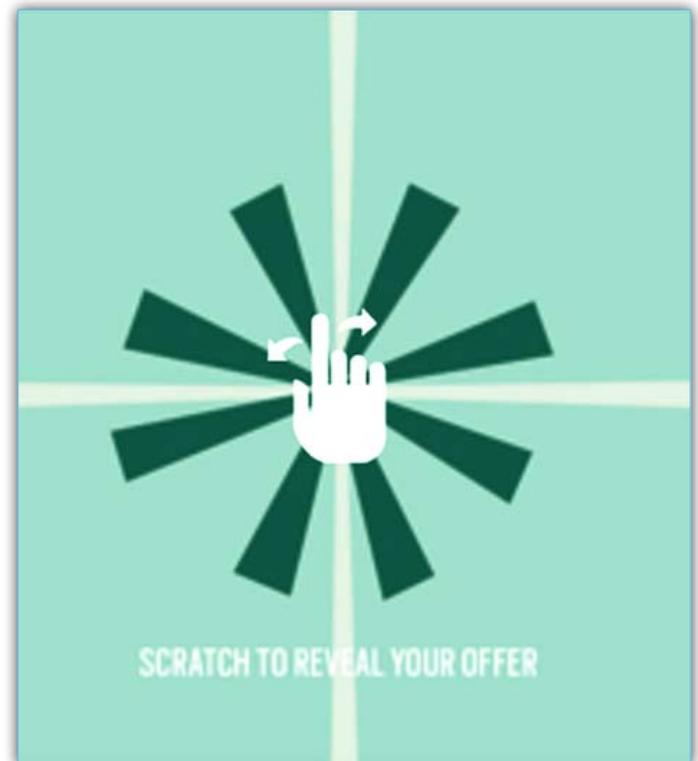
So, how do you jump on the interactive content bandwagon?

Here you'll find 15 software tools you can use to create interactive content to engage your consumers and build brand loyalty.

## Zembula



Zembula is an interactive content creation platform for email, SMS, and social media. Our first interactive content type, Scratch-it, is a digital scratch-off that reveals a hidden image and call-to-action. It is incredibly effective and uses several principles of psychology that influence human behaviour like curiosity, FOMO, and the Near Miss Theory.



## QZZI



# Nutshell

Some of the most popular types of interactive content are quizzes. Qzzr is a tool that makes great looking customizable quizzes incredibly easy. Qzzr can be both embedded on your own website and easily shared on social media like Facebook, which can help really drive traffic through social channels.



## SnapApp

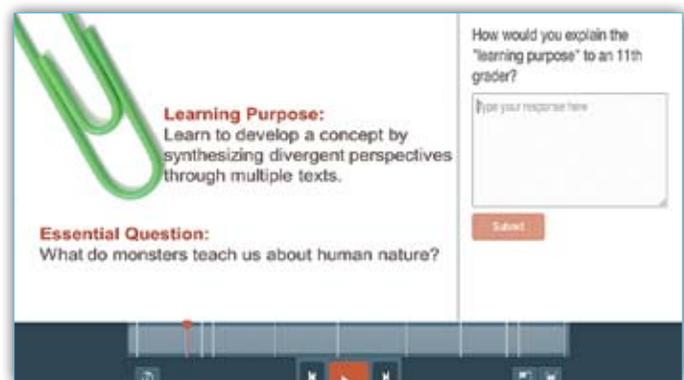


SnapApp allows you to make a variety of different types of content from calculators to surveys and even infographics. One big boost you'll find from SnapApp is that it integrates with tons of other tools like CRM systems and marketing automation software to really make things flow.



## Zaption

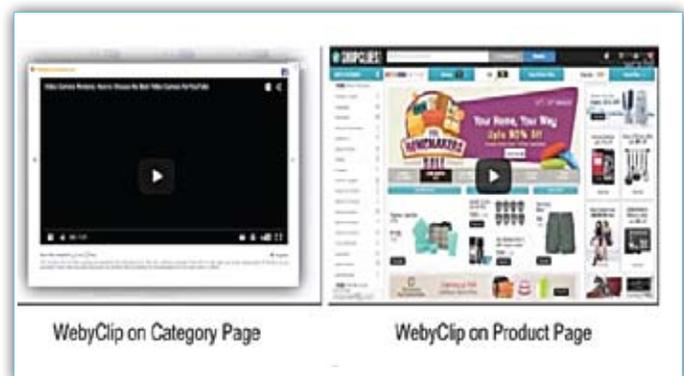
Video content has been growing by leaps and bounds over the last few years, so it makes sense to want to try to capture the attention of your customers with interactive video content. Enter Zaption. Using Zaption, you can take your videos and make them completely interactive, have the video stop and show a quiz, ask a question, or highlight a guide or whitepaper that can be downloaded.



## WebyClip



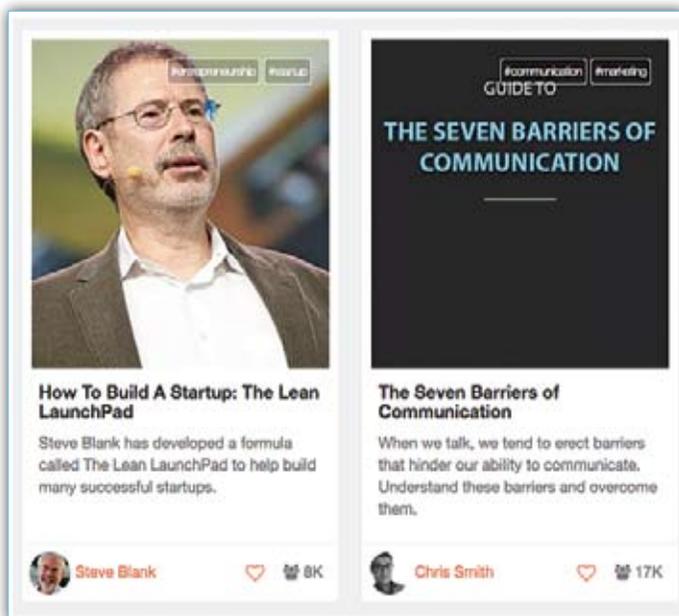
When it comes to video and eCommerce stores, WebyClip can be the tool to really skyrocket engagement and interaction. This tool lets you highlight specific products inside a video and then when that product is shown, your customers will be presented with that product and related products. Once your customer clicks the product, they are brought directly to the storefront to buy it.



## Guides.co



Think of Guides.co as a SlideShare for interactive guides of sorts. This site allows you to take a standard whitepaper and really kick it up a notch by adding videos, images, and embedded files right into the standard text. This directly gets your readers involved, since they have to click to move forward, and with the ability to comment on each page, you can find out exactly what they are loving.



## Brackify



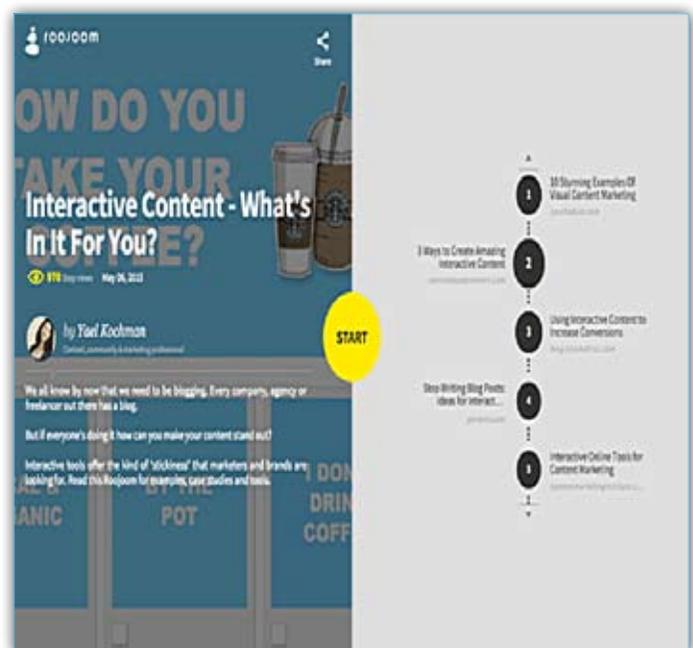
Brackets are for more than just March Madness, and it's one of the more fun ways to get your readers and potential customers really involved. Brackify is a tool that lets you create two types of brackets, one called complete, and another called round by round, which is set with specific start and end dates. Brackify is both set to be shared easily on social media and can also be completed on mobile devices.



## RooJoom



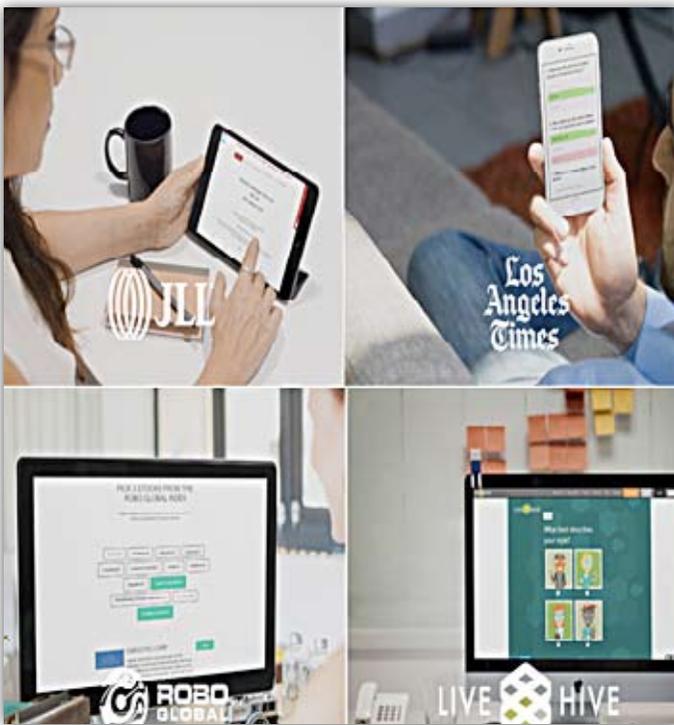
RooJoom is an easy way to take your existing content and transform it into something that is very interactive. Take everything from video to pdfs to images and text and make it far more engaging to your readers by bringing them on a "content journey." RooJoom designed their tool with the idea of creating the maximum amount of "stickyness" and it lets site visitors create their own content as well.



## ContentTools



ContentTools is a platform that was specifically designed to “help companies generate leads and engage customers through the use of interactive content.” They employ a number of different features for brands to use like a content grader, business assessments, quizzes, and even micro-sites that help collect valuable data.



## ThingLink



With ThingLink, you can actually embed content (like videos, text, and other images) inside another image. This means when your customers are enticed to click on more content within the image, they are brought even more targeted and engaging content. ThingLink is able to turn a simple piece of content like an image into something far more interesting and engaging.



## Infogram

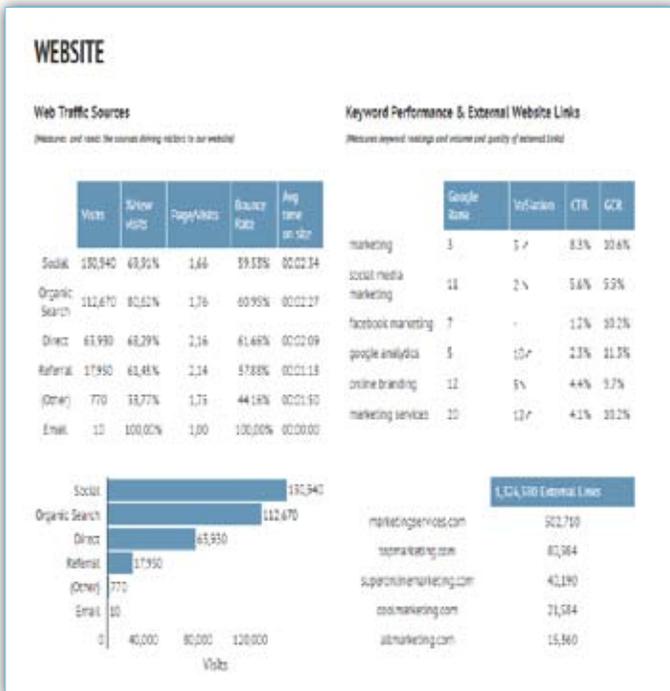


Visual displays are generally seeing more clicks than just text on websites, so amplify that by creating your own interactive graphics using a tool like Infogram. With Infogram you can create over thirty different types of visually appealing graphics that can be easily embedded and downloaded from your website.





content, they handle all of that for you with their design studio.



## Mapme



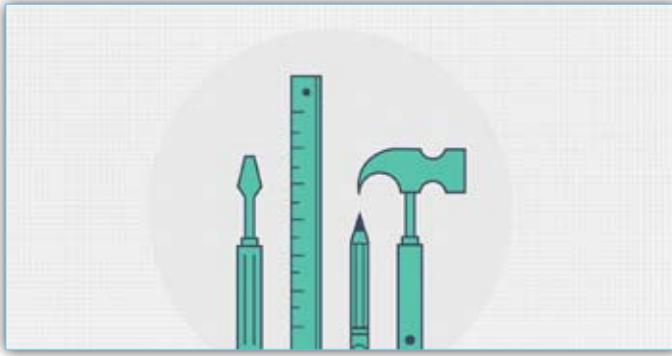
Mapme is an interactive mapping tool that really lets you take your readers on a journey along a specific story line, news event, or travel trip. Users can follow along with set pins that highlight a starting point on the map and can be given even more information in the form of videos, images, gifs, and data along the way.

## Ceros



Ceros is a content creation platform that can be one stop shopping for marketers who are looking to create all different types of interactive content from infographics to microsites and even magazines. Ceros highlights the fact that you don't need any design skills to make highly engaging and interactive





## Interactive Content: The What, Why, and How

### PlayBuzz



PlayBuzz calls itself a “digital publishing platform,” its goal is to allow marketers to create content that is optimized for engagement, interaction, and sharing, especially across social media. It’s already become hugely popular on social media channels like Facebook. The platform is simple to use, simply choose the format, write (or add) your content or select content from their network, and share.



### Votion



If your brand really wants to up the amount of interactive and engaging content you put out there, check out Votion for a really simple solution. Votion offers interactive brackets, polls, and lists, as well as quizzes and this vs. that matchups. You can run anything that’s being created on social media and mobile devices, and Votion integrates with a number of other platforms.





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