

# Digital Content

Digital content is any type of media created and distributed online. This can include text, images, videos, audio, and other forms of multimedia. The term “digital content” is often used to distinguish it from traditional forms of media, such as print publications or television broadcasts.

One of the key benefits of digital content is that it is easily shareable and can reach a global audience. This is particularly true for text-based content, such as blog posts or articles, which can be shared across social media platforms and other websites.

Images and videos can be shared easily, often more engaging and visually appealing than text-based content.

Another benefit of digital content is that it is highly measurable. It is easy to track how many people view or engage with your content and gather data on demographics, locations, and other factors that can inform your marketing strategies. This type of data can be used to optimize and improve your content over time.

## Types of digital content

1. **Text:** Text content can be created in various formats, including blog posts, articles, eBooks, and whitepapers. This type of content is typically used to convey information or educate readers on a particular topic. Text content can also be optimized for search engines through the use of keywords and other search engine optimization (SEO) techniques.
2. **Images:** Images are visual content that can be used to convey a message or illustrate a point. They can be photographs, illustrations, or graphics and can be used in various contexts, such as blog posts, social media posts, and website design. Images can be optimized for search engines by using alt text and other techniques.
3. **Audio:** Audio content includes music, podcasts, audiobooks, and sound effects. It can be used for entertainment or educational purposes and consumed on various devices, including smartphones, tablets, and computers. Audio content can also be optimized for search engines through the use of metadata and other techniques.
4. **Video:** Video content is becoming increasingly popular as a way to engage audiences online. It can be used to entertain, educate, or promote products and services. Video content can include short films, movies, TV shows, webinars, and instructional videos and can be optimized for search engines through the use of titles, descriptions, and tags.
5. **Interactive Content:** Interactive content is designed to engage audiences and encourage participation. It can include quizzes, surveys, games, and other interactive experiences. Interactive content can be used to educate, entertain, or promote products and services.

6. Infographics: Infographics are visual representations of data and information. They can be used to simplify complex information and make it easier to understand. Infographics can be shared on social media platforms, included in blog posts, or used in presentations.

Creating digital content can be a valuable part of any marketing strategy. However, it is important to remember that not all types of digital content will be effective for all organizations.

Understanding your audience and what type of content will most effectively reach them is important. This can include analyzing data, conducting surveys, and using analytics tools to understand how your target audience engages with your content.

Overall, digital content is essential to any marketing strategy in today's digital age. It is easily shareable, highly measurable, and offers many benefits over traditional forms of media.

With the right approach, digital content can help organizations to build their brand, reach new customers, and drive sales.

Words often aren't enough to truly engage your target audience. The most amazing marketing campaigns are going to leverage a variety of mediums to get your message across. Increasingly, people are drawn by all things visual.

Sharing valuable ideas is still essential, but you can set yourself apart from the crowd by creating images, videos, and infographics that communicate as well as engage visitors. Here is why you should put some focus on a visual content marketing strategy and some tips to get started.

## What Is Visual Content Marketing?

Visual content marketing refers to anything that isn't primarily text-based. Some examples include:

- Images
- Videos
- Infographics
- Memes
- Screenshots
- Presentations

## Why A Visual Strategy Makes Sense

Humans are visual learners and are more likely to engage with content that includes visuals. PR Daily reports that visual content gets 94 percent more views than content with no visuals. In a [2018 study](#), B2C marketers chose videos (45 percent) and images (29 percent) as top content marketing methods for achieving company goals.

Some of the ways that visual content can help your business meet its goals include:

- Raising brand awareness through increased visibility and engagement
- Bringing more traffic to your website
- Engaging consumers through visual storytelling

Research shows that visual content behaves differently than text-based content. Some of the reasons that visual content outperforms textual content are that it can get your message across faster and is easier to remember.

This doesn't mean you should ditch the words completely. A good mix of both is vital to your success. So, brands that haven't placed an emphasis on visual content in the past are encouraged to give it a closer look.

## How to Put a Visual Content Marketing Strategy to Work for Your Business

Hopefully, you're convinced that visual content is something you should make a priority. But where should you begin? Fortunately, there are plenty of tools available to help you get your message across visually. Here are nine ways you can kickstart your visual marketing strategy:

### *1. Photos and Illustrations*

When you use photos or illustrations in your content, they can break it up as well as add context. A concept that might be murky through text alone suddenly makes a bit more sense with a visual. Plus, no one likes to look at a wall of words on a screen.

### *2. Infographics*

Some of the most powerful visuals are those that combine images and data. Called "infographics," (see the illustration above), these are eye-pleasing and shareable visual content that includes statistics on top of or alongside some relevant images or illustrations. You can include these in a blog post or your website content, or post them on social media.

### *3. Quotes*

If you can find a quote that will help you get your point across, make your audience smile, or add some other value, combine it with an image and use it. You can use an image of the person you are quoting if they are famous or an influencer or choose something else appropriate.

### *4. Videos*

The importance of [using video in your digital marketing strategy](#) isn't something you want to ignore. More than half ([53 percent](#)) of consumers engage with brands after watching a video on social media, and 93 percent of businesses state they've gotten a customer thanks to social media videos.

Video is incredibly effective just about anywhere. Sure, people like to watch videos on social media, but they also do well on company blogs. You can create a video to complement your other content or as a different form of content to spice things up for your visitors.

### ***5. GIFs***

Not everyone loves GIFs, but these moving images can certainly make an impression. They can quickly convey emotion and share the human side of your brand. As a bonus, they are simple to consume. If these visuals fit your brand, you should give them a try.

### ***6. Memes***

People still pause to read memes. This is because they are bite-sized content that only takes a few seconds to consume. If it doesn't bring value, the consumer hasn't lost much. But, if it does, both the creator and the consumer gain something.

You can use a meme on social media, provided it is in good taste. You can also add them sparingly to your blog posts.

### ***7. Screenshots***

Another simple way to create visuals for your blog or social media page is with screenshots. When you're surfing the web and find something that you'd like to "share" with your audience, take a snip of that information.

You can save your screenshots until you have a relevant blog post. Or, you can put them directly on social media with a few thoughts and drum up some instant engagement.

### ***8. Slideshare Presentations***

Some consumers get a bit annoyed when they select a blog post or story that requires them to click through multiple pages of visuals. (These are often used with Listicles). Interestingly, however, they're incredibly effective, and people will click through page after page all the same.

Slideshare presentations are an excellent tool to show off a list of product features. They also work well as instructional pieces. Another benefit is that users can often download them as a PDF for future reference.

### ***9. Flip Books***

Believe it or not, some brands have been using custom print magazines for a few years. The online version of the print magazines, called Flip Books, is a unique way to market your products and services. You can use an online tool like [Flipsnack](#) to create digital brochures, catalogs, and magazines to share with your visitors.

Written content such as blog posts and web pages is still an essential part of your digital marketing strategy, but you need visual elements to reach and engage your visitors. If you're ready to take your online marketing to the next level, Connection Model's results-driven solutions can help.

# The Rise of Audio Content in Publishing: Embracing Podcasts and Audiobooks

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The digital age has brought about a renaissance in the way content is consumed. Among the most significant shifts has been the rise of audio content, with podcasts and audiobooks experiencing unprecedented growth. For publishers, this presents both challenges and opportunities. This article will explore the evolution, benefits, and potential of audio content in the publishing landscape.

## *The Podcast Revolution: A New Era of Storytelling*

Podcasts have exploded in popularity, offering diverse content ranging from news commentary to serialized fiction.

### **Benefits:**

- **Flexibility:** Listeners can consume podcasts while multitasking, during commutes, workouts, or household chores.
- **Engagement:** The intimate nature of audio allows for a deep connection between the content creator and the listener.
- **Diverse Genres:** From true crime to educational content, there's a podcast for every interest.

## *Audiobooks: Bringing Literature to Ears*

Audiobooks have transformed the reading experience, making literature accessible in a new format.

### **Benefits:**

- **Accessibility:** Audiobooks cater to those with visual impairments or those who struggle with traditional reading.
- **Narrative Depth:** Professional narrations can add depth and emotion to a story, enhancing the listener's experience.
- **Convenience:** Like podcasts, audiobooks offer the flexibility of consumption on the go.

## *The Business of Audio: Monetization and Growth*

The rise of audio content isn't just a cultural phenomenon; it's also a burgeoning business opportunity.

### **Podcast Monetization:**

- **Sponsorships and Advertisements:** Brands are keen to tap into the engaged podcast audience, leading to lucrative sponsorship deals.
- **Subscription Models:** Some podcasts offer premium content for subscribers, ensuring a steady revenue stream.
- **Merchandising:** Popular podcasts often sell merchandise, from T-shirts to mugs, capitalizing on their brand.

### **Audiobook Monetization:**

- **Sales and Streaming:** Audiobooks can be sold as standalone products or offered through streaming platforms.
- **Subscription Services:** Platforms like Audible offer monthly subscriptions, giving access to a vast library of audiobooks.

## *The Production Process: Crafting Quality Audio Content*

Creating compelling audio content requires a different approach than traditional publishing.

### **Podcast Production:**

- **Content Planning:** Determining the podcast's niche, target audience, and episode structure.
- **Recording:** Investing in quality microphones and soundproofing can significantly enhance audio quality.
- **Editing:** Post-production editing can remove errors, improve sound quality, and add effects or music.

### **Audiobook Production:**

- **Narrator Selection:** Choosing the right voice is crucial. Some authors narrate their books, while others hire professional voice actors.
- **Sound Design:** Background music or sound effects can enhance the storytelling experience.
- **Quality Control:** Ensuring consistent volume levels and clear audio is crucial for listener satisfaction.

## *The Future of Audio in Publishing*

The audio content trend shows no signs of slowing down. As technology evolves, so will the ways we produce and consume audio.

### **Predictions:**

- **Interactive Audiobooks:** Future audiobooks might offer interactive elements, allowing listeners to choose their own adventure.
- **3D Audio and Binaural Beats:** Advanced audio techniques can offer a more immersive listening experience.
- **Integration with Smart Devices:** As smart speakers like Amazon's Echo or Google Home become ubiquitous, audio content will play an even more significant role in our daily lives.

## *Conclusion*

The rise of audio content in publishing signifies a broader shift in content consumption patterns. Publishers willing to embrace and invest in audio stand to gain a loyal and engaged audience. As with any medium, the key lies in understanding the unique nuances of audio and leveraging them to deliver compelling, high-quality content.

## *Animated explainer videos at your fingertips*

Become a creator! Explain Everything's robust toolset gives you everything you need to make short video presentations and motion graphics that drive your point home.

### **Draw what's on your mind.**

Easily tell your story by drawing! Impress your audience and visualize your ideas any way you like with Explain Everything's drawing toolset.

### **Insert (almost) anything.**

Don't leave things up to your audience's imagination. Use different kinds of materials such as photos, videos, PDFs and more. Record the process and share it anytime.

### **Videos galore.**

Audience getting lost? Add an explainer video featuring your smiling face so your message gets their attention.

## *Explainer videos made easy with an online whiteboard*

Bring your videos to life in a flexible and interactive environment! Explain Everything's infinite canvas and recording tools make creating whiteboard explainer videos a breeze.

### **Infinite space for infinite ideas**

Zoom in and out on the infinite canvas and never run out of room.

### **Don't wait, annotate!**

Annotate over everything you have inserted onto your canvas, even other videos!

### **All-in-one recording & editing**

No additional software necessary! Record all your moves, annotations, and voice, and then make edits using the timeline, all right inside Explain Everything

## *Video tutorials for your students*

Record memorable lesson materials and video tutorials for your students. Get their attention using online whiteboards for teaching. Explain Everything makes the process easy and fun!

### **Watch and learn**

Record tutorials and share them with your students using a Web Video link. So they can watch them anytime, anywhere.

### **Use ready-made templates**

Save time by using different templates available on the Explain Everything platform. Create interactive projects and get it in front of your audience fast!

### **Hands-on learning**

Your students can download your videos as an Explain Everything project and then take notes or share their feedback with you.

## *he most engaging types of social media content in 2023*

Keeping up with the latest in social media is a difficult task with all the different platforms, features and algorithms. That's why we created [The 2023 Content Benchmarks Report](#) to help you identify the most valuable types of social media content.



In this report, we collected data from 729,000 public social profiles in 2022. Then, we analyzed trends to derive what types of social media content will inspire your audience and make them more likely to engage with your brand. Let's take a look at which formats are most engaging.

## *1. Short-form video*

Short-form videos are the most captivating type of social media content thanks to their capacity to break down and present information in less than one minute. Plus, the length makes it more shareable and ideal for social media.

You're facing an audience that's busier than ever. People are looking for immediate gratification with fast and [entertaining content](#) they can consume on the way. So a 15-minute video seems impractical when a one-minute video can do the job just as well.

### **Why short-form video works on social**

About 66% of consumers find short-form videos the most engaging out of any other social media post types. And before you say it's because bigger brands have the resources to produce high-end videos, the truth is successful videos don't require unlimited time, resources or heavy editing.

According to our research, consumers find short-form videos 2.5x more engaging than long-form videos. So humor and relatability are enough to draw people to your brand. In fact, [The 2023 Sprout Social Index™](#) found that consumers don't see enough authentic, non-promotional content from brands.

Additionally, short-form videos are perfect for different types of [social media post ideas](#). From highlighting how to use your product or service to influencer collaborations and behind-the-scenes content.

### **Best social media platforms for short-form video**

The popularity of TikTok videos, Instagram Reels and YouTube Shorts is evidence of their effectiveness when it comes to short-form video.

Both TikTok and Instagram have a variety of tools that help create short-form videos for free. You can record a few shots, add a soundtrack, use a filter and follow popular [social media trends](#). Additionally, you can promote your content with native ad campaigns.

Even though [YouTube Shorts](#) are a recent feature from YouTube, they have become increasingly popular with [15 billion global daily views](#).

### **4 use cases of short-form video from Last Crumb**

[Last Crumb](#) is a small business born in LA that bakes luxury handmade cookies. This brand stands out for using sassy language and an almost seductive tone to reach its audience.

Last Crumb uses short-form videos on TikTok and Instagram to encourage their audience to crave their cookies with:

1. Content relating their cookies to popular holiday celebrations. Last Crumb uses their holiday-themed videos to hop on relevant trends and conversations, prompting their audience to share their content with friends and allowing the brand to reach a wider audience.
2. Influencer collaborations to taste-test their cookies. In these videos, influencers unbox the luxury package and eat the cookies. This tactic leverages influencers' loyal followings to generate interest within an untapped audience with "reviews" people trust.
3. Last Crumb's destruction collection, in which the brand destroys their extravagant cookies, merge "demos" with entertaining content to show the delicious texture of the cookies to keep people watching and drive engagement.
4. Last Crumb's sandwich collection shows how you can make different luxury ice cream sandwiches with their cookies. This helps them stay connected with their customers by sharing recipes they might want to try the next time they order cookies.

## *2. Images*

Images are the second most valuable type of content out of the nine popular social media content categories. They're also one of the [types of social media](#) most frequently posted across social networks.

Static images are absorbed and appreciated in an instant. The colors, composition, text (or lack of it) and other details give social users an immediate impression of your brand.

### **Why images work on social**

Amongst the types of social media content, 61% of consumers find images the most engaging type of in-feed social content. I don't know about you, but I'd rather look at a picture than read a thousand words.

Since mobile devices are equipped with high-definition cameras, and there are many free editing tools, anyone can embrace their inner photographer and graphic designer. This means social media marketers can create images for their content strategy without enlisting a ton of resources.

### **Best social media platforms for images**

Instagram and Pinterest are platforms that naturally lend themselves to images. These social media platforms have unique advantages to leverage your visuals like filters, effects and editing.

Instagram started as an image-sharing platform and even though it has evolved to be much more, its content is still made of [87% images](#).

When consumers go to Pinterest, they're looking for inspiration and creativity. In fact, [97% of all searches](#) on the platform are unbranded, creating the perfect environment for audiences to discover your brand and spark their interest in a future purchase.

As a bonus, both platforms have [social commerce](#) features that allow you to tag products, transforming images into “shoppable” content.

### **3 use cases for image posts from Williams Sonoma**

Williams Sonoma is known for its kitchenware, home furnishing and gourmet foods. It maintains a strong following, clear [reputable brand identity](#) and “shoppable” feeds across social platforms. They achieve that with sumptuous, vibrant images in the following ways:

1. Williams Sonoma uses top Pinterest trends to create Pins and carousels with colorful dishes and recipes. These images catch the eye of their target audience, enticing clicks to learn more about how to make the dish, which drives engagement and traffic to their website.
2. They support the full shopping experience on Instagram using eye-candy imagery and product tags. Thanks to these, consumers can get the product they like with a few taps, reducing friction to the final purchase.
3. Across platforms, they leverage their organic presence by using captions to enhance their image content and CTAs to their blog or online store to continue the buying journey.

### *3. Live video*

The ongoing digital transformation has left businesses thinking differently about how they can engage with customers in real time. In 2020, Live video came out as a winner during the pandemic with [live video viewers reaching 152.5 million](#) (20.4% more than in 2019).

### **Why live video works on social**

37% of consumers find live video the most engaging type of social media content. It enables businesses and creators to broadcast conversations, webinars, Q&As or other virtual events. And unlike [text or image posts](#), where you wait for an interaction, live videos give audiences a chance to react in real time.

Live and simultaneous viewing also gives people a sense of community and togetherness. What’s even better is you can [repurpose your livestream video](#) to get more value from the content. For example, you could create multiple shorts or text snippets from your livestream for posts on other networks.

### **Best social media platforms for live video**

Many platforms have livestream capabilities, but the best ones are Facebook Live, Instagram Live, YouTube Live and LinkedIn Live.

YouTube, Facebook and LinkedIn Live experienced a boom during the pandemic. YouTube and Facebook Live acted as entertainment for people. While LinkedIn Live allowed brands to reach and communicate with a professional network. On average, LinkedIn live videos get [7x more reactions](#) than native videos.

According to Statista, 43% of US social media users aged 18-34 watched Instagram Live in 2021. That's in part because the platform is designed to better your chances of followers joining you. When you go live on Instagram, your Live content appears at the beginning of Instagram stories.

## **How BuzzFeed uses live video to spark interest**

BuzzFeed is a news and entertainment company that talks about viral topics. One of its branches, BuzzFeed Video, produces original video content about their articles.

From trying viral TikTok products to, home decor and/or easy meal preps, BuzzFeed Video attracts a wide audience around pop culture. They use Facebook Live to bring their blog content to life and be part of the conversation on social. Jumping on viral trends or speaking directly to their audience's interests enables them to stay relevant in real time and be an entertaining source of information that makes you want to come back for more.

## *4. GIFs/memes*

GIFs and memes are a particular type of social media content favored by younger generations. When words can't describe the mix of gestures and feelings we all relate to at some point, memes can add meaning to these situations.

These types of social media content assure your audience gets the message and helps your brand relate to your audience through comedic takes on daily life.

## **Why GIFs and memes work on social**

Besides the fact that they're shareable and enjoyable, their relatability makes it almost personalized content. Something that [71% of consumers](#) expect companies to deliver.

When people see personalized content, their immediate response may be to interact with it and share it with friends. That's how memes become viral if they're used with the right audience.

GIFs can have the same effect but are more dynamic due to their animated feature. This makes them an excellent way to start conversations with more than words and still leave an impression.

## **Best social media platforms for GIFs and memes**

Instagram, Facebook, LinkedIn and Twitter are ideal to post memes. But for GIFs, we recommend Facebook, LinkedIn and Twitter. If you post a GIF on Instagram, it will be added as a short video.

Memes drive engagement, that's why Instagram users share over [one million memes daily](#). They also drive traffic, as proved by a [study](#) from Social Media Today. They posted memes on Facebook, Twitter and LinkedIn for a month, which increased their website traffic by 12%.

In the case of GIFs, Facebook, Twitter and LinkedIn have special features for sharing this type of content. Twitter and LinkedIn make it as easy as tapping on the "GIF" icon and selecting the GIF you want to share. And Facebook's boomerang feature allows you to capture moments in a loop so you can create your own GIFs.

## **How ProWritingAid uses GIFs/memes to connect with their audience**

ProWritingAid is an AI writing assistant software that corrects your grammar and style with automated suggestions. If you go to their Instagram profile, you'll notice that their most engaging posts are memes from writers for writers.

They use memes to convey their audience's common tasks, like finishing a book outline, the struggles that come with it and wholesome messages. This relatable content builds relationships with their audience by speaking to their pain points, while still providing comedic relief.

### *5. Text-based posts*

It's important for businesses to prioritize visual content, but they shouldn't lose sight of the power of words. What's more, 32% of consumers say text-based posts are still one of the most engaging types of social media content.

Written content needs the same attention, consistency and creative elements that you give other content formats. But developing a distinctive [brand tone and voice](#) that aligns with your visual identity will help your written content stand out from the crowded social chatter.

## **Why text-based posts work on social**

According to our index, 34% of consumers follow their favorite brands on social to see the brand's personality. And the most direct way to give that to your customers is with text posts.

Short-form video is reigning and an image is worth a thousand words. But that doesn't mean text-based content is redundant. And that's especially true for social media, where text-based content can be valuable for starting conversations that help you get to know your customers better.

## **Best social media platforms for text-based posts**

Reddit, Twitter and LinkedIn are top-of-mind for text-based posts in the social media content categories.

Reddit is a great platform to engage in Q&As and get conversational with your fans. While LinkedIn is perfect to share thought leadership, articles and engage with your professional network.

Still, Twitter is by far the most popular platform for text-based posts. It's perfect to share digestible bits of information, ideas and news. That's why it's always buzzing with conversations.

And engaging in conversations that interest your audience can help you widen your reach and build a community.

#### **4 use cases of text-based content from McDonald's**

McDonald's is one of the most successful fast-food chains with millions of customers served each day. On Twitter, the brand uses text posts to communicate with fans in a relatable, casual and humorous voice that brings the brand down to earth. Specifically, they use these types of text posts to define their brand values and start conversations:

1. Asking their fans questions and encouraging them to engage in fun trends.
2. Using Tweets to collect and act on the feedback shared directly from their community.
3. They don't just post, wait for engagement and leave it at that. The brand addresses nearly every response they get.
4. McDonald's cross-promotes their text tweets and repurposes them on other social platforms using graphic elements.

These examples show how McDonald's uses text-based content as a way of building a community and engaging with them. Plus, this makes customers perceive the brand as approachable which builds trust.

#### *6. User-generated content*

User-generated content (UGC) is content created by fans, consumers or users that brands repurpose for their feed. When consumers create content showcasing your products, they're essentially giving you social proof and testimonials.

UGC has opened the doors for brands to reach a wider audience as people enjoy being part of a community. Also, UGC shows real-life uses of your products or services, which makes your followers more willing to try them.

#### **Why user-generated content works on social**

Of all the types of social media content, [UGC is the most trustworthy](#). Consumers want to see real customers showing their experiences with your brand.

According to our 2023 content benchmark report, around 39% of consumers like to see testimonials or customer demos from the brands they follow on social because that's the type of content they consider authentic. This creates trust, which ultimately affects the decision of 58% of consumers to pick a brand over a competitor, according to our Index data.

Also, you can take advantage of UGC to maximize your budget while reaching more consumers. When a user tries your product and posts about it, their followers may want to try it and post about it as well. This creates a chain reaction in which you reach the followers of your followers. Yet, over [93% of marketers](#) aren't using the full power of UGC, so there's a lot of opportunity with this type of content.

## **Best social media platforms for user-generated content**

Instagram and TikTok are the go-to social media platforms to find user-generated content. This is because both are highly effective for visual content, especially short-form videos. And since video content is best for showcasing a product over text or static images, 79% of marketers are willing to invest more in video leveraging authentic content (UGC) in 2023 according to the SOUGC report.

## **How L’Oreal Paris USA leverages UGC content with TikTok**

L’Oreal Paris is a cosmetic brand that empowers women through beauty. They launched a TikTok contest to win \$25,000 in which TikTokers had to upload a 15-second video showcasing their new telescopic lift mascara.

This tactic generated tons of UGC videos that fueled their brand awareness. Also, their mascara went viral on TikTok, promoting more sales. And they got lots of product demos for future campaigns.

## *7. Long-form video*

Long-form video is the type of social media content you look for when you want educational and informative videos. Even though short-form videos are the most popular type of content, they lack the depth you crave when you’re genuinely interested in a topic. While videos that last longer are packed with information that builds authority.

## **Why long-form video works on social**

Long-form videos are great for developing relationships with your audience. What's more, 24% of consumers report long-form video content as the most engaging type of social media content.

Also, long-form videos are one of the best types of social media content to share educational topics. In fact, [93% of viewers](#) use YouTube for educational purposes, and as of March 2021, users spent an average of [29 minutes and 36 seconds per visit](#).

## **Best social media platforms for long-form video**

YouTube and Facebook are the most popular platforms for long-form content.

When you think about long videos, your mind naturally drifts to the giant online video-sharing platform we know as YouTube. And with good reason, as YouTube is designed to share videos of all lengths and keep people watching.

It's also important to note that 71% and 51% of consumers expect to use Facebook and YouTube (respectively) more in 2023, according to our Index data.

## **How TED uses long-form video to connect with its audience**

TED Talks discuss specific topics that move the world. Speakers present “Ideas Worth Spreading” from innovative research in their fields hoping to ignite imagination and give space to possibility.

TED’s long-form video content has become a worldwide phenomenon because the ideas click with people, giving them a feeling of belonging and community. But how does TED keep people interested in a 10+ minute video?

Because of storytelling!

The script of every TED Talk is packed with knowledge and information, but also strategic rhetorical questions, pauses and a bit of humor. The talks are meant to be stories that draw the listener in. So it’s all about how you present this information. YouTube creates the perfect space for this as it enables [TED Talks](#) to appeal to their audience through education and entertainment.

### *8. Audio*

Social audio is about using your voice rather than comments, emojis or reactions to communicate. You record yourself talking about hot topics or experiences you think will interest your audience.

And the single best format for this type of social media content is podcasts.

## **Why audio content works on social**

Around [32% of people in the US](#) put their headphones on and listened to podcasts while in the car in 2022. A smart way of learning something new and passing the time when you need your eyes on the road. And sometimes people want information without the commitment of being in front of a screen for an hour.

Even though podcasts have at least a basic outline to plan their episode, most of the talking, expressions or personalities are genuine. This allows listeners to connect with the host, but the quality of the content is also important to prompt your audience to hear the next episode.

## **Best social media platforms for audio**

Podcasts are best found in libraries like Spotify and Apple Podcasts. But that doesn’t mean they can’t be repurposed to fit your social media networks.

TikTok and YouTube are great platforms for podcasts as they can play long audio recordings, just like they do with video. You just need to add an image or film the recording of your podcast.

## **2 use cases of audio content from HerFirst100k**



[HerFirst100k](#) strives to give women financial education and create a supportive community that thrives. Their podcast, The Financial Feminist, aligns with their financial freedom and community goals. Here's how they repurposed their podcast on their social to achieve more visibility:

1. TikTok teaser videos that increase their reach and promote their podcast to get more subscribers.
2. YouTube gives [HerFirst100k](#) a chance to address questions important to their audience on a platform they frequent. Also, it expands its reach beyond podcasting platforms by increasing their visibility on one of the popular search engines.

## *9. URL/links to other content*

Using links helps you bring more followers to your website or other content. As the links are in your social media posts, it gives your audience easy access to content of interest and extends their experience with your brand.

URLs allow your brand to share more details, or go beyond the limits of character count within a social media platform with a single click.

### **Why URL/links to other content work on social**

If you put a link in your social media posts to respective content on your website, you're creating more opportunity to drive traffic to your site.

What's more, when you promote a new product or service on social media, a link to the checkout or pricing page can help drive sales. It also reduces friction to purchase by making it easy to go from one platform to the next.

### **Best social media platforms for URL/link to other content**

The best social media platforms for URL/links to other content are LinkedIn, Pinterest, Twitter and Facebook. On these platforms, linking to other content is as easy as including the link in the character field and posting it.

Facebook, LinkedIn and Twitter emphasize your links by showing a thumbnail image in your posts. For Pinterest, the process is similar, but you can customize the thumbnail image by uploading an image, titling your pin and adding a description.

While marketers are turning their attention to visual content, let's not forget that text is still an important component of any effective content marketing strategy.

Written content is often the best format for communicating in-depth, complex, or technical information, making it particularly well-suited for B2B marketing.

It gives you the opportunity to include a lot of keywords for SEO while text-based web pages are superior in terms of page speed and mobile loading, which can also improve search engine ranking.

In addition, written content is often preferred by the older and wealthier demographics who are more likely to have decision-making power.

Text doesn't mean boring. There are many ways to use written content to engage your audience, generate leads, nurture relationships, and increase conversion.

Here are ten written content formats that are proven to be effective for content marketing:

### *1. Blog Posts*

Blog posts are probably the most widely used content marketing format.

As part of a content marketing strategy, blog posts are used to improve a website's [SEO ranking](#), drive traffic to a website, build trust with an audience, and address questions or concerns that arise at various stages of the customer lifecycle.

A blog post should contain relevant keywords, a title that entices people to click through, and content that appeals to the target audience. It should also be formatted to optimize readability.

### *2. Articles*

Even though blog posts and articles are often interchangeable, articles typically refer to longer, well-researched, and in-depth content on a particular topic or subject.

Articles tend to be more educational and informative in nature and created as an “evergreen” piece.

They can also be offline written materials (e.g., in magazines and other publications) produced to educate an audience and position the author as a thought leader.

### *3. Whitepapers*

[Whitepapers](#) are in-depth reports on specific topics. They usually present a problem or provide a solution and are written in a persuasive and authoritative tone.

Since more research and expertise are invested in the creation of whitepapers, they're of higher perceived value and often used as a lead magnet to capture the contact information of potential customers.

Whitepapers are particularly popular among B2B marketers who want to position their brand as an industry expert and need to appeal to an audience that values in-depth information.

## 4. eBooks

More in-depth than blog posts and less formal than whitepapers, [ebooks](#) have high perceived value and are often used by content marketers as lead magnets.

Your ebook should cover a subject matter that's appealing to your [buyer personas](#) and written in a way that reflects your brand personality so you can build relationships with the audience.

An ebook can be created around the theme of a marketing campaign to showcase your brand's authority on the subject. You can also extract and repurpose the content for distribution in other channels (e.g., creating a blog post with an excerpt or use snippet as social media posts.)

## 5. Case Studies

Case studies are often used to demonstrate the effectiveness of a product or service by showing how it helps a client solve a problem or achieve a result.

[Case studies](#) provide detailed information that targets prospects in the consideration or purchase stage of the customer lifecycle. They also provide the opportunity to promote your products or services and include a call-to-action for the readers to take the next step.

Don't forget to use relevant numbers and metrics to illustrate the effectiveness of your products or services and present them in a way that your target audience can relate.

## 6. Presentations

Slideshows, or presentations, is a great content format for storytelling, communicating metrics and statistics, and delivering an engaging user experience.

They give you an opportunity to showcase your knowledge in a visually appealing way and help you establish thought leadership.

Posting a presentation on sites such as [Slideshare](#) can help boost your organic search presence. For example, Slideshare automatically transcribes the copy on your presentation so search engines can index the content.

In addition, embedding a slideshow in a blog post or on a web page can increase engagement and dwell time, which signals relevancy to search engines.

## 7. Checklists

Checklists work well either as a standalone piece or a complement to a piece of long-form content to summarize the information into actionable bullet points.

It's also a popular format for creating [content upgrades](#) to generate leads from high-performing blog posts.

### *8. Q&As or FAQs*

A [question-and-answer format](#) allows you to address prospects' and customers' concerns in a helpful and engaging manner. When the questions are phrased in a way similar to how your target audience would in their search engine queries, you can also improve the SEO ranking of your site.

Q&A content gives you the opportunity to showcase your knowledge in your area of expertise and it's a great way to attract prospects in the awareness stage of their customer journey.

FAQ often pertains to your products or services. It provides timely self-service customer care to those who have pre-sale questions or require post-sale support, which can help increase conversion and customer satisfaction.

### *9. AMAs (Ask Me Anything)*

Similar to Q&As, AMAs offer the opportunity to address questions from your readers while incorporating keywords that your audience often use in their search queries.

AMAs can be more informal and tend to focus on one specific topic. In addition, you can take the interaction to a variety of platforms, such as social media, to help increase audience engagement and build brand awareness (e.g., by using the appropriate hashtags.)

### *10. Social Media Posts*

There are different types of content you can post on social media. The majority of them should focus on providing value and engaging with your followers.

Besides posting content in text format, you can share a link to a blog post along with a headline and a summary to entice people to click through or accompany an image with some copy to provide context and start a conversation.

You can also promote high-performing posts by targeting a specific audience to increase your exposure and gain new followers.

### *Conclusion*

To maximize the power of written content in your marketing mix, you need to be consistent in your content creation and promotion efforts.

For many businesses, scaling their content production can be quite a challenge. Thankfully, you can now [outsource your content creation](#) without sacrificing the quality of your content.

[nDash](#) allows marketers to streamline their content production process by finding high-quality writers and managing the writing process all in one place.