



Write first time: What IT decision makers look for in written content

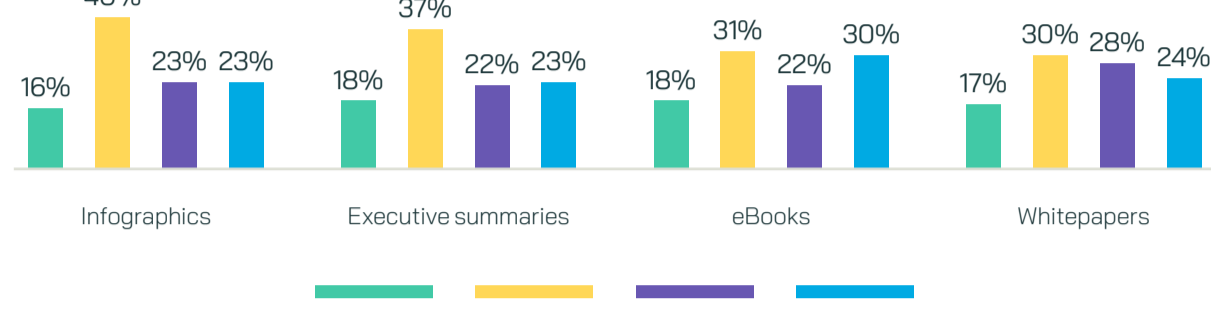
How can you ensure your content stays at the top of an ITDM's reading list?

In late 2020, we spoke to 300 IT decision makers in the US and UK to ask them about their preferences when it comes to consuming written and visual content, in the form of whitepapers, executive summaries, eBooks and infographics. It turns out writing engaging content is only half the battle – there are many other aspects to consider. Based on the insights we uncovered, here are four tips to maximise engagement in the assets you create and share.

#1 | Feed their content craving

On average, IT decision makers are downloading content twice a week - from whitepapers to executive summaries, eBooks to infographics.

In particular, shorter-form assets such as infographics and executive summaries are likely to be more frequently consumed:

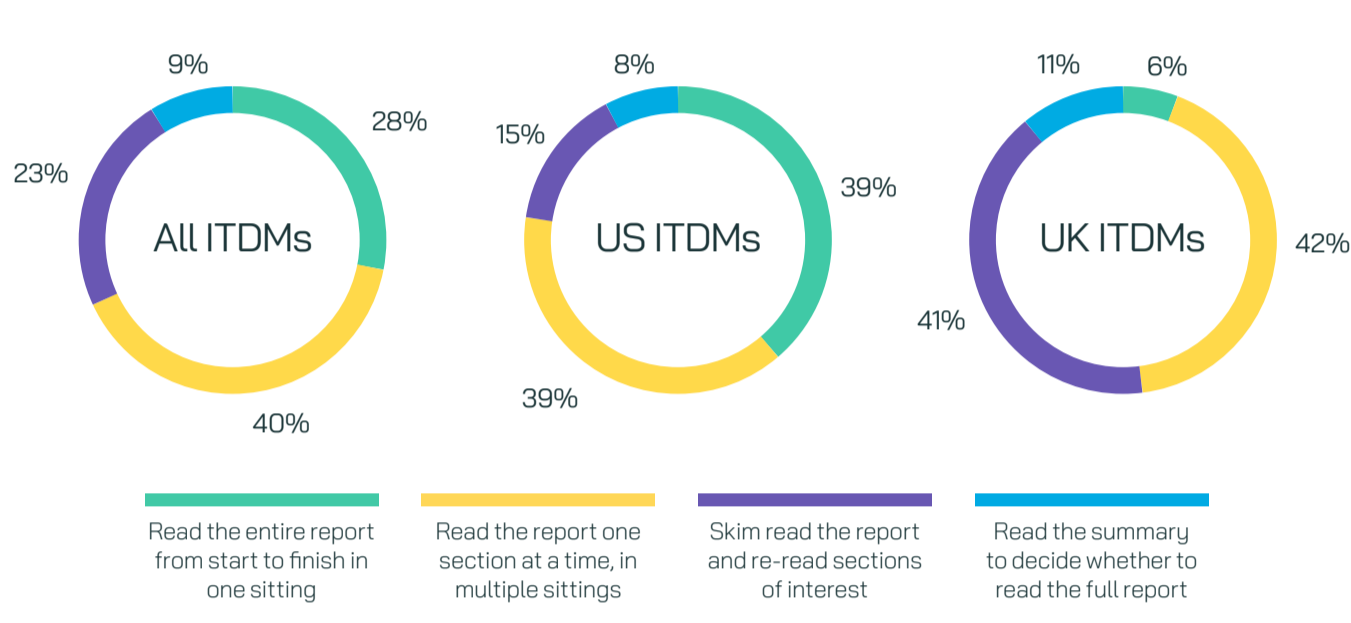


A regular flow of content and insights - particularly in the form of infographics and executive summaries - can help keep you at the top of ITDMs' reading lists.

#2 | Maximise your readership

When it comes to reading written reports, there was no majority consensus - some skim read, some go chapter to chapter, others cover to cover.

Interestingly, US ITDMs (39%) are much more likely to read the entire report in one sitting than their UK counterparts (6%). In contrast, those in the UK are more likely to skim read first and then revisit sections of interest (41% vs. 15%).

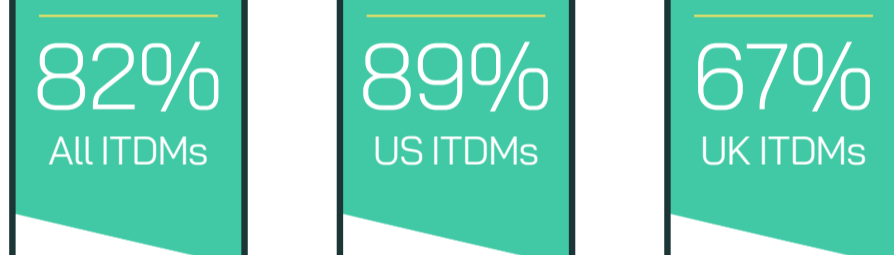


Tailor your content to ensure it appeals to multiple reading styles by offering different routes to read it - from punchy paragraphs to pulled out insights.

#3 | Books will be judged by their covers

Eight in ten (82%) IT decision makers agree that the design of a written report's front cover influences their decision to read it.

While the majority from both countries consider it important, ITDMs in the US are more likely to do so:



But once they've turned the front page, what's the ideal length of a report from an ITDM perspective? There are important distinctions to consider which can also help to boost engagement:

Average expected length of an eBook or whitepaper



Average expected length of an executive summary



In a crowded field where content is constant, it's often hard to be heard among the noise. Ensure your assets stand out, from the first page to the last.

#4 | Gated assets need a killer hook

Although only around three in ten IT decision makers would always provide contact details to gain access to content, an additional half would if it was deemed of great interest.

There are differences across content types, but overall the same message stands: if it's worth it, most are willing to give in order to get:



Infographics



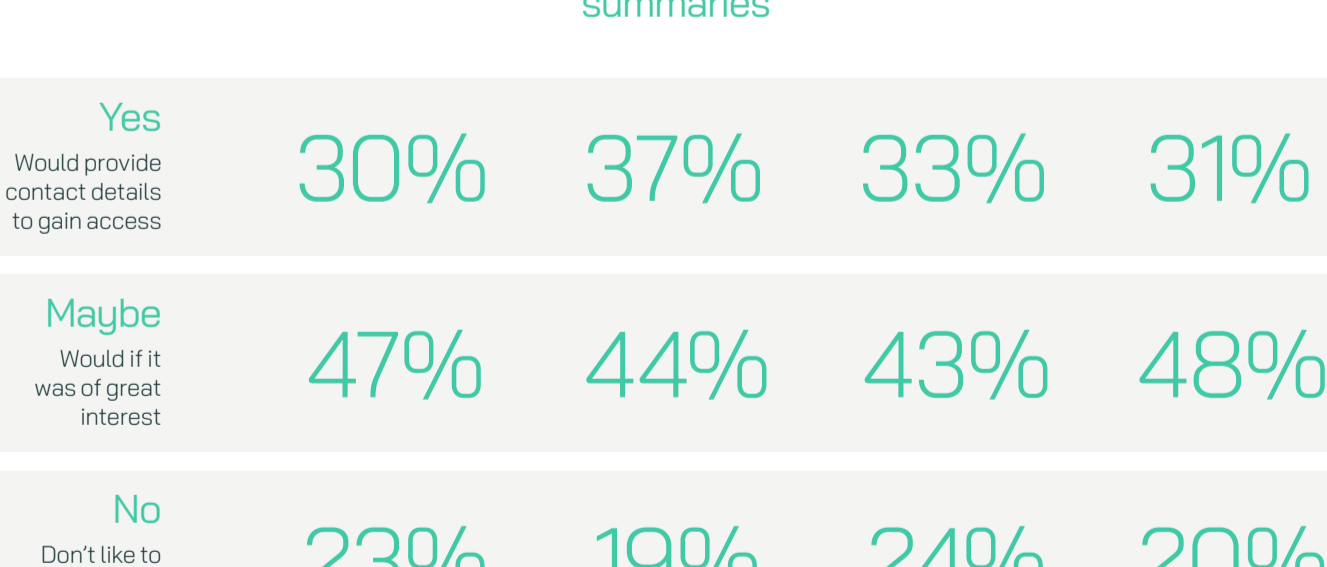
Executive summaries



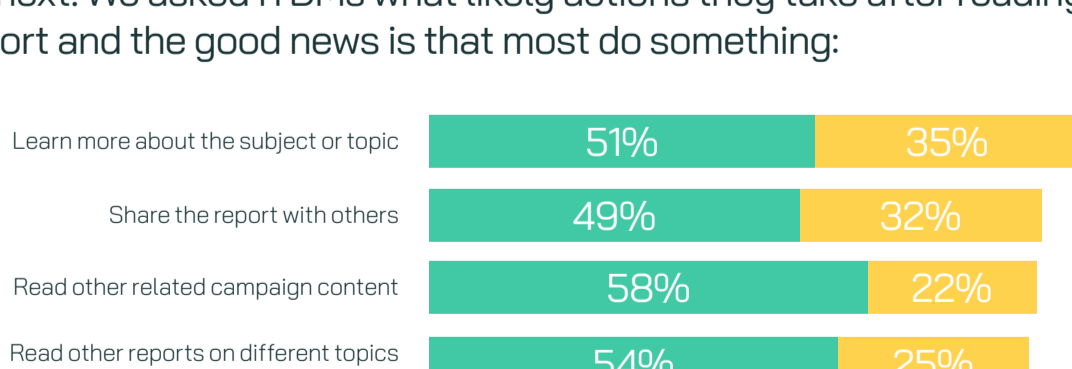
eBooks



Whitepapers



And once they've read it, always consider what you want the reader to do next. We asked ITDMs what likely actions they take after reading a report and the good news is that most do something:



Leave the reader wanting more on your landing page and ensure they're guided on where to go next with an effective call to action.

Looking for help creating insights that inspire and content that captivates?

Talk to us today.