DELIVER PEAK EXPERIENCES WITH
INTERACTIVE CONTENT

Interactive content enables you to deliver engaging, educational, differentiated content experiences. Discover what other marketers are learning and start your climb.

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ion interactive is proud to sponsor this study from Content Marketing Institute. Interactive content is our business and our passion. We have unique, firsthand knowledge of how our customers use our platform and services to generate results with interactive content. We undertook this research to understand how and where the broader set of content marketers — beyond our customers — use interactive content and how they assess its effectiveness.

We also wanted to understand how interactive content's usefulness has evolved in the two years since we last commissioned research. In some cases, the data in this report aligns perfectly with our expectations. In others, it's pleasantly surprising to see unexpected outcomes and clear momentum in adoption and effectiveness. That's the beauty of primary research that gets real answers from real marketers with real problems and opportunities.

We hope you get as much out of this study as we did. We hope it enhances your understanding of how interactive content complements static content to deliver tangible business results.

INTRODUCTION

INTERACTIVE CONTENT: A PEAK EXPERIENCE

You read on a web page that Mt. Everest is 29,029 feet high. Okay, good to know. Another site has a video. Yes, Everest does appear to be the tallest peak. Then you come across some interactive content: the *Washington Post's* "Scaling Everest" dynamic infographic sets you down at sea level and has you climb (scroll) to the top of Everest.[1] Along the way, you pass Kathmandu, gray langur monkeys, and the sprawling base camp. You pause to consume fascinating facts about the flora, fauna, history, and drama of the mountain. Audio excerpts from climbers and a pilot describe what it's like to be there. By the time you reach the summit, you've been "climbing" for several minutes and covered roughly 30 feet of vertical screen space. You might very well feel dizzy—but *exhilarated*.

That's the power of interactive content. Text, video, graphics, animation—every other kind of web content is ultimately a passive experience, no matter how interesting, engaging, or amusing. Only interactive content— as the name clearly states—allows the website visitor to turn from a passive "user" into a *doer* and an *actor*. Whether an extraordinary graphic such as Scaling Everest—or more common calculators, configurators, and quizzes—interactive content *adds another dimension* to the web that enables viewers to *actively participate* and effectively contribute to the meaning and the value of the content.

Interactive content is like augmented reality for a web page. As Scott Brinker, CTO of ion interactive, has noted:

"By its very nature, interactive content engages participants in an activity: answering questions, making choices, exploring scenarios. It's a great way to capture attention right from the start. Individuals have to think and respond; they can't just snooze through it." [2]

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THE BUSINESS BENEFITS OF INTERACTION

Interactive content delivers business benefits in addition to encouraging participation and engagement. Consider the following:

- The expansion of the typical website monologue into a true two-way dialogue can give you *deeper insight* into what consumers are trying to achieve and how you can help them. It's the difference between watching customers as they stroll through a store and having a conversation with them. The information and inputs that consumers provide when using interactive content lead to richer profiles, better lead scoring, and improved nurturing of prospects along the buyer's journey.

- In a June 2014 study conducted by Demand Metric, respondents reported that interactive content (compared with passive content) increased content sharing (from 17% with passive to 38% with interactive content), competitive differentiation (from 55% to 88%), and conversions (from 36% to 70%).[3]

- According to Demand Gen Report's *2015 Content Preferences Survey*, when respondents were asked, "How have your B2B content consumption habits changed over the past year," 91% agreed that "I prefer more interactive/visual content that I can access on demand" (up from 88% the previous year).[4]

INTERACTIVE IS INESCAPABLE

Business benefits aside, you may not have a choice. In the "age of the customer," and with the increasing economic might of younger, digital-savvy consumers, consumer expectations and demands will soon make interactive content an imperative.

Superior digital experiences provided by companies such as Amazon, Facebook, and Uber raise consumers' expectations and cause them to be dissatisfied with their bank's website or their employer's time-tracking application. In the same way, increasing exposure to interactive content will excite an appetite among consumers that cannot be satisfied with traditional passive content alone. Quite simply, it's not a question of whether companies should use interactive content but rather how soon they should start.

METHODOLOGY

To better understand how content marketers are using interactive content in their content marketing efforts, Content Marketing Institute (CMI) conducted a survey among a randomly selected list of 20,000 CMI subscribers from the following organizational-size classifications: Enterprise (1,000+ employees), Mid-level (100-999 employees), Small (10-99 employees), and Micro (1-9 employees).

For purposes of this survey, interactive content was defined as "content that engages participants in a two-way dialogue or exchange, often providing utility and usefulness (e.g., interactive infographics; self-assessments or report cards; quizzes; calculators; interactive eBooks; configurators or solution builders; and interactive lookbooks). Interactive content also may be structured to be dynamic."

Of the total content marketer respondents, 53% indicated that their organization has used interactive content as part of its overall mix of content marketing tactics to influence the buyer's journey.

We also looked at the 47% interactive content nonusers to better understand their reasons for not doing so, motivating factors that might encourage their organization to use interactive content, and the likelihood of using interactive content in the next 12 months.
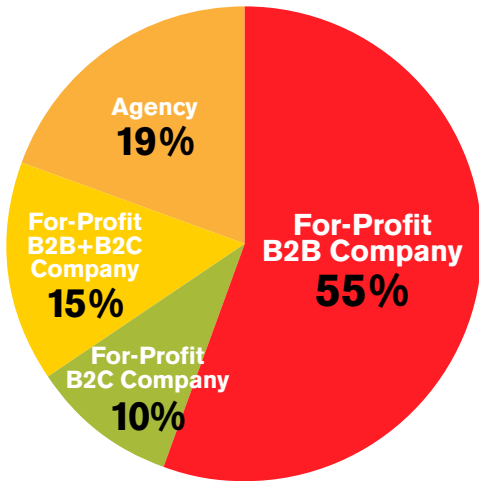
Invitations to participate in the online survey were emailed on February 29, 2016. By March 15, 2016, a total of 341 surveys were returned by respondents involved with content marketing in their organizations.

Note: Included in this analysis were agency respondents involved with content marketing specifically for their organization (these respondents were instructed to answer based on how they market their agencies' services, not for work with clients). Survey respondents were primarily North American content marketers from B2B companies.
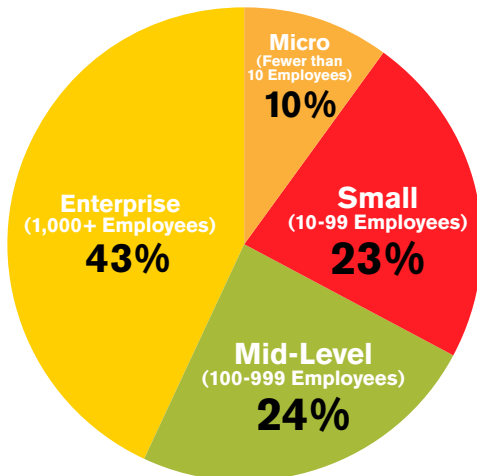
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RESPONDENT PROFILE

NATURE OF THE ORGANIZATION

- Agency **19%**
- For-Profit B2C Company **10%**
- For-Profit B2B+B2C Company **15%**
- For-Profit B2B Company **55%**

FOR-PROFIT COMPANY INDUSTRY CLASSIFICATION

Technology/IT/Software/Hardware	**27%**
Manufacturing	**16%**
Healthcare/Medical/Pharmaceuticals	**7%**
Accounting Banking/Financial Institutions	**7%**
Insurance	**5%**
Publishing/Media	**4%**
Retail Trade Distribution	**3%**
Education	**3%**
Real Estate	**3%**
Other	**25%**

SIZE OF THE ORGANIZATION

- Micro (Fewer than 10 Employees) **10%**
- Small (10-99 Employees) **23%**
- Mid-Level (100-999 Employees) **24%**
- Enterprise (1,000+ Employees) **43%**

FOR-PROFIT COMPANY JOB TITLES/DEPARTMENTS

Marketing/Advertising/Communications/PR Mgmt.	**57%**
Content Creation/Management	**19%**
Marketing - Staff/Support/Administration	**11%**
General Management	**5%**
Corporate Management	**4%**
Sales and Business Management	**2%**
Sales - Staff/Support/Administration	**1%**
Website/Technology	**1%**
Other Job Titles/Departments	**1%**

AGENCY JOB TITLES/DEPARTMENTS

|	
Corporate Management	**41%**
Content Creation/Management	**24%**
Marketing	**12%**
Account Services	**6%**
Public Relations	**5%**
Other Job Titles/Departments	**12%**

BASE CAMP: THE FINDINGS

A POPULAR APPROACH–MANY MARKETERS USE INTERACTIVE CONTENT, AND MORE ARE ON THE WAY

Fifty-three percent of the survey respondents said their organization uses some type of interactive content as part of its mix of content marketing tactics to influence the buyer's journey (see Figure 1). Usage was markedly higher than average (65%) among enterprise firms of 1,000+ employees. About half of mid-level (100-999 employees) and small (10-99 employees) companies currently deploy interactive content (49% and 48% respectively).

The majority of respondents (51%) have been using interactive content for three years or longer, with 14% reporting doing so for seven years or more.

Tellingly, those who have used interactive content longer also use more of it: Those with three or more years of experience reported that interactive content made up, on average, 23% of the total marketing content produced by their organization in the past 12 months (versus 18% for the overall sample), indicating that many who develop experience with interactive content are expanding their use of it.

FIGURE 1
CONTENT MARKETERS USING INTERACTIVE CONTENT

No
47%

Yes
53%

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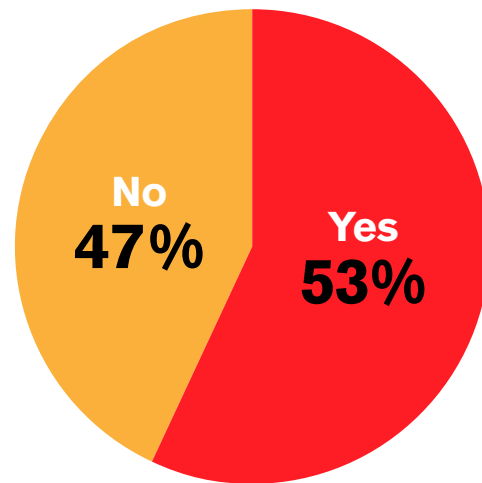
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Although historical usage rates are not available, 75% of respondent users said they anticipated their organization's use of interactive content would increase in 2016 compared with 2015. About one-third (32%) of nonusers said they would likely start using interactive content in the next 12 months, while only 1% of current users plan to decrease the amount they deploy in 2016. In sum, the data suggest that more than two-thirds of the marketers surveyed will be using interactive content in the near future. (See Figure 2.)

FIGURE 2
ANTICIPATED CHANGE IN USE OF INTERACTIVE CONTENT - 2016 VS. 2015

Decrease
1%

Remain the Same
24%

Increase
75%
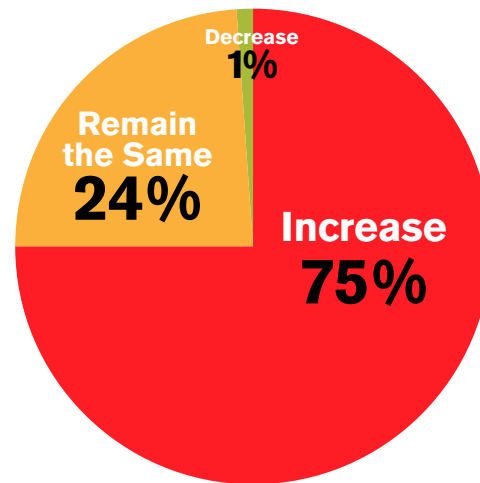
IT WORKS: USERS PROCLAIM THE BENEFITS OF INTERACTIVE CONTENT

The majority of users agreed that interactive content provides numerous benefits. (See Figure 3). For example:

- **81%** agree that interactive content *grabs attention* more effectively than static content
- **79%** agree that interactive content *enhances retention of brand messaging* when combined with traditional marketing tactics
- **79%** agree that interactive content can have reusable value, *resulting in repeat visitors* and multiple exposures
- **75%** agree that nongated interactive content can provide a "sample" of the brand, resulting in a *higher degree of lead nurturing*
- **67%** agree that interactive content *provides valuable ways to repurpose existing content*
- **66%** agree that *audience engagement has increased* since their organization started using interactive content.

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FIGURE 3

BENEFITS OF USING INTERACTIVE CONTENT

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Our audience engagement has increased since my organization started using interactive content tactics.	20%	46%	30%	2%	1%
Interactive content provides me with valuable ways to repurpose my organization's passive content.	25%	42%	28%	4%	1%
Nongated interactive content can provide a "sample" of the brand, resulting in a higher degree of lead nurturing.	26%	49%	18%	5%	1%
Combining traditional content marketing tactics with interactive content enhances retention of my organization's message.	29%	50%	16%	4%	1%
Interactive content can have reusable value, resulting in repeat visitors and multiple exposures.	34%	45%	16%	5%	0%
Interactive content grabs the attention of the reader more effectively than static content.	44%	37%	15%	4%	0%

Audience engagement is often one of the primary goals for content marketing. It is encouraging, therefore, that approximately two-thirds of our survey respondents agreed that audience engagement has increased since their organization started using interactive content.

However, engagement is not the leading purpose for deploying interactive content, according to the survey. By a large margin, respondents chose educating the audience as the primary purpose (75%), followed by three closely grouped purposes: engagement (59%), lead generation (58%), and creating brand awareness (57%). Conversion appeared further down the list (49%) and sales/sales enablement was at the bottom (28%). (See Figure 4.)

These results seem to substantiate the growing maturity of content marketing practices and strategies. As marketers get comfortable with using content to attract, build, and engage well-defined audiences with specific needs, the reflexive desire to convert and sell diminishes and the opportunity to educate—that is, *to satisfy the audience's desire to educate themselves*—comes to the fore. Interactive content enables brands to educate an audience in a way that lets the audience *participate in the experience*, a key way to secure engagement.

THE TOOLS AND TACTICS OF INTERACTIVE CONTENT

The survey inquired about the use of 11 types of interactive content for content marketing purposes. Assessments were the most often cited type (54%), followed by calculators (52%), contests (50%), and quizzes (48%). (See Figure 5.)

On average, respondents use four of the 11 listed interactive content types. Those who have less than three years of experience with interactive content use an average of three types, while those who have three or more years of experience use an average of five.

FIGURE 4

REASON(S) FOR INTERACTIVE CONTENT USE IN CONTENT MARKETING

Educating the audience	**75%**
Engagement	**59%**
Lead generation/top of funnel	**58%**
Create brand awareness	**57%**
Conversion	**49%**
Social media/community engagement	**41%**
Lead nurturing/mid-funnel	**33%**
Customer retention/loyalty	**31%**
Storytelling	**31%**
Sales/sales enablement	**28%**
Other reasons	**4%**

Note: Multiple responses permitted.

FIGURE 5

TYPE(S) OF INTERACTIVE CONTENT USED

Assessments	**54%**
Calculators	**52%**
Contests	**50%**
Quizzes	**48%**
Interactive infographics	**44%**
Interactive eBooks	**38%**
Interactive white papers	**27%**
Configurators	**26%**
Games	**24%**
Wizards	**17%**
Interactive lookbooks	**15%**

Note: Multiple responses permitted.

We also asked respondents at which stage of the buyer's journey they found each type of interactive content to be most effective. As shown in Figure 6, contests and games were most highly rated in the early stage (awareness/discovery).

In the middle stage of the journey (consideration), the consumer needs to get educated about his or her options, compare alternatives, and weigh potential outcomes. It makes sense then, that the content marketers we surveyed favor educational material (e.g., calculators, interactive white papers) at this stage.

The survey respondents indicated that most interactive content is relatively ineffective at the end of the buyer's journey (with the exception of configurators, which were deemed most effective at the late stage).

FIGURE 6

STAGE IN THE BUYER'S JOURNEY WHERE EACH LISTED TYPE OF INTERACTIVE CONTENT IS MOST EFFECTIVE WHEN USED FOR CONTENT MARKETING

Shaded areas denote top response for type

	Early Stage (Awareness/Discovery)	Middle Stage (Consideration)	Late Stage (Decision)
Assessments	47%	38%	15%
Calculators	25%	51%	25%
Configurators	19%	38%	43%
Contests	75%	15%	10%
Games	75%	20%	5%
Interactive eBooks	44%	50%	6%
Interactive Infographics	60%	36%	3%
Interactive Lookbooks	41%	48%	11%
Interactive White Papers	28%	51%	22%
Quizzes	69%	25%	5%
Wizards	33%	43%	24%

When asked, "Where does your organization use interactive content as a content marketing tactic?" the top four areas cited were landing pages (64%), social media platforms (51%), microsites (46%), and blogs (45%). (See Figure 7.) Corporate home page (34%) and paid content promotion services (18%) were rated much further down the list.

These findings were encouraging, suggesting that marketers are using interactive content mostly in areas where consumers are likely to be:

■ Following a process (e.g., finding themselves at a landing page)

■ Tuned into their interests (i.e., on social media), or

■ Actively seeking out information (e.g., on a blog).

FIGURE 7

PLACE(S) WHERE INTERACTIVE CONTENT IS USED AS A CONTENT MARKETING TACTIC

Landing pages **64%**
Social media platforms **51%**
Microsites **46%**
Blogs **45%**
eNewsletters **38%**
Corporate home page **34%**
Paid content promotion services **18%**
Other places **6%**
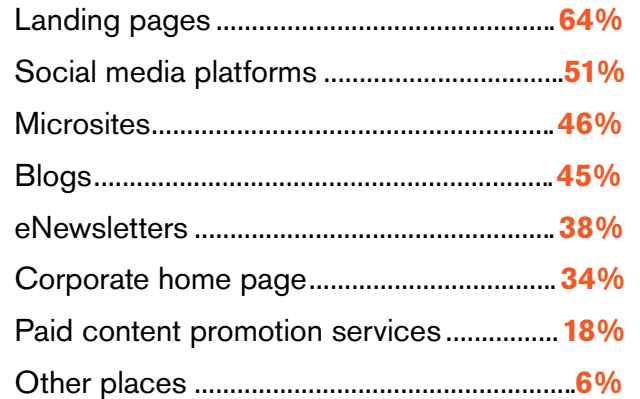
Note: Multiple responses permitted.

MEASUREMENT OF INTERACTIVE CONTENT'S EFFECTIVENESS REMAINS IMMATURE

We asked users, "How effective is the use of interactive content in helping your organization achieve its content marketing goals?"

Overall, 45% of respondents rated interactive content extremely/very effective, while 9% said it was not very/not at all effective. (See Figure 8.)

Years of experience using interactive content made a significant difference. Among those who have been using interactive content for three or more years, 59% said it is extremely/very effective, compared with 33% who have been using it for less than three years.

FIGURE 8

EFFECTIVENESS OF INTERACTIVE CONTENT IN HELPING THEIR ORGANIZATION ACHIEVE ITS CONTENT MARKETING GOALS

Extremely Effective — **8%**

37%

46%

7%

Not At All Effective — **2%**

0   10   20   30   40   50

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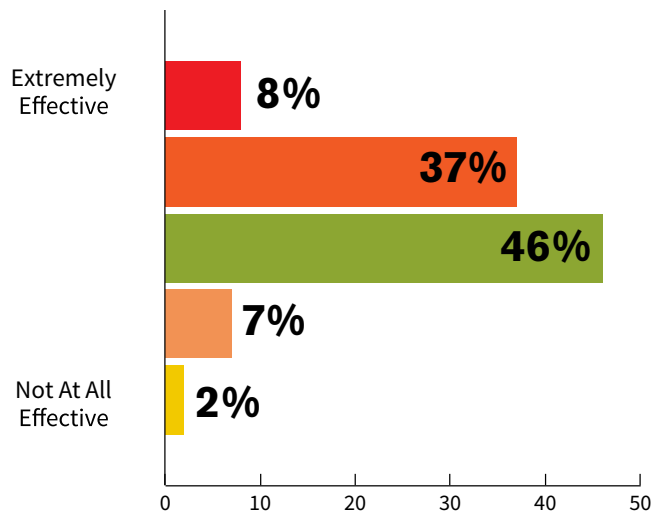
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We suspect these findings are primarily due to the ways in which the effectiveness of interactive content is being measured. While there was no clear leader, the respondents reported the top four ways of measuring effectiveness are website traffic (49%), higher conversion rates (47%), social media sharing (43%), and time spent on the website (41%). (See Figure 9.) Better measures of how well interactive content is performing would track signs of engagement and interest (e.g., subscriber growth, feedback from customers/subscribers, customer/subscriber renewal rates, etc.).

THROW ME A ROPE: NONUSERS SEEK TIME, INSIGHTS, AND GUIDANCE

By a large margin, lack of staff/bandwidth (55%) was the top reason given by respondents for not using interactive content in their content marketing efforts. This was followed by lack of budget (38%), lack of technical expertise (31%), and still researching it (31%). (See Figure 10.)

What's striking about these responses is how much they overlap to form just a few barriers. For example: lack of budget, too expensive (i.e., it's not worth my budget), and I'm not convinced of the value (i.e., I can't yet justify spending on it) all go into one bucket. Lack of staff, lack of technical expertise, and too time-consuming to produce go into another. We're still researching it, we haven't researched it, and lack of executive level buy-in all intersect

FIGURE 9

METHOD(S) EMPLOYED TO MEASURE INTERACTIVE CONTENT WHEN USED FOR CONTENT MARKETING

Website traffic **49%**
Higher conversion rates...**47%**
Social media sharing **43%**
Time spent on website...**41%**
Sales lead quality (e.g., sales accepted leads) **40%**
Data capture...**37%**
Sales lead quantity...**30%**
Qualitative feedback from customers **25%**
Inbound links **24%**
SEO ranking..**23%**
Sales **23%**
Subscriber growth **23%**
Brand lift...**21%**
Purchase intent...**16%**
Brand differentiation **15%**
Customer renewal rates..**15%**
Cost savings...**6%**
Other methods...**1%**
Do not measure **7%**

Note: Multiple responses permitted.

FIGURE 10

REASON(S) FOR NOT USING INTERACTIVE CONTENT

Lack of staff/bandwidth....................................**55%**
Lack of budget..**38%**
Lack of technical expertise.............................. **31%**
We are still researching it................................ **31%**
Not sure where to start.....................................**30%**
Too time-consuming to produce **24%**
We haven't researched it yet **21%**
Lack of buy-in at the executive level of our organization **16%**
Not convinced of the value **9%**
Little to no usage in my industry that merits the investment..**7%**
Too expensive...**6%**
We tried interactive content in the past, but did not have success **1%**
Don't believe it is effective **0%**
Other reasons **4%**

Note: Multiple responses permitted.

enough to form a third category. Basically, nonusers of interactive content are missing the space in their busy days and workloads to take a few tentative steps with interactive. They're lacking the time, the money, and/or the decision to *get interactive with interactive content.*

(Another noteworthy observation: Only 1% of nonusers said they tried interactive content in the past without success, and none of the nonusers said they don't believe interactive content is effective.)

So what factors would motivate nonusers to begin using interactive content for content marketing? Fifty-two percent said tools to simplify the process, followed by education on how to use (45%), best practices (42%), ease of use (42%), proven case study examples (41%), etc. (See Figure 11.)

MOTIVATING FACTORS THAT MIGHT ENCOURAGE NONUSERS TO USE INTERACTIVE CONTENT

Tools to simplify the process	**52%**
Education on how to use	**45%**
Best practices	**42%**
Ease of use	**42%**
Proven case study examples	**41%**
More budget to experiment with	**40%**
Tools to reduce the cost	**39%**
Tools to shorten the timelines	**39%**
Buy-in at the executive level	**24%**
Nothing	**2%**
Other	**5%**

Note: Multiple responses permitted.

Here again, the reasons overlap to the extent that they amount to one word: Help! Nonusers appear to have little resistance to interactive content (note again how none of the nonusers said they don't believe it's effective); however, they're stuck in a crevasse and need help getting out.

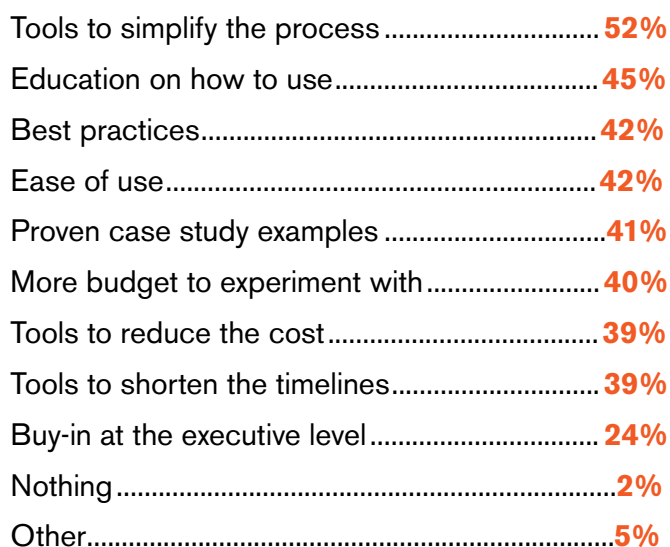# RECOMMENDATIONS: AN INTERACTIVE CONTENT SHERPA

IS INTERACTIVE CONTENT THE WEB'S TRUE IDENTITY?

Media guru Marshall McLuhan long ago noted that when a new medium appears, we unavoidably think of it and use it in terms of the old, familiar media. For example, some of the earliest television programming was merely a few people reading a radio play in front of a camera. It took years for TV to begin to express its own distinctive identity.[5]

This phenomenon has clearly been visible with the commercial web. In the late 1990s, company websites were little more than a digitized corporate brochure. With the advent of e-commerce,

websites copied catalogs and order forms. After the dot-com crash, the rise of "Web 2.0" social functionality was designated "the digital water cooler," and YouTube made a splash by allowing the web to imitate—guess what?—television.

Still, every one of these ways of thinking about the web—and all of the content and various content types that filled them—remained essentially passive. The web's internet foundation was specifically built to allow communication, exchange, and interaction. And yet for years the web was a static, one-way publishing platform. Interactive content puts the "inter-net" at the heart of the web for the first time—it is the "true identity" of the web finally coming to the fore.

PUTTING THE EXPERIENCE IN CUSTOMER EXPERIENCE MANAGEMENT

Think of it this way. We know that in the "age of the consumer," what matters most is not the functional superiority of your product, or the integration of your supply chain, or the strength of your brand. What really matters is the quality of the customer experiences that you offer to empowered and very *fickle* consumers. As Gartner has noted, "Customer experience itself is proving to be the only truly durable competitive advantage."[6]

However, when we look at what companies produce in the name of customer experience management (CEM), it's often hard to find either the customer's perspective or the experiential element. If a marketing campaign produces more leads, or a new call-to-action on the landing page leads to more conversions, those are great business outcomes—but they can't honestly be called improved customer experiences.

This is what is distinctive and important about content marketing. Because it is (or should be) laser-focused on serving the needs of a specific audience, and feeding that audience's appetite for information (whether educational, inspirational, entertaining, etc.), content marketing can directly influence and improve a *consumer's experience of the brand*—in the sense of the consumer's overall perception of the brand's usefulness and compatibility with his or her own interests and values. Interactive content uniquely provides experiences for the consumer by providing an engaging, immersive environment in which the consumer *actively participates*.

Of course, this does not mean that interactive content is superior to, or should replace, static content. But interactive elements will become increasingly indispensable—not only due to growing consumer expectations for participation but also because of the evolution of virtual, augmented, and mixed reality (VR, AR, and MR) experiences.[7] In short, interactivity is the heart and the future of the web (or whatever supersedes the web). Deploying interactive content today doesn't just make good sense as a content marketing strategy—it's also vital preparation for tomorrow.

GETTING ON TRACK WITH INTERACTIVE CONTENT

Whether they are just getting started or expanding existing interactive content usage, marketers can benefit by following these guidelines:

- **Reuse existing content.** As mentioned earlier in this report, 67% of users agreed that interactive content provides them with valuable ways to repurpose their organization's passive content. Nonusers who say lack of time and bandwidth are obstacles take note: Your existing passive content can become interactive with surprisingly little effort. For example, your sales team's product and pricing sheets can become online configurators and calculators. Online templates can guide you through transforming a PDF-format white paper into an interactive online version.[8]

- **Experiment with interactive content.** Once you have a few interactive assets on hand, try adding them to your ongoing content marketing efforts. It's hard to do any damage, and you can begin to track the impact on your content marketing metrics. For example, present links to the interactive and PDF versions of the same white paper to see who selects which, and what actions they take as a result.

- **Match the content to the buyer's journey.** One of the key areas for experimentation is to determine what types of interactive content have the greatest impact at various stages of the buyer's journey. Our survey showed where respondents think different types of interactive content are most effective; however, view those opinions as general guidelines. Just because 51% of respondents said interactive white papers are most effective in the middle stage doesn't mean that an interactive white paper (that takes a problem-solving approach) won't pique more interest at the early (discovery) stage.

- **Support and enhance your story.** Interactive content is a very powerful tactic in your content marketing toolkit, but it doesn't replace the other tactics and it can't do everything. Avoid the mistake of thinking that you should try to shift *from* passive to interactive content. The point is to get the optimal mix of content, while attending to the key elements of your content marketing efforts: Consistent, long-term engagement instead of campaigns; audience-focused storytelling rather than product placements; and engagement-centric metrics, not sales and conversion goals.

- **Raise your hand if you need assistance.** As noted earlier, getting started with interactive content isn't as hard as you think; however, time, staff, and expertise limitations can present real barriers. Just understand that you don't have to go it alone. Numerous providers offer services and/or software solutions that can ease and accelerate your use of interactive content.

CONCLUSION: START YOUR CLIMB TODAY

Did you know that the typical Mt. Everest expedition takes nine or 10 weeks to complete? Additionally, on average, more than 800 people summit each year, and it's becoming more popular than ever. In fact, the area becomes quite congested at certain times—specifically, at one of the more challenging spots, The Hillary Step. Even though fixed ropes are there to help the climbers, organizers are thinking about installing ladders to ease the congestion (much to the dismay of climbing purists).

Similar to how the Everest expedition is becoming more popular, so too is interactive content—and it will increasingly become a more prevalent component of content marketing strategy. And while "ropes" are available to ease the learning curve with interactive content, no one can count on "ladders." Ultimately, it will be up to marketers themselves to:

- Use interactive content to add value to their passive content
- Create interactive, impactful experiences that mean something to their prospects and customers
- Use the data they glean from the interactions to develop better content, gain better buyer persona insight, and ultimately convert and sell at a higher level
- View interactive content experiences as "products" that will drive value over time.

For those who haven't set up base camp, hopefully this research provides you with the tools to start. For those who are half-way up the mountain, we hope this information provides you with some "ropes" for climbing higher. And, for those of you who have already reached the summit (i.e., achieved solid success with interactive content), congratulations on providing great experiences for your audience.

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ENDNOTES

1. The "Scaling Everest" interactive infographic loads on a dedicated landing page at
   https://www.washingtonpost.com/graphics/world/scaling-everest/.

2. Brinker, Scott. "Why Interactive Content May Be the Most Exciting Marketing Tactic of 2015."
   Blog post, March 4, 2015. http://www.copyblogger.com/interactive-content/

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   A SlideShare summary may be found at
   http://www.demandmetric.com/content/content-buyers- journey-benchmark-report.

4. *2015 Content Preferences Survey.* Demand Gen Report.
   http://www.demandgenreport.com/industry-resources/research/3141-2015-content-preferences
   survey-buyers-value-content-packages-interactive-content-.html

5. Popova, Maria. "Marshall McLuhan on New Forms and Old Assumptions (1960)." Speaking about
   the new medium of television in 1960, McLuhan said, "When any new form comes into the
   foreground of things, we naturally look at it through the old stereos. We can't help that. This is
   normal, and we're still trying to see how our previous forms of political and educational patterns
   will persist under television. We're just trying to fit the old things into the new form, instead
   of asking what the new form is going to do to all the assumptions we had before."
   https://www.brainpickings.org/2011/12/30/marshall-mcluhan-1960/

6. Sorofman, Jake. "Gartner Surveys Confirm Customer Experience Is the New Battlefield."
   October 23, 2014. Blog post summarizes the results of the *2015 Marketing Spending Survey.*
   http://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-
   battlefield/

7. Kelly, Kevin. "Hyper Vision." *Wired*. April 26, 2016. This article provides a thorough analysis of the
   current state of virtual, augmented, and mixed reality (VR, AR, and MR) experiences.
   http://www.wired.com/2016/04/magic-leap-vr/

8. For example, see the template at http://quickstartcloud.postclickmarketing.com/preview/
   interactive-wp.

ABOUT CONTENT MARKETING INSTITUTE

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the Intelligent Content Conference event is held every spring. CMI publishes the bi-monthly magazine *Chief Content Officer*, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012-2015 Inc. 500/5000 company. Watch this video to learn more about CMI.

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