



Internet Marketing Agency, fishbat, Discusses How Interactive Content Can Lead to More Fans

Interactive content marketing is on the rise. Here's why it's effective and how it leads to more fans...

PATCHOGUE, NEW YORK, UNITED STATES, May 23, 2018 /EINPresswire.com/ -- To help businesses get the most out of their online marketing strategy, [internet marketing agency](#), [fishbat](#), explains how [interactive content](#) can maximize a fan base.

Interactive content marketing is on the rise. Here's why it's effective and how it leads to more fans:

Interactive content is educational and entertaining. Interactive content is a nice blend between educational content (e.g., white papers, blogs, etc.) and entertaining content (e.g., branded games, visuals, videos, etc.). Consequently, it's easier to digest and more fun to consume. Few people want to sit down to read dry, heavy, data-laden information, but sometimes there's no way around dense information. By providing data-heavy content in an interactive way, you let your audience know that you "get it" and you're here to make things easier for them. That kind of customer service wins fans. It also builds brand loyalty.

Interactive content cultivates engagement. Interactive content increases engagement. When people feel engaged they're more likely to view content favorably. They're also more likely to spend time with the content---a behavior that's ideal if you want to move them further down the sales funnel. Interactive content that promotes exploration will also generate engagement. In general, interactive content "hooks" the consumer, getting them to absorb content in a non-linear way, but also in a way that helps them to remember what they read.

Interactive content gets shared. When you make content easier and more fun to consume, people are more willing to share it with their network. Interactive content marketing is all about making the difficult, complex, and time-consuming simple and fun.

Interactive content marketing can be seen in online calculators where you input data to get or predict a result. It also includes charts, maps, and other visuals that prompt the user to click for more information.

Businesses with a lot of data will benefit from using interactive content because they can share information in an organized and simple manner, while prompting their audience to explore and engage to find what they need.

ABOUT FISHBAT

Fishbat is a full-service digital marketing firm that takes a holistic business approach to their clients' digital marketing programs. The fishbat team understands the importance of business principles just as well as the nuances of the latest digital technologies. fishbat offers every digital marketing service available from digital marketing research and planning to brand development to website and asset creation through social media management and search engine optimization programs - all custom calibrated for both B2B and B2C businesses.

fishbat Media
8553474228
Scott Darrohn
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.