



Content Gets Personal

by Matt Seitz

Content is everywhere—from email and social media channels to the news you select and the websites you visit. If you're like most people, you're far more likely to engage in content that pertains to your particular business interests. The statistics are telling—according to Salesforce, 65 percent of B2B buyers are likely to switch brands if a company doesn't make an effort to personalize digital communications.

Fortunately, as part of the evolving digital landscape, content marketing is becoming far more personalized. By taking advantage of customer relationship management (CRM) data and marketing management platforms like HubSpot, you are now able to personalize social and web content—even digital marketing ads. This ability to personalize extends beyond the salutation line in emails. Today you are able to tap into your CRM data to add a company's name in the body of the email as well as include references to past communications you've had with your clients and prospects—reminders for products or services they've purchased, references to pages they've viewed or even personal items like their birthday or anniversary.

The digital trend is to take advantage of automation and content tools so that you can personalize every content experience. Think about websites: What if a return visitor to your site receives a personalized "welcome back" greeting along with a listing of blogs related to their particular industry? The good news is that the platform to make this degree of personalization possible already exists.

In addition to an emphasis on video content (for more on this, [read our blog, "Video – the Future of Content"](#)), another trend we are seeing is the growing use of interactive content. While visual content such as infographics has increased in popularity in recent years, we are now seeing interactive quizzes, surveys and calculators—all tools to further drive user engagement. The more valuable you make the content experience, the more likely you will be to establish a "sticky" relationship with potential clients.

Given the deluge of content spinning in the atmosphere, it just may be worth spending a few dollars to get your content in front of the right audience at the right time, especially for social targeting tools that enable you to get very specific with your messaging.

Do you have questions about content development, or other [marketing](#) issues? Please contact Matt Seitz at 440-449-6800 or [email Matt](#).