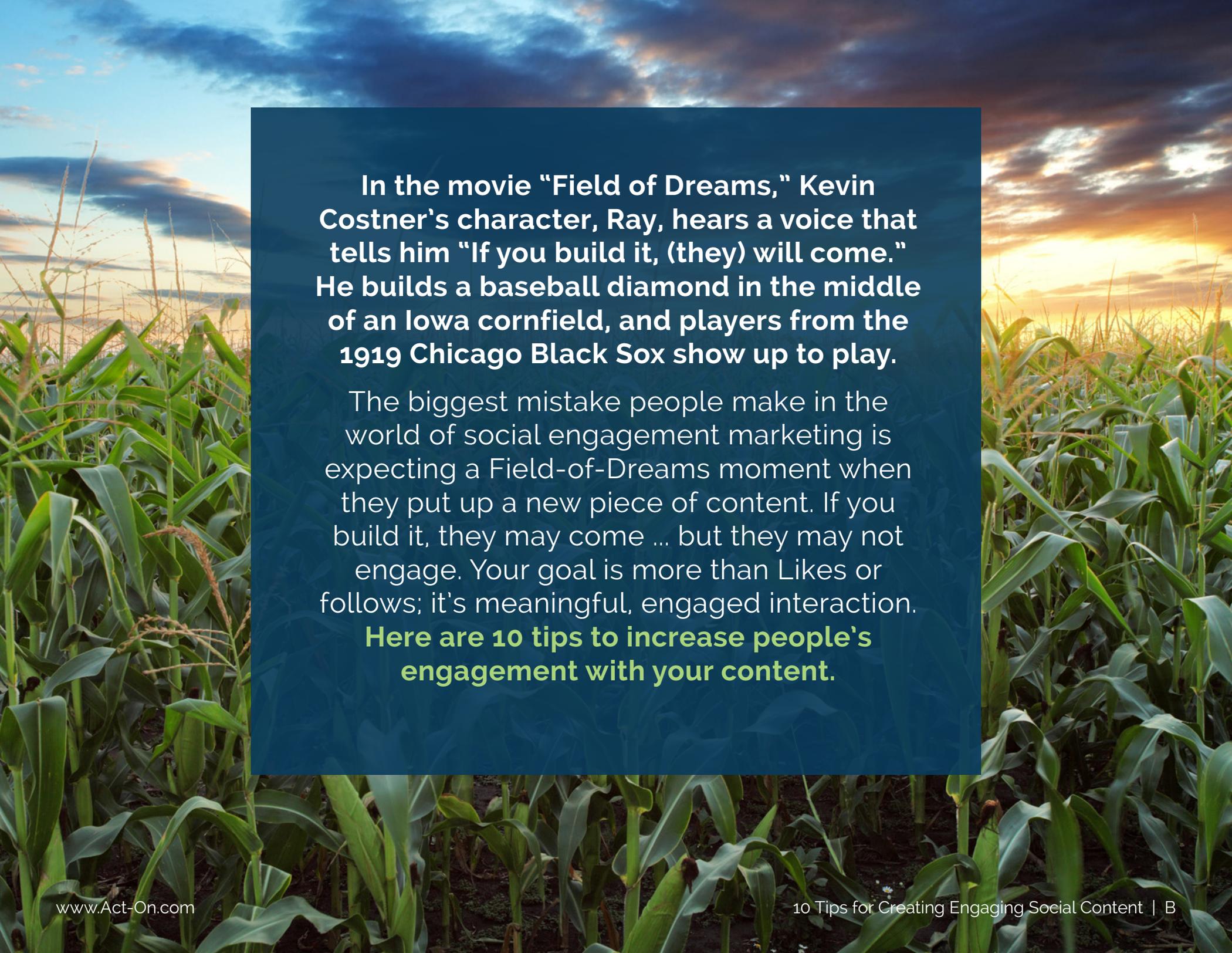




# 10 TIPS FOR CREATING ENGAGING SOCIAL CONTENT

A photograph of a cornfield at sunset. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun on the right side. The corn plants are in the foreground, with some showing signs of being harvested. A large, semi-transparent blue rectangle is overlaid in the center of the image, containing white and green text.

**In the movie “Field of Dreams,” Kevin Costner’s character, Ray, hears a voice that tells him “If you build it, (they) will come.” He builds a baseball diamond in the middle of an Iowa cornfield, and players from the 1919 Chicago Black Sox show up to play.**

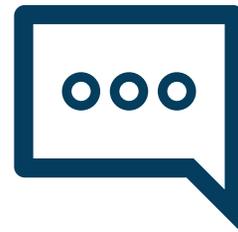
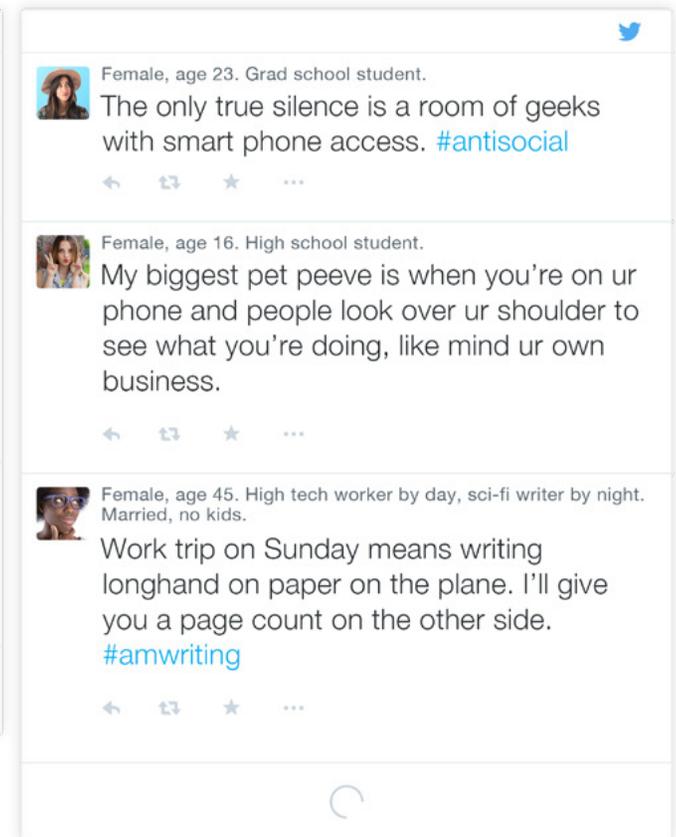
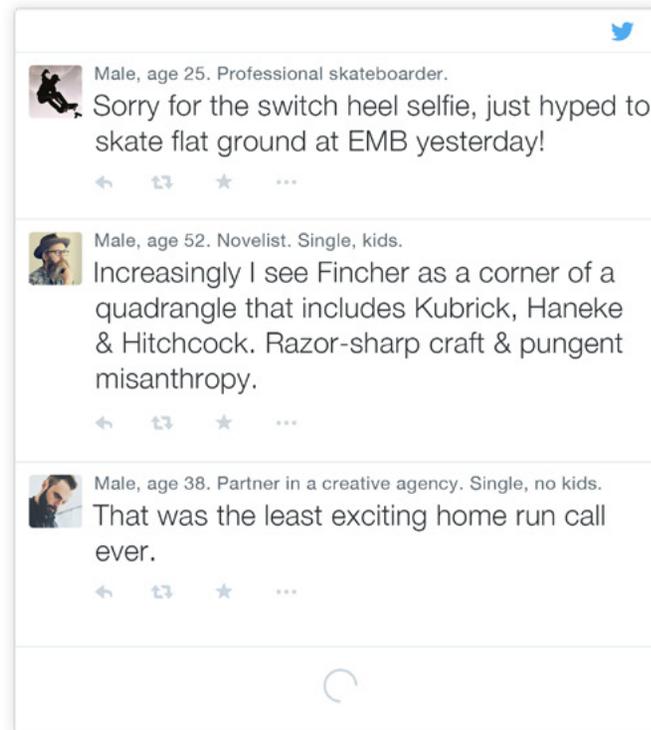
The biggest mistake people make in the world of social engagement marketing is expecting a Field-of-Dreams moment when they put up a new piece of content. If you build it, they may come ... but they may not engage. Your goal is more than Likes or follows; it’s meaningful, engaged interaction.

**Here are 10 tips to increase people’s engagement with your content.**

# 1. Speak Their Language

If you were standing in front of a room full of neurosurgeons, would you speak to them the same way you would speak to a group of professional skateboarders? No. Each target audience has a different tone, different vocabulary, and in some cases specific social slang. If you want your audience to engage with you on social media, you need to speak their language.

***Notice the difference in the style of these tweets from real people on Twitter.***

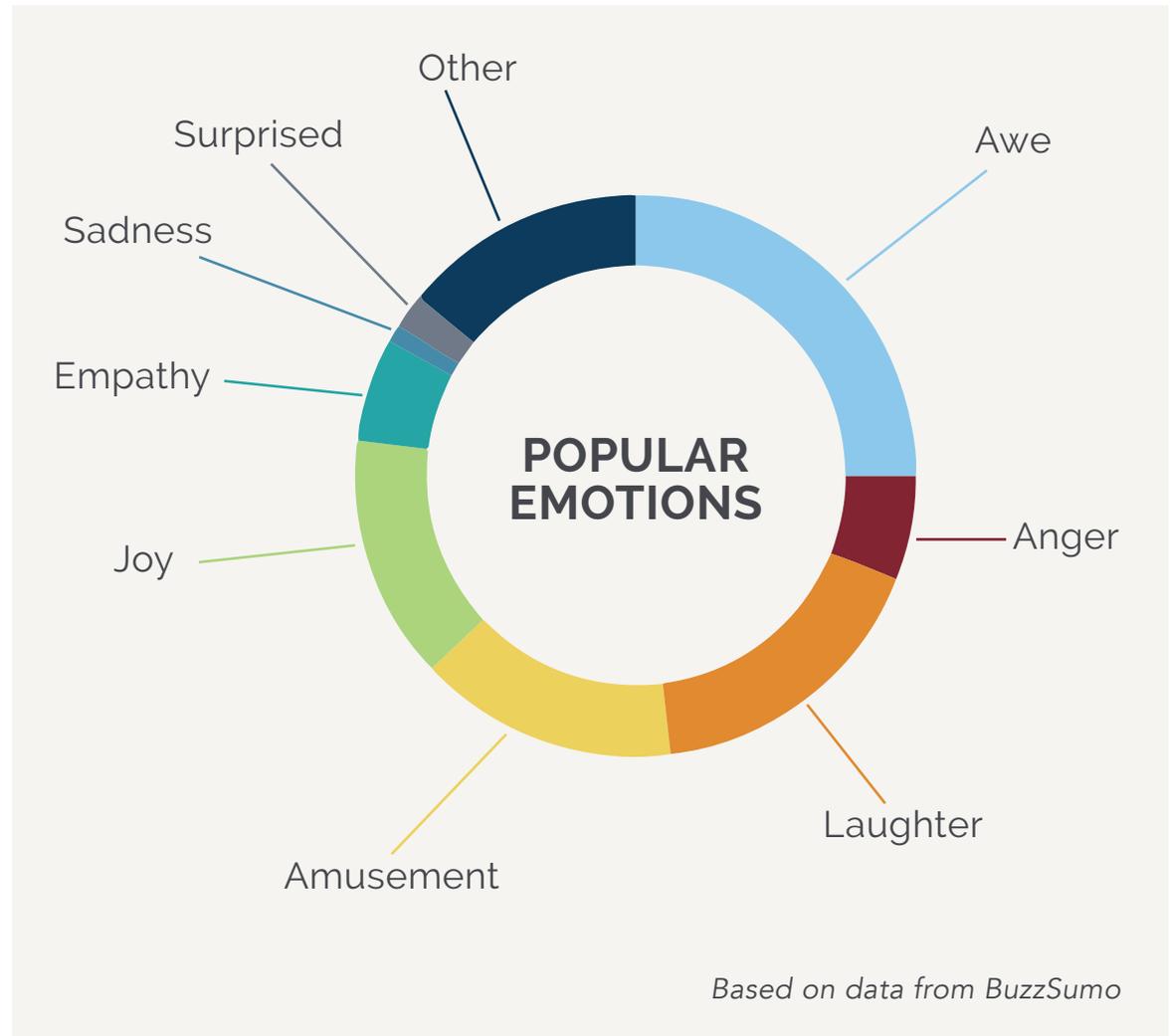


## 2. “What’s In It For Me?”

Put yourself in the shoes of your customer and ask, “What’s in it for me?” If you are asking people to share your content or give up their personal details for an eBook, you need to know what the motivation is for them to do so: emotional, educational or material. If people share your content because it makes them look smart in front of their peers, that’s an emotional reward.

When people share content or engage with charities, they may feel altruistic: also an emotional reward. Sharing a piece of content on a social network in order to be entered to win an iPad is a material reward. Downloading an eBook in order to gain insight from a thought leader on best practices is a personal motivation to become more educated.

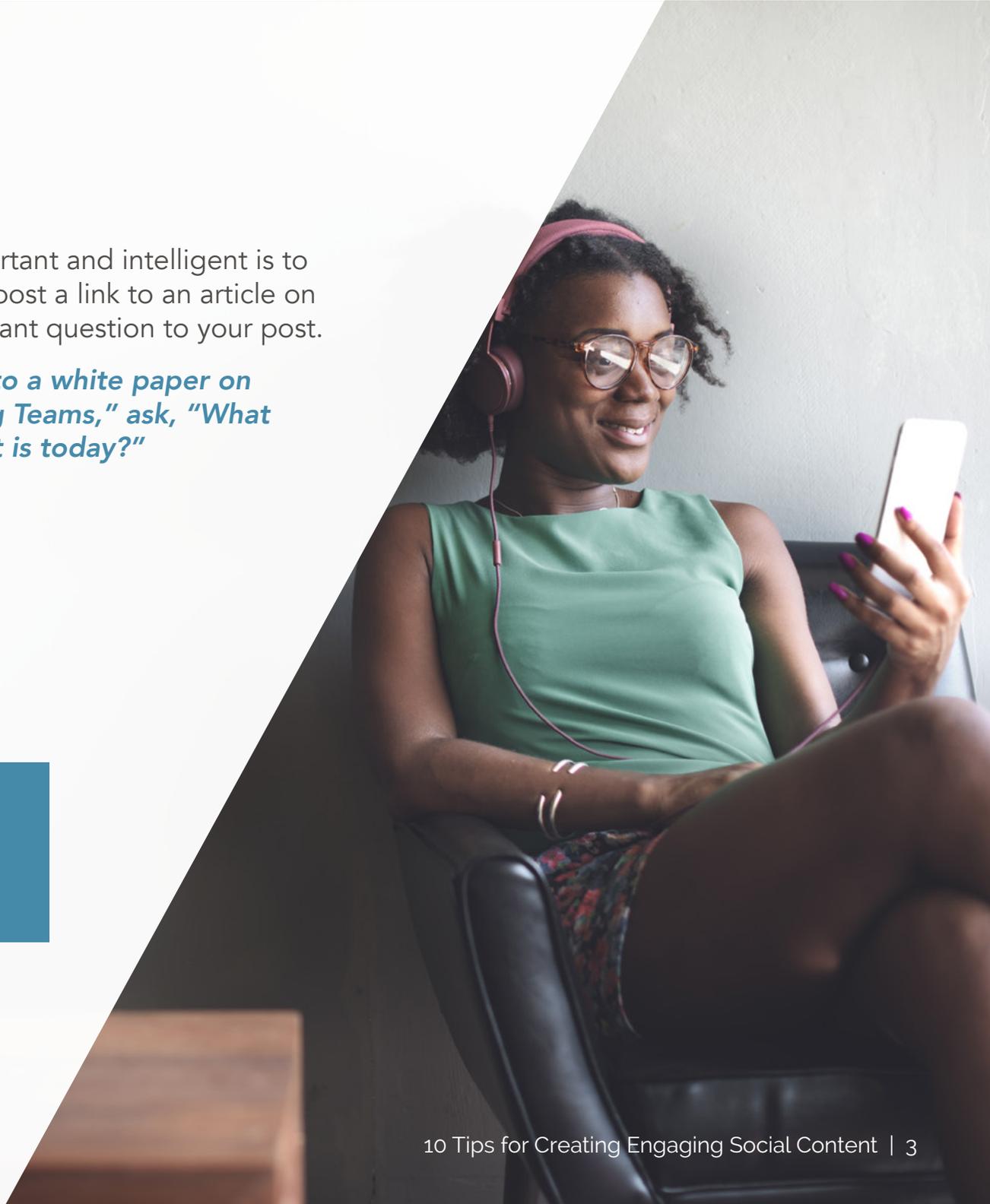
***Know what motivates your audience to engage, and reward that motivation.***



### 3. Ask Questions

One way to make your audience feel important and intelligent is to ask for their opinion on something. If you post a link to an article on Twitter, Facebook, or LinkedIn, add a relevant question to your post.

*For example, if you were posting a link to a white paper on "Skill Sets Needed on Today's Marketing Teams," ask, "What do you think the most important skill set is today?"*



# 4. Tailor to the Platform

As tempting as it may be, don't post the exact same message to a number of different platforms at once just because you have a tool that allows you to do so. It may be convenient, but it's not a best practice.

**Each social media platform has different character limitations, support for hashtags (or not), and its own unique vibe.**

A post that might get a lot of engagement on LinkedIn may fall flat on Facebook. A Twitter post with @ mentions and hashtags would look completely out of place on Facebook.

## TWITTER POST



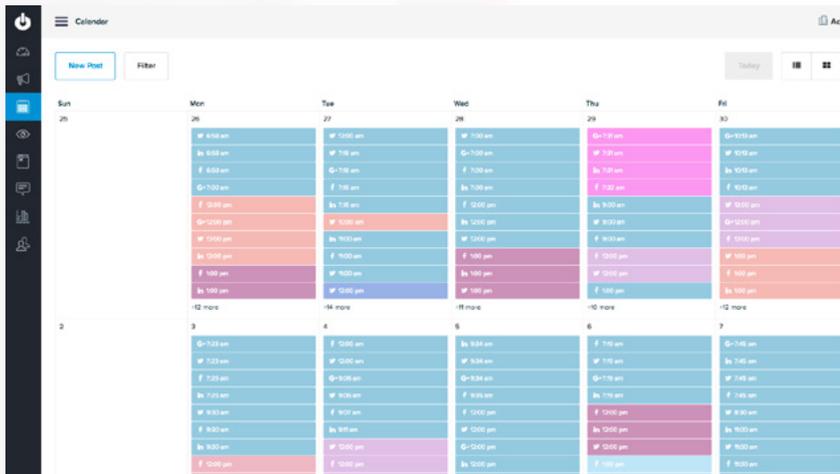
vs.

## FACEBOOK POST



# 5. Be Consistent

Think about your friendships that have lasted over the years. What do they have in common? You have some form of emotional bond and you consistently keep in touch. Your social media audience expects the same of you. **Be consistent in the times of day you post, how often you post, and how you engage with your audience.** The more consistent you are with them, the more they will engage with you, and the more loyal they will become.



# 6. Mix Up the Media

When you think of Intel you don't think of beautiful, sexy products, unless of course you're an engineer. But their Twitter feed is a gorgeous mix of text-only posts, Vine videos, and links to articles with graphics attached to the tweets. Not what you'd expect, right?

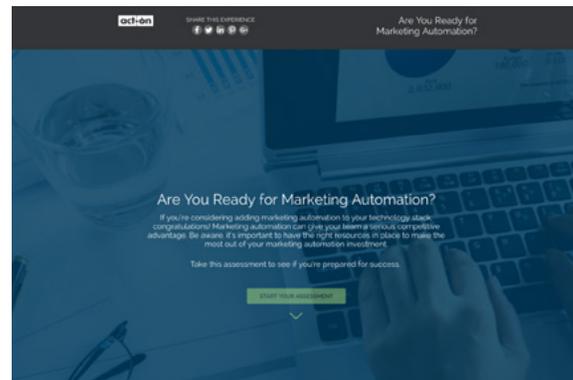
Intel is proof that there is always a way to graphically represent your products or services, and stand out from the noise. **Posts with some sort of media attached have a much higher rate of engagement on every social network.**



# 7. Employ Gamification

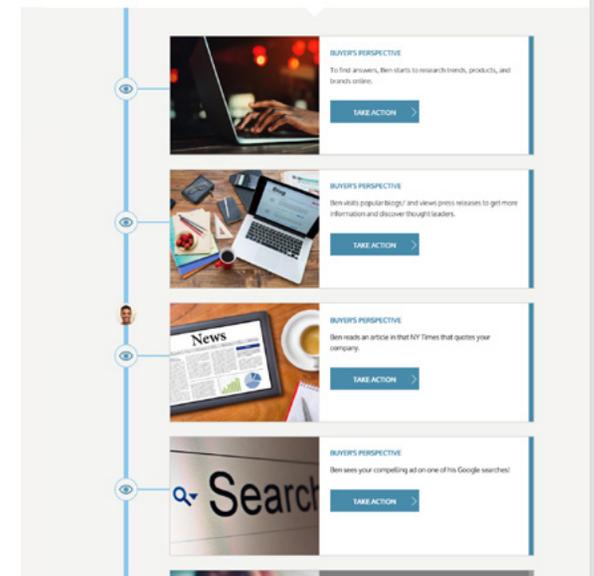
When B2B marketers think of gamification, what often comes to mind are the over-the-top contests they see on Facebook. Which is why their next thought is, "This is not for me."

Gamification is just the addition of a fun or competitive element to increase engagement and loyalty. It can be as simple as a share-to-download requirement on a piece of content or as elaborate as an online treasure hunt to win a big prize. **Gamification is a great way to create engagement and amplify your reach.**



Meet Ben: Your future customer

Ben realizes a need, uncovers a problem, or discovers a new opportunity. Walk with Ben through the buyer's journey and see what gets uncovered along the way!

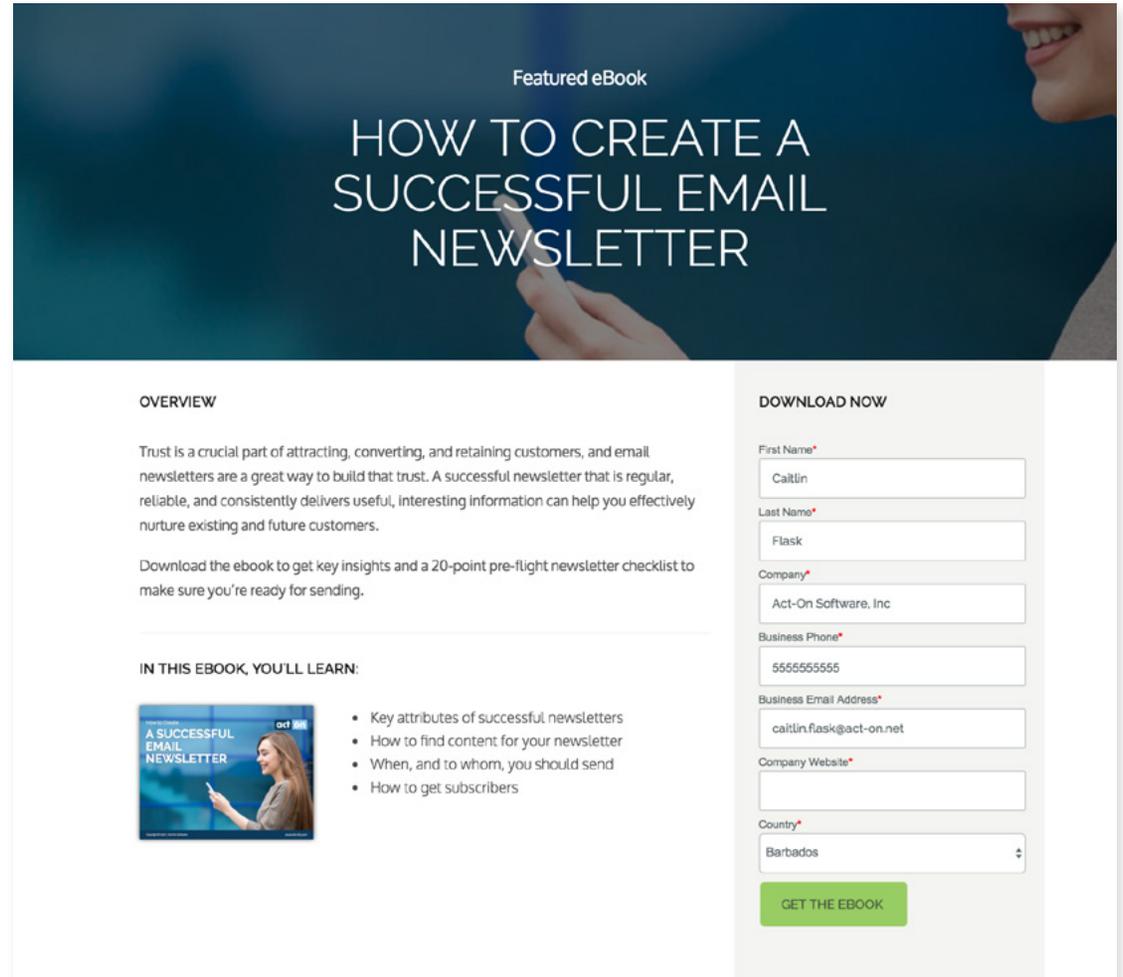


# 8. Lower the Barrier to Entry

A “barrier to entry” is an obstacle that stands between your visitors and what they want (e.g., a piece of exclusive content). In the B2B world the barrier to entry is usually a form – often times a massive form.

**The amount of personal data you request should directly correlate to the value of the content.**

Ask for too much, and people will bounce. Ask for too little, and you don’t have a full picture of your new lead. Optimal form length will vary depending on your business objectives and your target audience.



The screenshot shows a landing page for a featured eBook. The main heading is "HOW TO CREATE A SUCCESSFUL EMAIL NEWSLETTER" in large white letters on a dark blue background. Below the heading, there are two columns of text. The left column, titled "OVERVIEW", describes the value of the eBook. The right column, titled "DOWNLOAD NOW", contains a form with several input fields and a "GET THE EBOOK" button. The form fields are: First Name (Caitlin), Last Name (Flask), Company (Act-On Software, Inc), Business Phone (5555555555), Business Email Address (caitlin.flask@act-on.net), Company Website (empty), and Country (Barbados).

Featured eBook

## HOW TO CREATE A SUCCESSFUL EMAIL NEWSLETTER

### OVERVIEW

Trust is a crucial part of attracting, converting, and retaining customers, and email newsletters are a great way to build that trust. A successful newsletter that is regular, reliable, and consistently delivers useful, interesting information can help you effectively nurture existing and future customers.

Download the ebook to get key insights and a 20-point pre-flight newsletter checklist to make sure you're ready for sending.

### IN THIS EBOOK, YOU'LL LEARN:

- Key attributes of successful newsletters
- How to find content for your newsletter
- When, and to whom, you should send
- How to get subscribers

### DOWNLOAD NOW

First Name\*  
Caitlin

Last Name\*  
Flask

Company\*  
Act-On Software, Inc

Business Phone\*  
5555555555

Business Email Address\*  
caitlin.flask@act-on.net

Company Website\*

Country\*  
Barbados

GET THE EBOOK

# 9. Design for Interactive

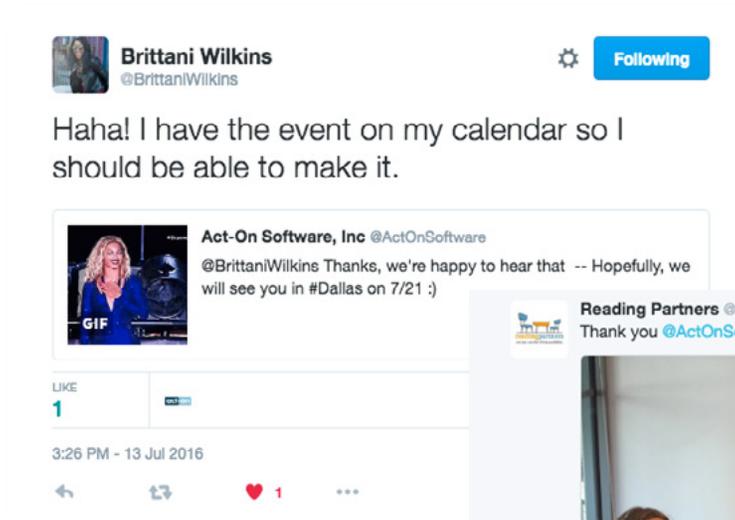
The term “above the fold” originated in the newspaper industry and refers to the content you can see in the top half of a newspaper when it is folded at a newsstand. Although there are no real folds in online content, there is an above-the-fold concept, which is defined as what a user can see on their device without having to scroll.

There is a big difference between a print ad, a static piece of web content, and a piece of web content that compels people to do something. If you want engagement, you have to design for engagement. **Keep the design simple with a single, clear call to action. And make sure the call to action is above the fold, because if people have to scroll to find it, they may miss it entirely.**



# 10. Be Human

Find a way to put the “social” back into social media. Respond to comments on blogs, tweets, Facebook posts, and LinkedIn posts in real time if possible. **Let people know there is an actual human being behind your social media.** If you’re designing a social media campaign for an upcoming event, go the extra mile and incorporate some face-to-face contact in your booth as part of the campaign.



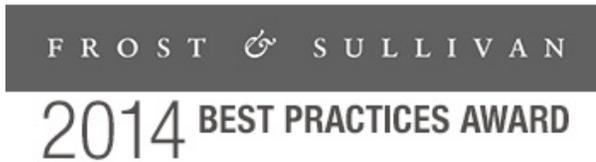


**Use these 10 tips to create your  
Field-of-Dreams moment.**

After all, if Kevin Costner can get the 1919 Chicago Black Sox to play baseball in an Iowa cornfield ... you can certainly get people to engage with your content.



# Acclaim for Act-On



## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more