



Cardboard to Caviar: How to Transform your Content

One of the top 3 roadblocks for technology marketers is creating engaging content* ([CMI Survey](#)).

Here are 14 ways to make your content not just engaging but irresistible—and find out how to break through the other 2 roadblocks in [10 Great Sources of Content](#).

1. Tell a story

Your data will remain dry and boring unless you have a story to tell—and a reason to tell it. Take an angle or voice an opinion. Make sure you have a strong beginning, middle and ending.

2. Use your voice

Even with White Papers or Research Reports, make sure you sound like a real person. Where formats permit, use your natural voice, not the corporate one edited to grey by your legal and style police.

3. Be short

Use short words and sentences to increase pace and urgency. This is not the time to show off your knowledge of Latin; choose English over Latin words and keep to 14 per sentence. Use bullet points, lists and tables wherever possible.

4. Be direct

Speak to directly to your readers in the second person (you) wherever possible, and you'll engage them one-to-one. Avoid passive voice too; it's like pouring treacle over your reader.

5. Break it up

The more complex your story, the more you have to break it into small paragraphs. It makes reading more appealing and detail much easier to digest.

6 Use highlights

Highlight key sections, bullet points, lists, headings and quotes in colour. It makes your content easy to scan and your main points clearer.

7. Use quotes

Especially in factual White Papers and Reports, use quotes to back you up. If you find shocking numbers or facts, especially from trusted industry sources, use, highlight and attribute them.

8. Be specific

Avoid clichés and clunky, vague words like 'methodology'. In technology marketing, precision, brevity & clarity are vital to engaging readers.



9. Be different

Use unexpected words to create imagery, colour or emotion. Use humour. Be clever. Don't be boring.

10. Add variety

Use images to make your points clear: tables or graphs for figures, graphics for relationships and photos to breathe life into your story.

11. Link to detail

If you have more to say, related resources or external references, don't elaborate. Mention what they'll add & link to them but stick to your goal. Don't add any detail that could distract.

12. Make it readable

In formal collateral, you can't use the big fonts you can for brochures or blog posts. If your corporate font size is 10-12 points like most, add more paragraphs or spaces between to open them up.

13. Use headlines

Come back and do your headlines later. Make them strong, short and clear. If you have lots of them, ensure they're consistent in style and voice, and tell your story on their own.

14. Be brutal

With longer formats like White Papers, it's easy to go on and on, but then you'll need an 8 point font to fit your template. Don't. Go back and cut out anything that's not critical. Be brutal. Achieving your purpose depends on it. ###