

# B2B Content

PROMOTION GUIDE

It's no news to any marketer that the next big thing is **interactivity**. Content marketing outlets and industry newsletters are rife with headlines touting the effectiveness of interactive campaigns. Unfortunately, when it comes to interactivity, oftentimes us B2B marketers get left out of the fun!

Luckily B2C marketers don't have exclusive claim to interactive campaigns, and there are plenty of ways to incorporate some fun into our communications. Solutions like **Zembula's experiences** allow marketers to repackage existing campaigns into interactive goldmines, driving click through rates and audience participation. Let's examine one of the most common tactics of B2B marketing, gated content like whitepapers and ebooks, and see how we can benefit from an added dose of **reveal marketing**.

One of the easiest and most effective ways to repackage a gated content campaign with interactivity is to think about building your recipient's **curiosity**. Leaving the reader hanging, wanting more, or craving the answer to a question initiates their curiosity. The satiation of that curiosity is psychologically proven to activate areas of the brain related to memory, meaning whatever information you serve up won't be forgotten!



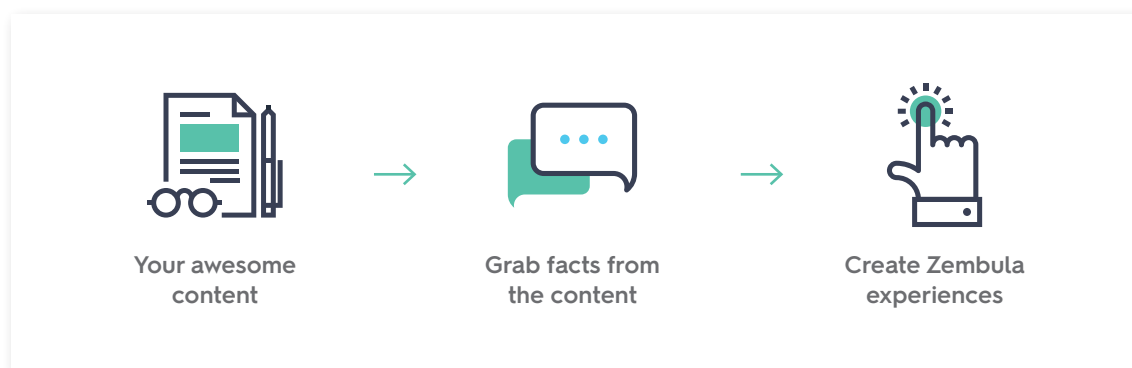
Every whitepaper or ebook has a stand out fact. You know the one, that makes your brand look good, or drives home a relevant point about your service's value. Use a Zembula experience, sent out on social media like Facebook, to initiate your customers curiosity and satiate that interest with your stand out fact. It means that your most crucial information will be remembered and the best part is, your customers will already be primed to complete a download of your gated content.

So how exactly do you do it? The key is to pick a striking cover image that leaves your reader wanting more and pair that with enticing text. Every dedicated marketer is constantly thirsting for knowledge about better marketing practices and industry standards. Leverage this thirst for facts and information to entice

consumer action. Use the text in your social media post to tease at the fact you want to serve up to your readers. Then, follow up with a powerful cover image that drives them to Scratch, Slide, Peel, or Zip, depending on the Zembula experience you choose. Finally, drive them to a landing page for your gated content. Use the reveal image to serve up your fact, ensuring it's the thing that stands out in their mind. The whole path of interactivity continues to build their anticipation and curiosity, ensuring they're ready for your form-fill or other gated content.

Remember what I said about your customer already being primed to download your white paper or Ebook? That's because of something called the [Endowment Effect](#). We inherently value things more when we feel as if we have some ownership of them. Since your recipients have interacted with the Zembula experience, they're psychologically prone to place a high value on the fact you serve up and by extension value your offer for gated content. It continues their desire for knowledge, and sets up your content as a great source to find it!

This easy interactive repackaging of existing facts and content adds an element of fun to the important information from your whitepapers and allows you to drive engagement with no heavy lifting required! There are many possibilities to promote gated content with these [sticky content-style](#) campaigns, which can be used across a variety of platforms including email and social media, and even as an overlay or embedded in a website or landing page. As an added bonus, Zembula allows you to choose between experience types, and create dynamically linked experiences, meaning the campaign possibilities are only bounded by your imagination.



Adding a little interactivity to your B2B marketing can go a long way. Asking your reader to invest by interacting with your content is a great way to build brand awareness and customer loyalty. Every B2B marketer knows the value of brand evangelists who act as advocates for you. Interaction is a key stepping stone to creating these feelings of loyalty in consumers. Don't let the B2C marketers have all the fun! Repackage an existing gated content campaign today with some interactivity and watch your engagement grow.