



PREMIUM



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Interactive content is simply another means to educate, entertain and converse with your audience.

The main distinction from traditional content is that it requires active engagement (it makes your audience do 'stuff').

So what are its benefits?

👉 91% of B2B buyers prefer interactive content over static mediums such as images

👉 Data... the legal kind... Interactive content can provide specific responses that can be leveraged during the sales process!

👉 It can provide genuine value without the 1-1 investment of your teams valuable time

Finally...

👉 High personalisation in future interactions, whether this be email campaigns, SMS marketing, Social Media and much more

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## INTERACTIVE CONTENT

*Enhance your communications...*



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Great innovation [Joe Stallion](#).

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