

08 Steps For Creating Content that Drives Conversions

Content can transform your business by building a Loyal Audience, Generating Quality Leads, Establishing Trust, and Driving Sales. To make it convert, your content needs the right strategy, tone, and techniques

Know Your Audience

- Target a specific audience
- Solve a common problem or pain point of your target audience
- Provide real value to your readers by giving them a solution to their problem



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Attention Grabbing Headlines

- Be clear and concise
- Focus on what your audience will gain
- Incorporate numbers or stats
- Engage readers by making them think

Structure Content to Increase Readability

- Break Down Walls of Text
- Use Plenty of Visuals
- Leverage Headings and Subheadings
- Focus on Typography Best Practices



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Write More Personalised Content

- Write tailored content for different audience segments
- Recognise different buyer personas
- Speak directly to your audience using "you" and relevant references

Add Interactive content

- Infographics
- Polls and surveys
- Videos
- Promote social sharing



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Use Content Magnets to Generate Leads

- Checklist
- Templates
- Case Studies
- Courses
- Frameworks that solve specific problems

Make Sure Your Site Is Mobile-Friendly

- Over half of web traffic comes from mobile devices
- Sites must be responsive to capture potential leads and customers
- Regularly check how your site functions on various mobile devices and screen sizes



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Focus on Quality Over Quantity

- Quality should be prioritised over quantity
- High-quality content enriches audience's experience and knowledge
- Timely research, creation, and polishing ensures content meets expectations