People today have shorter attention spans than ever before. With digital mobile consumption this is increasingly shrinking and we now have shorter attention spans than even goldfish!

In order to combat this you need to craft your message in a smart way. Here are the types of messages that people want and tips to break through the noise so that your content drives results.

Creating Great Content Checklist:

- My content has a clear value proposition.
- My message is short, direct and to the point.
- My message is structured for scanning.
- My message is real and authentic.
- My content is interesting.
- My message has a clear next step or call to action.
- My call to action can be completed in as few steps as possible.
- I am using visuals that illustrate my message.
- I have considered using video.
- I am using copy that is catchy.

What’s in it for the person receiving this message? Why should they care?

Is my content easily digestible? Can I break my content down into multiple messages, each with a single focus?

Am I tapping into emotions or using humor? Is my content new and unique compared to everything else?

Are my words capturing the attention of the reader in a clear and memorable way?

50 Types of Digital Content to Drive More Traffic:

- Infographics
- Live Video
- Live Chats
- Video and Micro Video
- Guides
- Blog Posts
- Newsletters
- Mobile Apps
- Tweets
- GIFs
- Webinars
- Polls
- Resource Page
- Giveaways
- Demos of products
- Product Reviews
- How-to
- Lists
- E-book
- Case Studies
- Online Events
- Q&A
- Images
- Slideshares
- Competitions
- User-generated Content
- Personal Opinion Predictions
- Useful Spreadsheets or Documents
- Free Tools or Resources
- Paid Tools or Resources
- Podcast
- Interviews
- Research & Data
- White Papers
- Photo Galleries
- FAQs
- Plug-ins
- Timelines
- Stories
- Vlogs
- Reddit User Creation
- Content Visualizations
- Media Mentions
- Client Testimonials
- Inspirational Messages
- Company News
- Company Performance
- Interactive Content
- Online Magazines
- Pinterest Posts
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