Emails:
Focus on a single, specific topic that is relevant to your prospect

Let users unsubscribe if you're not their ideal solution

An interactive approach to marketing metrics

But the open and click rates on most emails across all industries suggest that those users just find email to be the easiest way to disengage with your brand

Marketers use the wrong success metrics

1. Interactive solution
Add value by creating a two-way dialogue (Enabling personalized, user-focused experiences from start to finish)
Tailor your metrics to better understand your audience
Start a conversation with your prospects
Personalize the content experience

2. Interactive content that adds value and collects data can take many shapes and sizes

A. Interactive content solutions
B. Assessments: Sort your customer base
C. Calculators: Provide numerical data about users
D. Trivia: Score outputs shape customer profiles
E. Polls/Surveys: Feedback collection provides prospect insight
F. Brackets: Crowdsourced interactions drive engagement

When prospects use interactive content, you gather detailed profile information about their pains, challenges, and goals

3. Key considerations for engaging interactive content
Use success metrics that measure progress throughout the buyer's journey
Explore content beyond emails, landing pages, and blog posts
Provide a thoughtful, engaging, and dynamic experience
Optimize future content for more impactful campaigns

4. Pro tip: Feature interactive elements in a variety of touchpoints

Paid Media:
- Click-through rates and conversions
- Paid media campaigns
- Click-through rates

Events:
- Pre-event quizzes or surveys help generate traffic
- Personality assessments sort visitors into fun and relevant personas
- Follow-up polls generate additional insight

Social:
- Quizzes, trivia, and brackets thrive in share-based environments
- Social and emotional engagement
- Social sharing

Blogs:
- Embed interactive content into your blogs
- Convert prospects with tailored content inside each post
- Tailored content for your blog

5. Interactive content solutions

Ready to get your interactive content up and engaging? Maximize your next campaign with Microsoft in Marketing.

Sources:

Learn more