

# WHAT DO THEY WANT TO HEAR? HOW TO WRITE A GOOD INCLUSION



## What's an inclusion?

Synonyms: *Synopsis, Summary, Abstract, Outline, Introduction, Rundown*

## How is an inclusion used?

At Inbox insight we use inclusions to attract, engage and motivate a target audience to download a content asset that's relevant to them.

## Where can they be used?

Landing pages, email bulletins, display, social posts...etc.

## What's the communication objective of the inclusion?

The goal of the inclusion is to provide a compelling intro that piques the interest of your target audience enough to incite them to act (i.e. download your long-form content).

## What's the secret to writing a good inclusion?

In order to entice your reader to act, you need to know what they want to read about. For a B2B audience, this knowledge can be uncovered through a range of techniques. **PTO**

# 1: BUYER PERSONAS

By building personas, you can better understand who you're addressing and how to best engage them.

## For example:

- What department do they work in?
- What's their job role?
- What are their key priorities?
- What are their daily challenges?
- What information could help them do their job better?
- Where do they sit in the Decision Making Unit (DMU)?



# 2: AUDIENCE INSIGHTS

Living in a digital age, there's a lot of invaluable data at our disposal, such as:

## First party data

*Data captured through your CRM and owned channels such as website behavior and cookie data.*

This includes pages your users are viewing on your website or reading in your marketing automation workflows.

## Second and third party data

*Data from users browsing relevant content on sites other than your own.*

When used in tandem with first party data, insight rich audience profiles can be generated that provide all the knowledge you need to build effective customer-centric communications. These include real-time digital body language signifiers such as:

- **Intent signals**
- **Interests**
- **Trends**
- **Preferences**
- **Regional Nuances**

Leveraging this data to inform how to write effective copy, can result in impressive conversion rates.

## How to Write to Convert

- Create content that addresses a specific problem and helps your target audience identify the need to do something about it. This **generates demand**.
- Create content that helps them do their job better, or in an easier way. This **cultivates brand loyalty**.
- Create content that stands out, and wherever possible don't be boring! This **enhances reader engagement**.
- Create content with a clear value proposition for what they will learn by reading the content. This **supports effective communication**.
- Create a clear CTA. What do you want the reader to do next? This **prompts action**.

### 5 Additional Tips from our In-house Copywriters:

1. Be succinct.

2. Use great visuals to catch the eye and draw your readers in.

3. Keep your Tone of Voice (ToV) relevant and authentic (B2B buyers seek trustworthy sources).

4. Test alternative titles – some hooks will work better for different readers.

5. Make keywords your allies. By mirroring the language your readers use, you'll craft copy that truly resonates.



## 10 Engaging Titles

- 1 *The Little Book of HR Fibs*
- 2 *Refusing Holiday Requests Is Easier Than You Think*
- 3 *5 Keys to Effective Employee Engagement*
- 4 *How to Build a Killer Webinar Presentation*
- 5 *How to Kick-Start Your B2B Marketing Strategy*
- 6 *The Small Business Guide to Marketing on a Budget*
- 7 *Demystifying Disaster Recovery: Explaining Common Terms*
- 8 *Coca-Cola's 4 Most Powerful Lessons in Branding*
- 9 *7 Lessons on Innovation from Disney*
- 10 *3 Cloud Data Compliance Problems You Didn't Know You Had*

## 9 EMEA Translations for 'Download'

	German	French	Spanish	Italian	
	Herunterladen	Télécharger	Descarger	Scarica	
Dutch	Swedish	Danish	Norwegian	Finnish	
Downloaden	Hämta	Download	Last ned	Lataa	

## Examples of top performing inclusions:

### The Ultimate Guide to the B2B Marketing Plan

Discover the secret to a winning Marketing Plan...

Written by marketers who understand the complexities (and pressures) associated with creating a comprehensive marketing plan, this downloadable resource eliminates confusion and lays out better ways of working.

Using PR Smith's SOSTAC® framework, each phase of the marketing plan has been broken up into easy-to-digest sections full of best practices, expert tips and actionable templates.

Many professionals like you found this resource invaluable, will you?

**Call to action: Download now**

### 5 Things the Strongest Brands Focus on

Nothing lasts forever. It's just a fact of life.

It's also an unfortunate fact of business too. At some point, many businesses cease to be. Yet while the majority of brands eventually falter and fade into irrelevance, others continue to thrive. Year in, year out.

How? What do they do differently?

**Call to action: Read this article now** to discover 5 things the strongest brands focus on to win.

### Developing Digital Dexterity in Your Organization

An array of digital technologies is transforming organizations in every industry across the globe.

Digital is everywhere and it's catalysing the need for investment and realignment of technology, business models and work processes to create innovative experiences for customers and employees.

**Call to action:** How can you develop a digitally dexterous workforce? **Read the complete whitepaper today.**

### The Financial Wellness of Gen Z: The Good, the Bad and the Ugly

It's happening: Generation Z, the demographic group born from the mid-90s to early 2000s, is officially joining the workforce. And, unfortunately, they're already experiencing financial issues, affecting their well-being from the moment they enter the workplace.

What are their biggest concerns? How do they manage their financial obligations? How do they perceive the role employers have in boosting financial wellness?

**Call to action: Download this guide** to discover the financial wellness of Gen Z – the good, the bad and the ugly.

### What is Lurking on Your Network?

The complexities and security issues around managing BYOD schemes and unsanctioned Shadow IT operations have long been a cause for concern. Indeed, with cyber criminals increasingly exploiting vulnerable devices, it is crucial enterprise IT teams learn what is lurking on their networks and actively defend against threats.

**Call to action: Download this report** to gain a better understanding of the challenges that IT professionals face in securely managing shadow devices on enterprise networks.

It'll explore insights provided by IT directors across the US, UK, Germany and UAE, and detail practical recommendations on how companies can best manage the rising threat of shadow devices.

### Watch Your Tone! The Ultimate Guide to Developing Your Company's Tone of Voice

Watch Your Tone! takes you step-by-step through the process of developing your tone of voice.

This guide is loaded with practical advice from some of the world's most noted tone of voice experts, and includes useful guides, examples, and worksheets.

**You'll learn more about:**

- What tone of voice is and why it's important
- How to develop yours
- How to successfully roll out your tone of voice to your entire company

## Key takeaways