



Terrific Tactics!

5 Tactics to Catch Your Audience's Attention

By Suzie D. Grace

✉ suzie@thewritegrace.com

🌐 www.thewritegrace.com

Face the facts: Customers are digitally bombarded

Attention spans are short and everyone is vying for focus amid mission-critical decisions, need-it-now information, and urgent and important matters.

3.8 billion

Google searches every minute*

6.5 trillion

Texts sent from America every year*

333 billion

Emails generated each year*

1.7MB

Data created every second for each person on Earth*

So, how do you cut through the blitz to reach them?

Check out these 5 hot tips you can implement now.

#1 Power Snacks

Deliver bite-size info that matters.

- **Cultivate the message**
Succinctly get to the point that's relevant to your audience
- **Validate the data**
Include proof points to back it up
- **Create the experience**
Convey through the senses (infographic, short-burst video, quick demo)

#2 Helpful Hacks

Let your audience know you value their time.

- **Map to the buyer's journey**
Create ready-to-go content to meet the unique needs along your customer's path to "yes"
- **Guide your stakeholders**
Offer "metadata communication"— brief description of each asset, how best to use for particular verticals or scenarios, and where to go for more information

#3 Marketing Max

Make content easy to find and use.

Know the need, sell the want

Give a call to action

Follow up



#5 Assess Impacts

Ensure you have the right content in the right place at the right time

Gaps & Coverage

Set best practices

Audit & Automate

#4 Make Tracks



Define and measure success.

- ✓ Use metadata or star-rating to track unique visitors, downloads, NPS
- ✓ Conduct polling and gather anecdotal data to learn what sales deems effective

* Sources: Statista, Domo, Google