



Customer Acquisition with Interactive Content

BEGINNER'S GUIDE

Contents

- 1** Introduction
- 2** Interactive Content For Customer Acquisition
- 3** How do I get started & Industry Specific Interactive Content
- 4** Personalization
- 6** Social Media
- 7** Email Newsletters
- 9** Reveal Marketing
- 10** Conclusion

Introduction

By now, most marketers know they must incorporate some form of **interactive content** into their marketing strategy. In fact, last year **75% of marketers** reported that they planned to increase their use of interactive content marketing. This growth can be attributed to the fact that today's media consumers want shareable content that excites their friends and coworkers. This shareable content is a huge piece of your marketing strategy, because word of mouth is one of the best ways to acquire new customers. One of the most impactful ways interactive content can affect your business is through its ability to improve your customer acquisition ROI.

Read on for a step-by-step guide to implementing interactive content for customer acquisition.

Interactive Content For Customer Acquisition

Gaining new customers is tough. Your audience may subscribe to your newsletter, follow you on Twitter, and read your blog, but how do you get them moving in the right direction toward a buyer's mindset? How do you engage them in a new way that brings them closer to a purchase?

The answer is interactive content! While static content converts 36% of the time, interactive content has been shown to lead to a conversion **70% of the time**.

Adding interactive content to your customer acquisition strategy allows you to:



Entice your audience to purchase using content that is different and entertaining.



Add an element of fun to your customer acquisition strategy.



Refresh stale content with interactivity to get more bang for your buck.



Leverage psychological principles like Fear of Missing Out (FOMO) and curiosity to attract new buyers.



Optimize the transition from prospect to buyer with a memorable interactive experience.



Encourage active participation and grow the perceived value of your message.

How do I get started?

There are many ways you can incorporate interactive content into your customer acquisition plan. Below are a few examples, but remember, this is not an exhaustive list. The only limits here are your creativity and technology!

Industry Specific Interactive Content

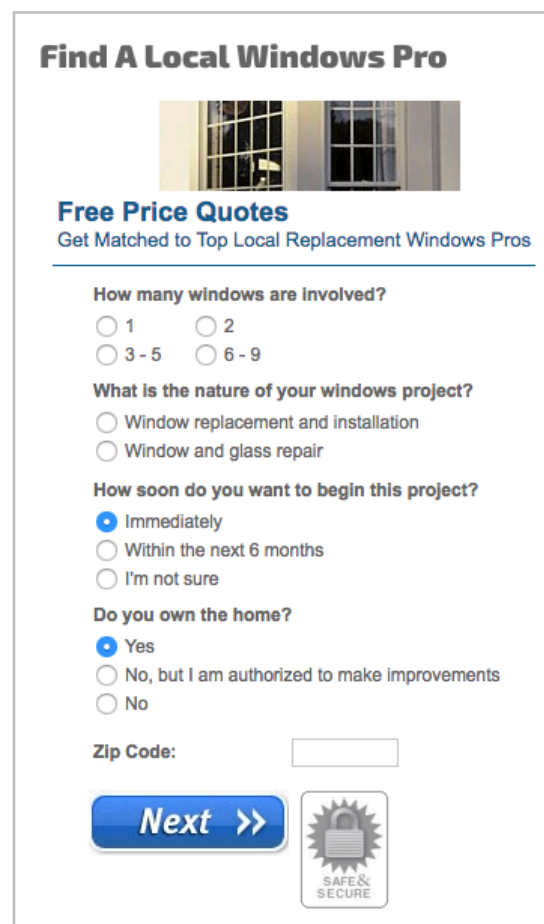
Brands in the construction and home improvement industries have found great success incorporating interactive content like [expense estimators](#) and [online classes](#) in specific tasks. These forms of interactive content drive customer acquisition by addressing the consumer's needs at the right time, and providing a solution. All industries can utilize interactive content. It just takes some creativity!

How to Do it: Think about helpful interactive services related to your industry that you can offer your customers. Once you've settled on a form of content, cross check it with your ideal customer personas to ensure it will resonate with your target audience. Simple calculators and courses regarding your products are not hard to create, and you'll see a huge boost in conversions!

EXAMPLES:

ReplacementWindowZone's Expense

Estimators: These expense estimators are successful in connecting with potential customers and converting them to buyers because they provide a solution to a customer's problem: How much is my remodel going to cost me? How can your business solve a potential customer's problem and drive conversion?

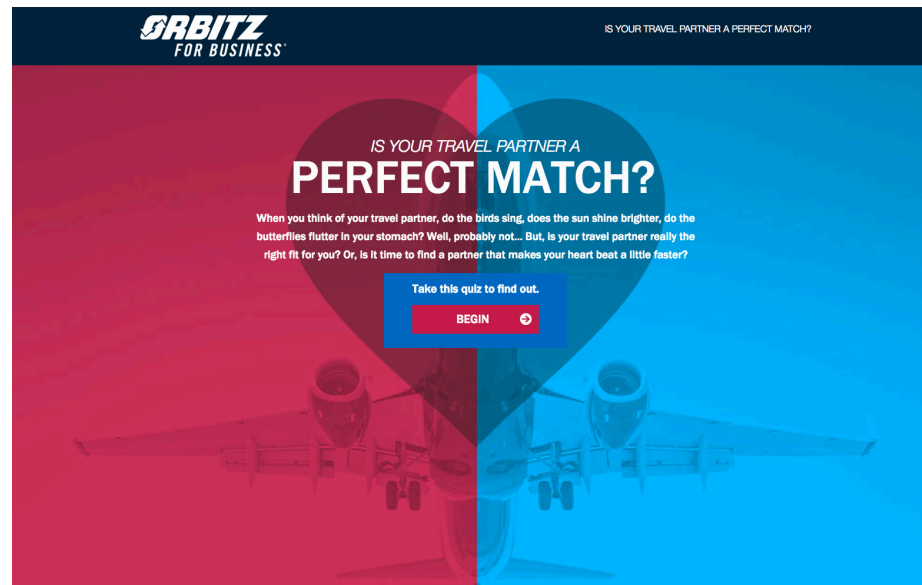


The screenshot shows a web form titled "Find A Local Windows Pro" with a sub-header "Free Price Quotes" and the text "Get Matched to Top Local Replacement Windows Pros". The form contains several sections of questions with radio button options:

- How many windows are involved?**
 - ☐ 1
 - ☐ 2
 - ☐ 3 - 5
 - ☐ 6 - 9
- What is the nature of your windows project?**
 - ☐ Window replacement and installation
 - ☐ Window and glass repair
- How soon do you want to begin this project?**
 - ☒ Immediately
 - ☐ Within the next 6 months
 - ☐ I'm not sure
- Do you own the home?**
 - ☒ Yes
 - ☐ No, but I am authorized to make improvements
 - ☐ No

Below the questions is a "Zip Code:" label and an input field. At the bottom, there is a blue "Next >>" button and a "SAFE & SECURE" badge featuring a padlock icon.

Orbitz's "Perfect Match" Quiz: This quiz helps Orbitz's potential customers determine whether their traveling partner is a reliable partner. Again, the campaign is successful because it connects with the reader's needs at a timely moment to encourage them to convert. Think of potential roadblocks a potential customer might face when purchasing your goods or services when you design your interactive campaign.



Personalization

Customer acquisition can be hard because you're attempting to begin a new relationship between your brand and a stranger. Potential customers are flooded with a vast number of messages across all forms of media every day. **Content fatigue** is a real affliction of the modern consumer! Personalization cuts through this haze of marketing messages and captures the reader by fostering a sense of familiarity.

How to Do it: Think about fun ways to add touches of personalization to your interactive messages. FX's *The Exorcist* was able to create a personalized video campaign for their Season #1 release that added each viewer's name into the animation. Creative approaches to personalization like this resonate with consumers and ensure your brand captures attention.

EXAMPLES:

Marketo's Invitation Video: This awesome personalized video added invitees names to the famous "Welcome to Las Vegas" sign at the beginning and continues to reference the viewer by name throughout. This hyper-personalized interactive approach brings loads of fun to their campaign. How can you make your potential customers feel engaged and bring some fun?



Facebook's "Friendship Videos": Anyone with social media has seen these personalized videos showing two people their friendship in photos and statuses. These videos are so successful because they provide entertainment for Facebook's users. Think of ways your brand can provide your potential customers with some fun and entertainment when you're planning your next interactive campaign.



Social Media

Part of cultivating your business' customer acquisition strategy is engaging with your followers on social media. In today's digital world, not existing on social media can spell death for an entrepreneur's dreams. However, it's not just enough to have social media...having a Twitter where you throw random links into the void isn't enough. Your brand needs to seem personable. Customers trust advice from the friends they follow on social media. In fact, **71% of consumers** who had a good social media experience with a brand are likely to recommend it to others.

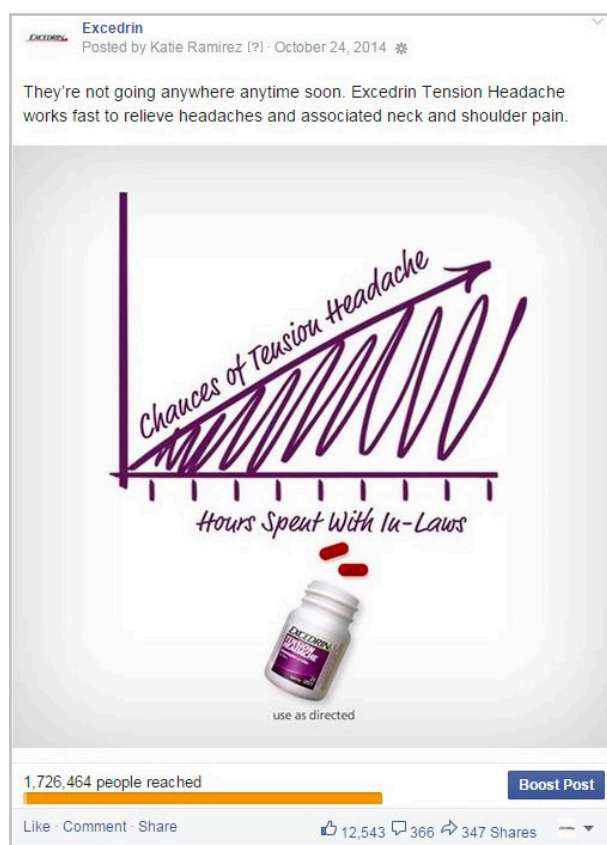
How to Do it: Foster a two way conversation with your visitors across social media channels, and use fun interactive experiences or GIFs to capture their attention. Try hosting a user-generated content campaign and invite your social media audience to submit their own photos of videos and watch the engagement soar!

EXAMPLES:

Girl Scouts App Download Campaign: The Girl Scouts utilized Twitter to drive app downloads by running a native campaign that drove users directly to the app store and prompted download. By proving that they were able to conquer social media, The Girl Scouts were able to create 19,500+ Twitter-driven app installations. How can you connect with your potential customers on social media and drive conversions?



Excedrin's "Debate Headache" Campaign: Excedrin was able to connect with potential customers this debate season by capturing an aspect of daily life and offering a solution. They were able to remain relevant with their timely hashtag campaign and their insight to the American political climate. Think about how your brand can connect with potential customers around a timely issue or relevant topic of interest.



Email Newsletters

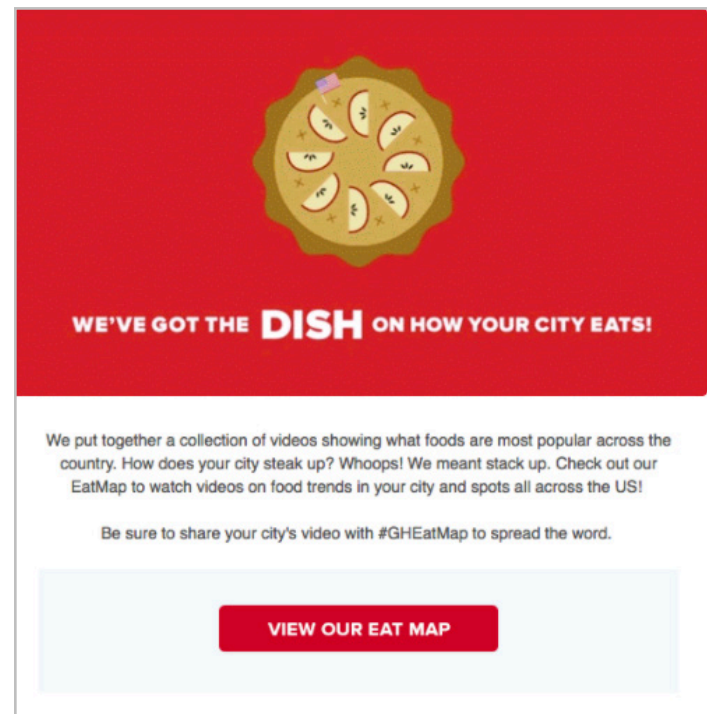
Almost every brand on the face of the internet has an email newsletter you can sign up for. How can you ensure your information stands out in the sea of marketing emails your consumers receive everyday? The answer is interactive content! Well over **two thirds of marketers** believe that interactive content is better at capturing attention and differentiating their brand than static content alone.

How to Do it: Stay in touch with readers and nurture a relationship that can lead to a conversion by allowing them to sign up for your email newsletter to get more information. Be sure to use a form that asks them their age and gender or other demographic information so you can better personalize the content in your newsletter. Include varying forms of interactive content in every email newsletter you send out.

EXAMPLES:

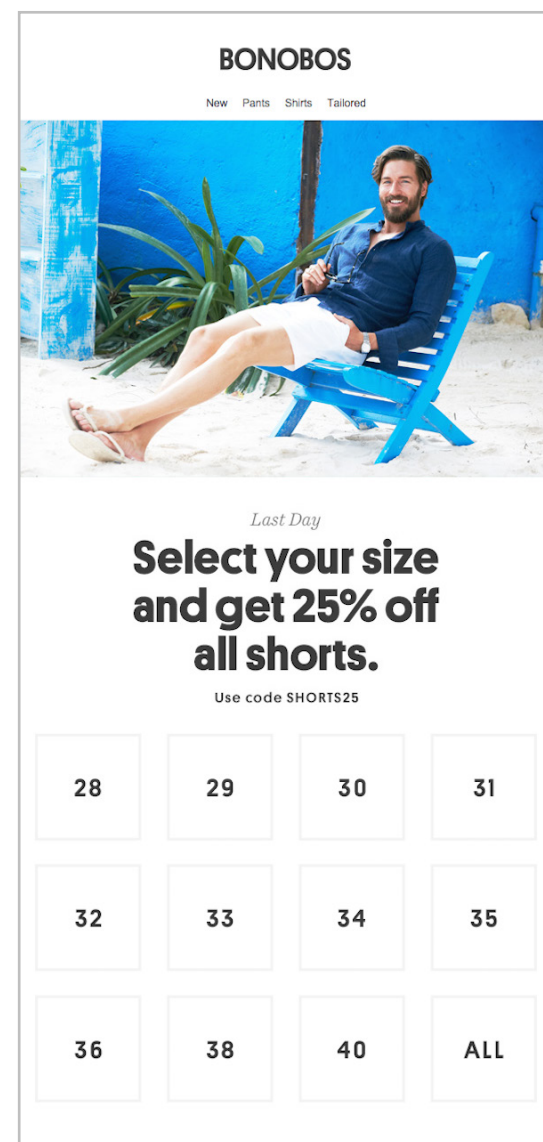
GrubHub's "EatMap" Email Campaign:

Grubhub created an engaging interactive email campaign that displayed moving animation within the email message, as well as offering viewers access to a customized "EatMap" of their local area. This approach engages the viewer and makes them feel like your brand is providing content relevant to their interests and day to day life. How can your brand connect with consumers and offer them interesting interactive content to enhance their life?



Bonobos "Select Your Size" Campaign:

Bonobos invited customer to interact with their email campaign by offering a "Select Your Size" menu. When consumers choose their size, they received a coupon for 25% pants or shorts. By offering a discount, they catered to their customer's needs and offered incentive for following their CTA. Think about how your brand can encourage your recipients to follow your CTAs with entice interactive content.



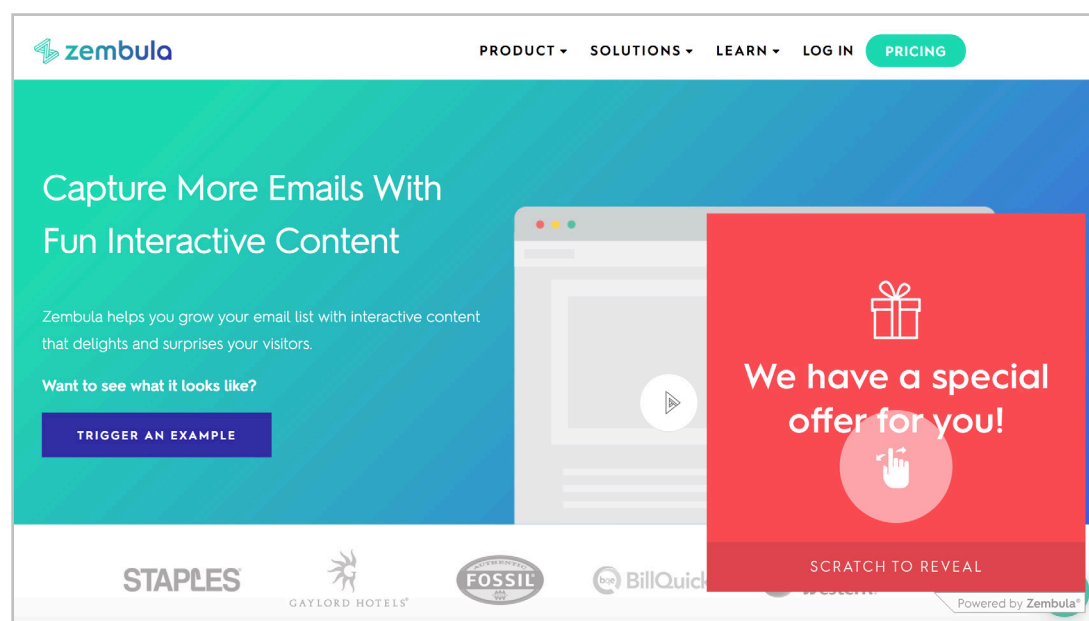
Reveal Marketing

With so many forms of interactive content to choose from, how do you decide what type is right for your customer acquisition needs? Here at Zembula, we believe in the power of [Reveal Marketing](#). Reveal Marketing utilizes several proven psychological principles like Curiosity and FOMO to engage potential customers and entice them to follow your calls to action. With our unique customer acquisition tool, your brand will be able to convert more website visitors into email subscribers quickly while providing an entertaining interactive experience.

How to Do it: Interested in getting started with reveal marketing today? Take a peek around our website and research whether reveal marketing is the best choice for your needs. When you're ready to talk more, [contact us](#) and get the ball rolling on your next interactive content campaign for customer acquisition!

EXAMPLE:

The Zembula Home Page: At Zembula we love using our own tool to grow our email list. This time we took a reveal experience and used it to giveaway a week of free trial. In order to unlock the extended trial, the visitor must enter their email address. By inciting curiosity right off the bat with a hidden offer we were able to drive action. Lastly, giving your audience a something and asking for something back is a great way to drive interest.



Conclusion

So what's holding you back from starting your first interactive campaign for customer acquisition today? For many marketers, it's a fear that interactive content is hard to produce and expensive to create. Fear not, perhaps the most convincing reason to adopt interactive marketing into your strategy is the ease of implementation! Unlike complex marketing initiatives that require the coordination of multiple teams across job categories and knowledge levels, reveal marketing is an effective strategy for a smaller more manageable team to accomplish.

Between interactive content marketing's effectiveness, psychological backing and ease of implementation, there's no reason not to add it to your customer acquisition strategy today.



Start brainstorming some ideas and get more inspiration
for your first reveal marketing campaign.

[GET INSPIRED](#)