

AIN'T NOBODY GOT TIME FOR THAT

CHOOSING THE RIGHT CONTENT
SO YOU DON'T WASTE TIME

PODCASTS



USES

- Commentaries
- News / Sports
- Directions
- Tutorials
- Talk Shows
- Interviews
- Storytelling

DEMOGRAPHICS

40%
of Americans listen

84%
under 55 years old

56%
men

85%
college educated

Podcasts are a personal and dynamic way to build your business's voice.

ARTICLES



USES

- Methods
- Observations
- Research
- Tutorials
- Editorials
- Product Release
- Commentaries
- Reviews

DEMOGRAPHICS

2-5%
of followers will read

66%
read entire article

48%
directed from social media

71%
read on mobile

Articles are a great way to get people to share your content with others.

BLOG POSTS



USES

- Promotions
- Surveys
- Product Blogs
- Industry News
- Research
- Press Release
- Lists
- Instructions
- Opinions

DEMOGRAPHICS

47%
of people read blogs

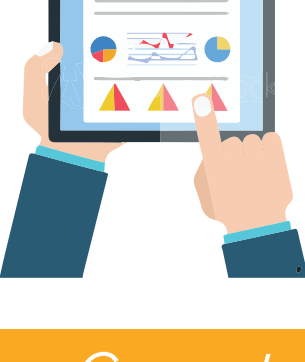
41 yo
average reader age

94%
of readers share blogs

55%
of readers are male

Blogs are the best way to communicate with your customers.

CASE STUDIES



USES

A relevant analysis of a project, campaign or company that identifies a situation, recommended solutions, implementation actions, and identification of those factors that contributed to failure or success

STATISTICS

48%
of marketers say case studies are one of the three most effective content types.

64%
of the most effective marketing tactics are case studies

Case studies can showcase projects your business has worked on.

WHITE PAPERS



USES

- Discuss hot topics within the news or industry currently
- Target specific industries or sectors that you wish to appeal to
- Write something new / original

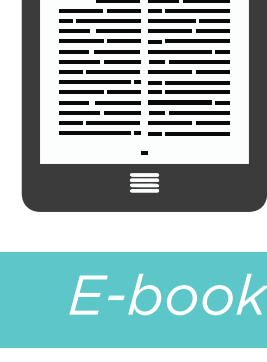
STATISTICS

37%
of marketers say white papers are their most important marketing content

79%
of B2B buyers say white papers are what they're most likely to share

White papers are a great way to establish industry or product knowledge.

E-BOOKS



USES

- How To E-Books
- Step by Step Guides / Trainings
- Lists
- Storytelling
- Inspirational - personal accounts

DEMOGRAPHICS

78%
of readers do so for research

63%
women readers

60%
under 45 years old

E-books are an opportunity to expand on a subject in a visual way.

E-COURSES



USES

- Relevant to your interests/expertise
- Create a value added proposition
- Ask your potential audience what topics they would be interested in

DEMOGRAPHICS

80%
have attended college

70%
women students

5%
active military

48%
complete course

E-courses can be sold for a profit or offered for free to your customers.

WEBINARS



USES

A webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web using video conferencing software.

DEMOGRAPHICS

55%
will attend "live" course

39%
view from mobile

19%
referred to class

68%
use chat features

Webinars are a great way to educate on a topic and tie in how you can help.

EMAIL MARKETING



USES

- How To E-Books
- Step by Step Guides / Trainings
- Lists
- Storytelling
- Inspirational - personal accounts

STATISTICS

35%
ROI

57%
click-throughs

47%
conversion

58%
managers/VPs

Email is a way to regularly check-in and give updates to potential clients.

NEWSLETTERS



USES

- Print or email
- Advertising capabilities
- Communicate new products or services
- Share upcoming events

STATISTICS

46%
unsubscribe because of too much communication

67%
use mobile devices

2x
as likely to view because of a free offer

Newsletters are more likely to be read if they help your audience.

PROMOTIONS



USES

- Giveaways and raffles
- Sales
- New product or service launch
- Company victory: sales target met, deadline reached, new hire, etc.

STATISTICS

83%
of unplanned purchases are led to by promotions

20%
of annual retail activity is driven by sales

Promotions are a great way to get an initial purchase from your customers.

SOCIAL CAMPAIGN



USES

- Share content from followers
- Contest to encourage follows
- Tag a Friend contest
- Behind the Scenes
- Partner with people and businesses

STATISTICS

69%
leads from social convert to opportunities

66%
greater quota attainment through social media

Social media is the best way to increase brand awareness and web traffic.

INFOGRAPHICS



USES

- Recruiting tool
- Surveying Data
- Simplifying a concept
- How something works
- Comparisons

STATISTICS

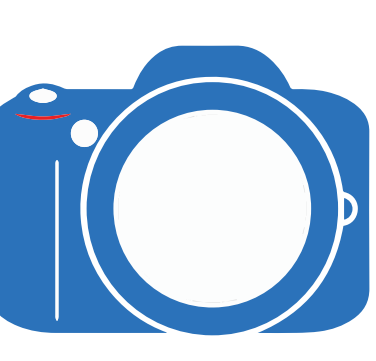
12%
increase in web traffic

650%
higher engagement than text

90%
information sent to the brain is visual

Infographics are a great way to communicate large amounts of information.

PHOTOS



USES

- Behind the scenes
- Products and Services
- Past work/customers
- Events
- Quotes / Motivational

STATISTICS

4000
ads seen each day per person

20
photos taken each day by US citizens.

Photos are one of the best ways to communicate visually with an audience.

PRESENTATIONS



TIPS

- Tell a story
- Create an all encompassing brief
- Keep it simple on the screen
- Make it engaging, keep attention
- Practice and know talking points

STATISTICS

18%
use original content

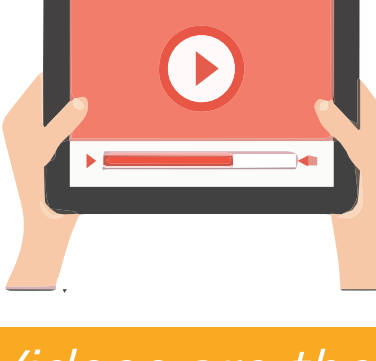
34%
say they use visuals

17%
aim to tell a story

5%
outsource design

Presentations are essential to sell your business as well as attract investors.

VIDEOS



USES

- Testimonials
- Advertisements
- How To, Instructional
- Presentation
- Social, behind the scenes

STATISTICS

82%
of internet traffic will be video by 2021

96%
better click rate when video is in email

Videos are the MOST ENGAGING pieces of content your business can create.

WEBSITE CONTENT



TIPS

- Blogs/Vlogs regularly
- Up to date information
- Update content monthly
- Make sure its mobile friendly
- Design elements should be current

DEMOGRAPHICS

38%
leave site if unattractive

75%
judge credibility by site

86%
look for info about your business on your site

Website content should be updated weekly or monthly, keep it current.

HALF & HALF

CREATIVE DESIGN STUDIO

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