

Get More Eyes On Your Digital Content

Here's a quick way to gain ardent supporters.

By Lisa Apolinski

Think you know how much data is created every day? Think again. According to techjury.net:

- Every single day, humans create 2.5 quintillion bytes of data (a quintillion is a one followed by 18 zeros).
- Data created since 2019 accounts for over 90% of the world's data.
- Just today, 95 million photos and videos were shared, 306 billion e-mails were sent, and 500 million tweets were created, and that will repeat tomorrow.

Digital content is the fastest way to share your organization with prospects. The more content that's created, however, the harder it is to get your content discovered.

Must-Read Content Is the Holy Grail

Every organization wants to have content that resonates. What many leaders haven't learned is that persuasive content starts with your organization's story. This communication shift is important to understand if you want your content to stand out above the digital fray.

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How to Entice People to Read Your Digital Content

Here are four steps to get more eyes on your digital content.

Step #1: Create values-based marketing that leads with your organization's values. Values-based marketing is described as leading with “purpose” and aligning with customer values.

You're making a mistake if you use customer values – rather than your organization's own core values – as your center point. As smart organizations know, the customer base can, and often does, shift as the organization matures and grows. If you make your organization's values those of the customer, there is a high probability those values will be in

“Help people trust your messaging and brand.”

flux. Organizations that jump from value system to value system erode the very thing that makes content stick.

Document your organization's birth story. Every organization was started from an idea. Interview the founders to learn about that moment of creation, or review historic documents and interviews to find any hidden information. Woven into that story are the organization's values.

Step #2: Share your organization's values as a digital story. Once your organization has identified its birth story and uncovered the organization's values, it's time to create the digital story that personifies those values. There are several reasons to share these values:

First, sharing your values allows people to become part of the fabric of your digital storytelling. *Why* your organization solves problems is as vital to your prospects as *how* your organization solves problems.

Second, sharing those values reinforces them with your stakeholders, going from words to action. Your organization's values have a life of their own. Sharing the values strengthens their use in your organization's everyday existence.

Finally, if you aren't sharing your story, someone else probably will develop and share that story for you. That narrative will not only be inaccurate, it could be negative.

Create digital stories that make your organization's values come to life. If your organization is based on a value of sharing knowledge, for example, your stories should highlight how knowledge makes a difference in the engagement of your clients and supporters.

Step #3: Allow your organization to be relatable and human to build trust. When you identify and share your organization's moment of existence, you create a space for being open, being raw, and helping audiences understand your reason for existing. A human element to your brand story gives it meaning.

By sharing a relatable story, you're helping people trust your messaging and brand. This type of communication will touch, move, and inspire beyond your target audience.


Each organization's moment is uniquely theirs – a single moment in time when the founder(s) took a new and completely unforeseen path. That's what makes this type of communication so powerful. Identifying that moment is simple – yet many organizational leaders never bother to do it.

Let the human element of your brand story in. While many marketers talk about B2B or B2C communication,

what's needed is P2P (people to people) communication. Each organization has people behind it, so instead of resisting the human element, embrace it.

Step #4: Once you've shared your organization's story, focus on the audience. Your organization has just felt the powerful shift associated with sharing your story. Once that birth story has been shared, the focus now needs to be on prospects and their pain points.

People want to read content that resonates with them. Help them see themselves in your stories.

Consider what your audience receives from your organization. In your client success stories, the focus shouldn't be on your organization. Rather, it should be on the benefits your clients received. Your brand values help guide you in showcasing those benefits. 

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Bringing It All Together

For more on the issues raised here, see these articles at NonprofitWorld.org:

Grounded Visioning: A Quick Way to Create Shared Visions (Vol. 26, No. 4)

Wow People with Your Digital Material (Vol. 34, No. 2)

The Power of Story: Bring Your Brand to Life (Vol. 34, No. 4)

Planning for Digital Longevity (Vol. 34, No. 1)

Three Keys to Building Relationships in Life (and with Your Donors) (Vol. 38, No. 1)

Match Your Change Strategy to Your Organization's Maturity (Vol. 21, No. 5)

Creating a Values-Based Road Map (Vol. 23, No. 2)

A Better Brand = More Loyal Supporters (Vol. 38, No. 4)