

# ENGAGEMENT

# CONTENT FOR GOALS



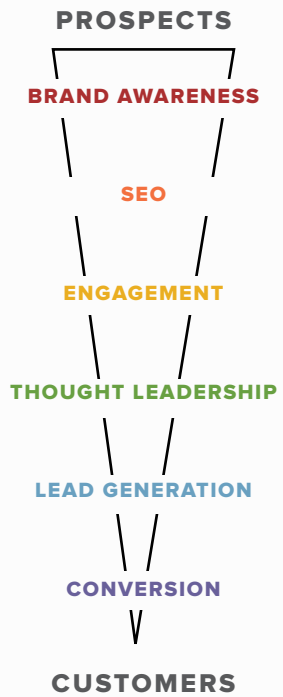


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# INTRO



## DEAR MARKETER,

It's great if users read your content-but if they don't actually interact with it, they aren't moving closer to becoming customers. Building engagement is crucial for establishing site, and brand, value. If your goal is to capture and hold readers' attention, you need to build engagement through content.



# WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

**INTEREST:** Creating content that targets engagement essentially builds interest in your brand and encourages repeat visits.

**ADVOCACY:** If users engage your content, they're more likely to share it. Whether it's existing customers or people who simply love your blogs, this means extended reach.

**IMPROVED VISIBILITY:** Beyond friend-of-fan reach, positive interaction metrics (like low bounce rates, comments, low exit rates) may influence SEO.

## CONVERSATIONS TO SPARK

**CONVERSION:** In some cases, more comments and engagement translates into higher conversions.



**81% OF B2BS AND 88% OF B2CS SAY ENGAGEMENT IS A CONTENT MARKETING PRIORITY.**



# KEY PERFORMANCE INDICATORS



## SOCIAL ENGAGEMENT:

- Likes
- Favorites
- Retweets
- Shares
- Comments
- Pins



## WEBSITE ENGAGEMENT:

- Increased time on site/ page
- Rise in average pages per visit
- Reduced bounce rate
- Comments

## B SUCCESS STORY



**ONE BRAFTON CUSTOMER** FOUND AN 11% LOWER BOUNCE RATE & 13% HIGHER SESSION DURATION CORRELATED WITH 13% MORE CONVERSIONS.

# CONTENT STRATEGY

## **YOUR GREATEST HITS:** Use your analytics



to identify content with the lowest bounce rate, highest time on page, largest click-through rate, etc. to produce more of the same.

## **RESEARCH AND SOCIAL LISTENING:**



Learn what kinds of conversations resonate with the target audience.

## **TARGETED MESSAGES:** Focus on a



single segment of audience personas for increased engagement rather than aiming to please everyone.

## **INVITING ENGAGEMENT.** Ask



video viewers to leave a comment, or end a text-based post on a question to encourage interaction and feedback.



ENGAGEMENT: 63% OF  
MARKETERS SAY ENGAGEMENT  
IS MANIFESTED IN CUSTOMER  
RENEWALS, RETENTION  
AND REPEAT PURCHASES

# CONTENT FOR ENGAGEMENT

## **NEWS-BASED CONTENT:**

Catches readers' attention with timely - even controversial - industry findings.

**IMAGES:** Putting pictures next to text can increase time on the page [up to 28%](#).

**GRAPHICS:** Questions and calls to action seek out audience participation.

**VIDEO BLOGS:** Short form videos for long-term interest. Put them on your site and on YouTube, soliciting comments.

**“WHY” IS THE TOP SHARED COMMENT WORD ON FACEBOOK**

**“RETWEET” HAS MOST RETWEETED TWEETS**

**B**

**BRAFTON'S SOCIAL STRATEGISTS** CAN IDENTIFY TRENDING TOPICS IN SPECIFIC INDUSTRIES, AND FREE TOOLS LIKE BUZZSUMO HELP OUR TEAMS UNDERSTAND WHICH BLOGS, GRAPHICS, VIDEOS, ETC. GARNER THE MOST ENGAGEMENT IN OUR CLIENTS' AREAS OF SPECIALTY.



# SUCCESS STORY

**INDUSTRY:** Laser technology (B2B & B2C)

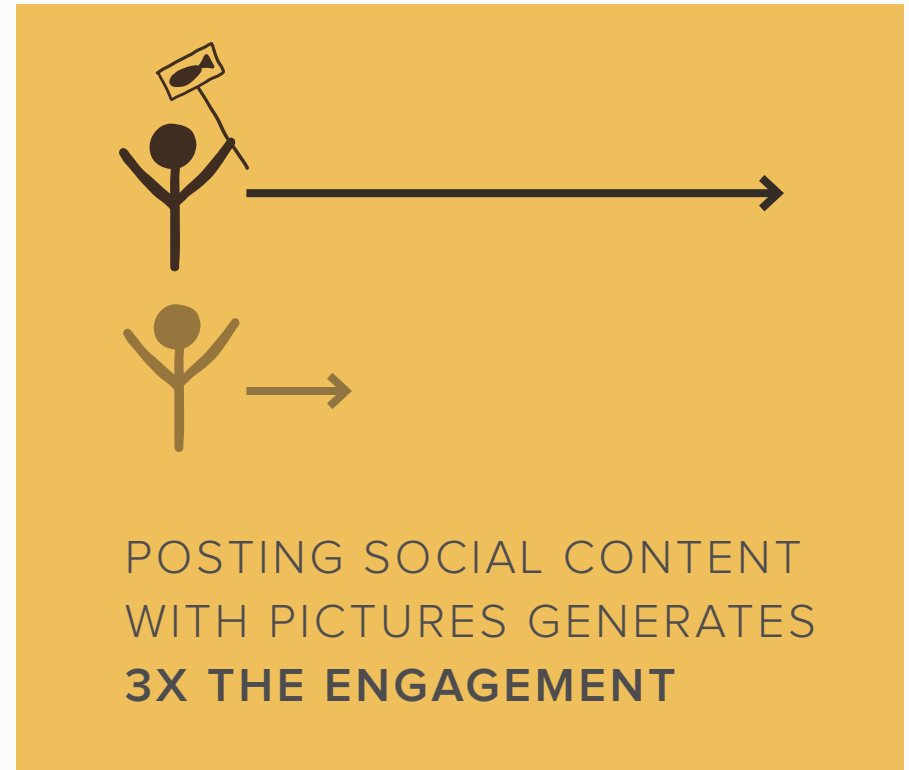
**GOALS:**

- Engagement, as measured against:
  - Referral traffic
  - Social Interaction
  - Pages / Visits

**STRATEGY:** More visuals in web content and shared on Twitter & Facebook

**RESULTS:**

- Images dominate top-clicked posts
- 3x interaction of average post



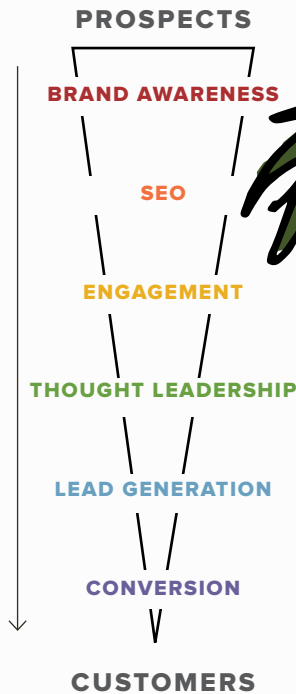


# CLOSING

## DEAR MARKETER,

After getting through the third challenge in web marketing, engagement, you have the knowledge and tools you need to get customers interested in your business and your message.

Now that you have your audience's attention, you're ready to move onto the next stage: **THOUGHT LEADERSHIP.**





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