



50

50 ways to produce engaging
interactive content!

1

Quick Start Cloud

4 Ways to Go To Market (without development)

The fastest way to improve your results with interactivity is ion's gallery of over 85 innovative, pre-fabricated templates. And we release a new one each week!

2

Blank Slate

4 Ways to Go To Market (without development)

Complete creative control for control freaks starts with a blank slate. Drag & drop your way to responsive design utopia. No dependencies.



3

Engage **INSIDE** Your Website

4 Ways to Go To Market (without development)

Embed responsive data-driven interactivity as easily as you do a YouTube video. Increase engagement within your website's existing pages.





4

Engage OUTSIDE Your Website

4 Ways to Go To Market (without
development)

Standalone microsites instantly launch
on your domain. Content-heavy
formats like eBooks, white papers and
infographics love the extra real estate.

5

Interactive Infographics

10 Ways to Interactivate

Infographics are one of the most engaging types of interactive content. They entice participation and result in social sharing and lead generation.







CONTENT
MARKETING
INSTITUTE



MarketingProfs

SHARE

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How Does Your Content Marketing Stack Up?

According to this year's *Sixth Annual Content Marketing: Benchmarks, Budgets and Trends*, our research shows the most effective content marketers have something in common: a documented content marketing strategy. See where you stack up against other marketers in this assessment.

Choose Your Category To Begin

B2B

CONTENT MARKETING

B2C

CONTENT MARKETING

6

Assessments

10 Ways to Interactivate

Assessments provide useful and highly valuable recommendations or benchmarks. This makes them ideal for mid- to low-funnel lead qualification.



7

Calculators

10 Ways to Interactivate

Calculators offer prospects hard and fast quantitative reasons to believe. They make effective lead generators and qualifiers higher in the funnel.



eBooks

10 Ways to Interactivate

eBooks are long content at its engaging mid-funnel best. They're educational for buyers and they provide enlightening consumption data for marketers.

9

Quizzes

10 Ways to Interactivate

Quizzes are lightweight, engaging, high-funnel digital conversation starters. And they're great for social sharing, lead generation and qualification.



Which Laptop is Right For You?

Take the quiz to find out!

Simply answer three questions about your laptop needs and we'll give you the best recommendation based on your answers.

Find Your Laptop »

10

Solution Builders

10 Ways to Interactivate

The highest value buyer experiences also provide the highest value data for sales and marketing. Solution builders are lower funnel lead quality divas.



11

Interactive White Papers

10 Ways to Interactivate

Like eBooks, but not quite as splashy, interactive white papers are great for deep education. And, consumption data fuels lead qualification.



12

Lookbooks

10 Ways to Interactivate

Lookbooks are visual interactive content at its enthralling best. They're informative, high-funnel storytellers that get shared and generate leads.

13

Resource Libraries

10 Ways to Interactivate

Visually show off your most valuable content using an engaging interactive resource library. Learn what's hot and what's not in the process.

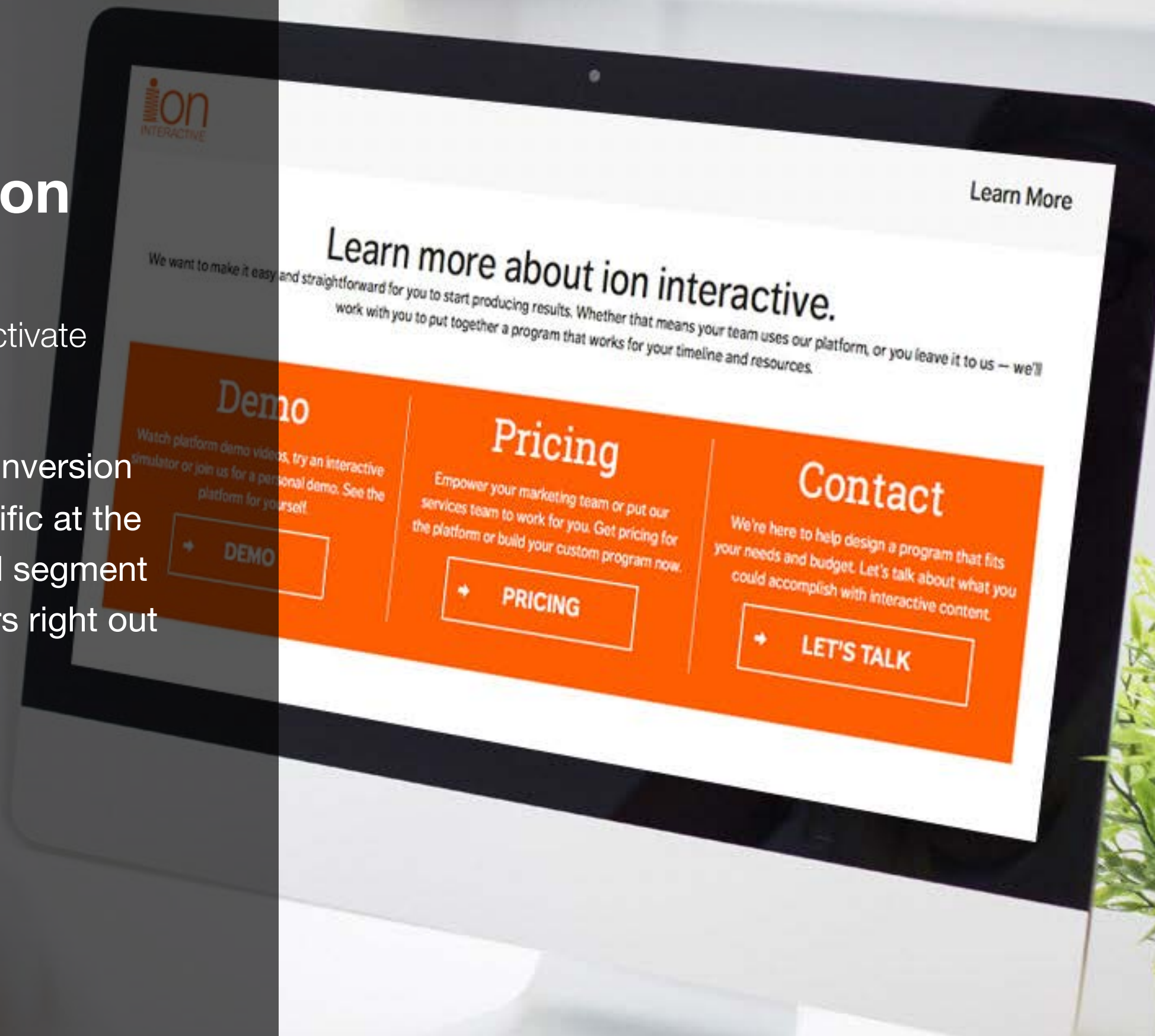


14

Conversion Paths

10 Ways to Interactivate

Improve lead-gen conversion rates by getting specific at the top of the funnel. And segment and qualify your buyers right out of the gate.



HELLO

Scott

15

Personalization

7 Ways to Drive Relevance & Results

Easily use data from within or outside of ion to dynamically get personal and start more meaningful digital conversations.

IF GENDER IS FEMALE



IF GENDER IS MALE



16

Targeting

7 Ways to Drive Relevance & Results

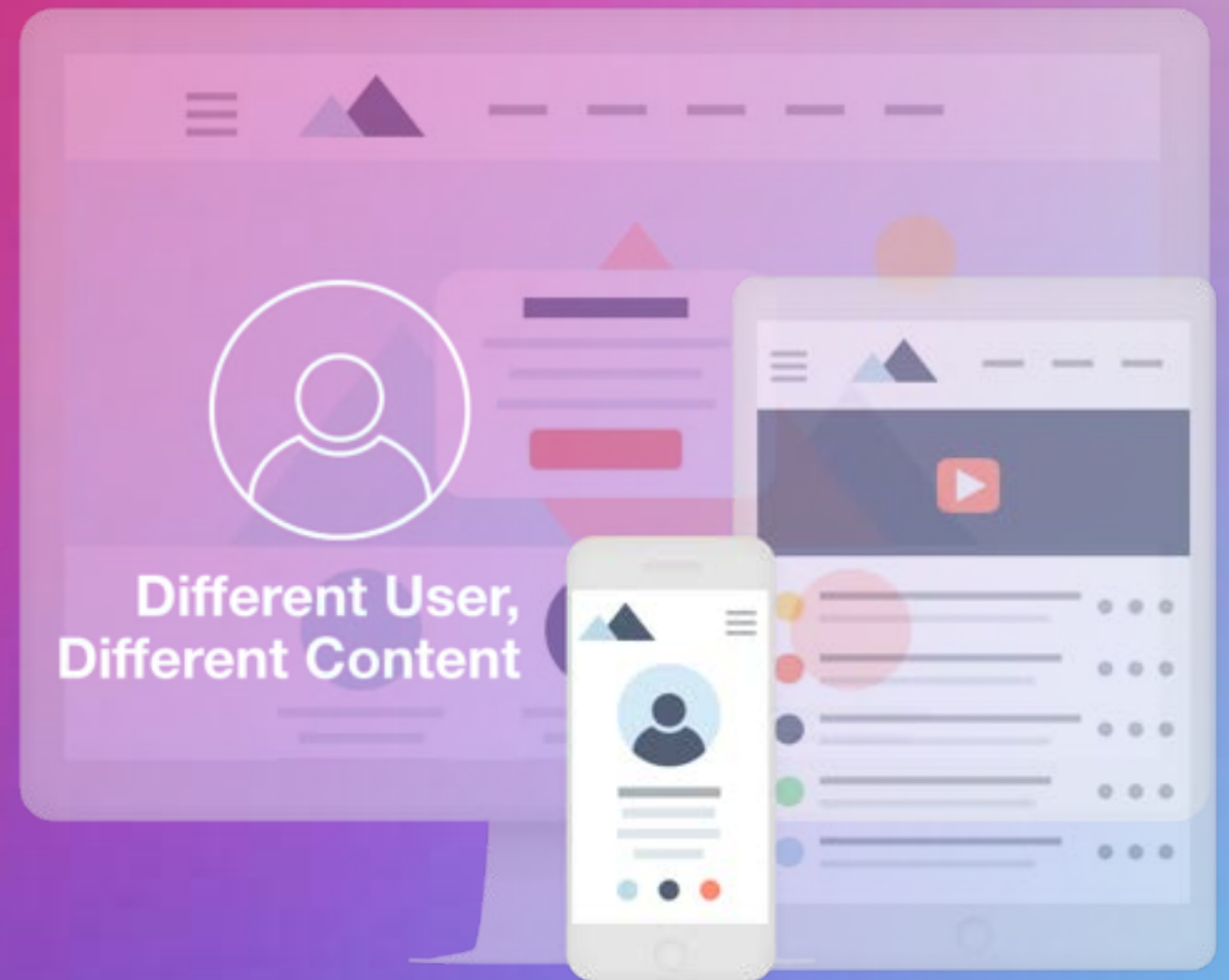
Target buyers and give them a more relevant, interaction-driven journey using over 1,200 code-free possibilities. Use ion's buyer profile or outside sources.

17

Real-Time Content

7 Ways to Drive Relevance & Results

Get specific with real-time, data-driven content that varies based on viewport, device, ion buyer profile and external data.



18

Deep Profiles

7 Ways to Drive Relevance & Results

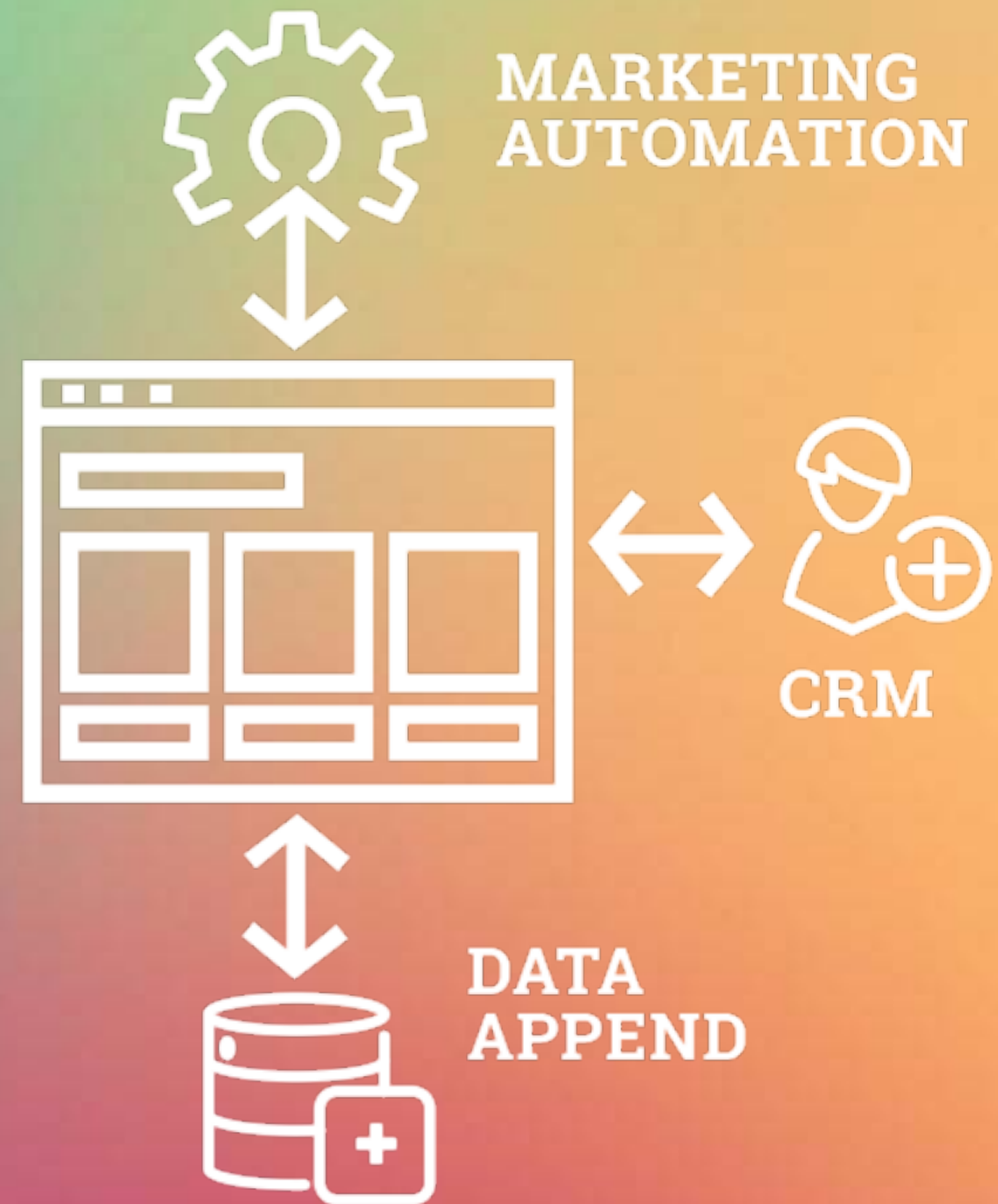
Everything a buyer interacts with is actionable in their ion profile. Their journey is visually useful for both sales and marketing as a chronological timeline.

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Foundational Integrations

7 Ways to Drive Relevance & Results

Use profile data from your martech stack to drive ion real-time targeting, personalization and dynamic content. Get relevant to get results.

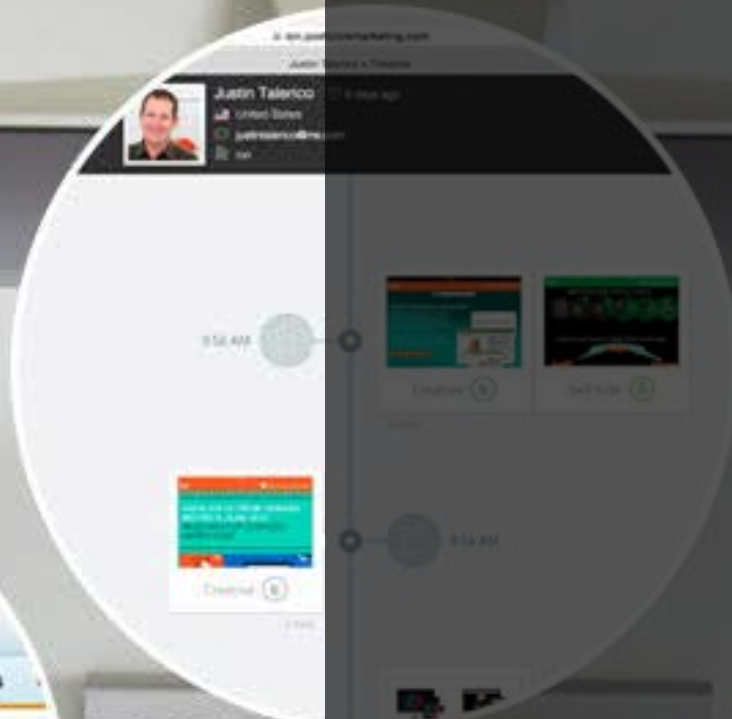


20

Sales Relevance

7 Ways to Drive Relevance & Results

ion is the springboard your sales team needs to have more relevant conversations. Give them an actionable timeline of each lead's interactive journey.





21

Code-Free A/B Testing

7 Ways to Drive Relevance & Results

Buyers will tell you with their actions which content is most relevant to them. Give them alternatives and find winners using built-in, code-free testing.

22

Minimized Refreshes

6 Ways to Feel Appy

Stay ahead of the rising user experience bar by delivering app-like interactive content with a minimum of disruptive page refreshes. #SmoothScreens



23

Sticky Elements

6 Ways to Feel Appy

Keep the stuff that drives your results—navigation, forms, calls to action—on screen and top of mind using code-free sticky elements. Drag. Drop. Stick.



24

Lightboxes

6 Ways to Feel Appy

Yes, ion lets you drag and drop elegant, fully customizable lightboxes just about anywhere. They're our most popular interactive tool—for good reason.

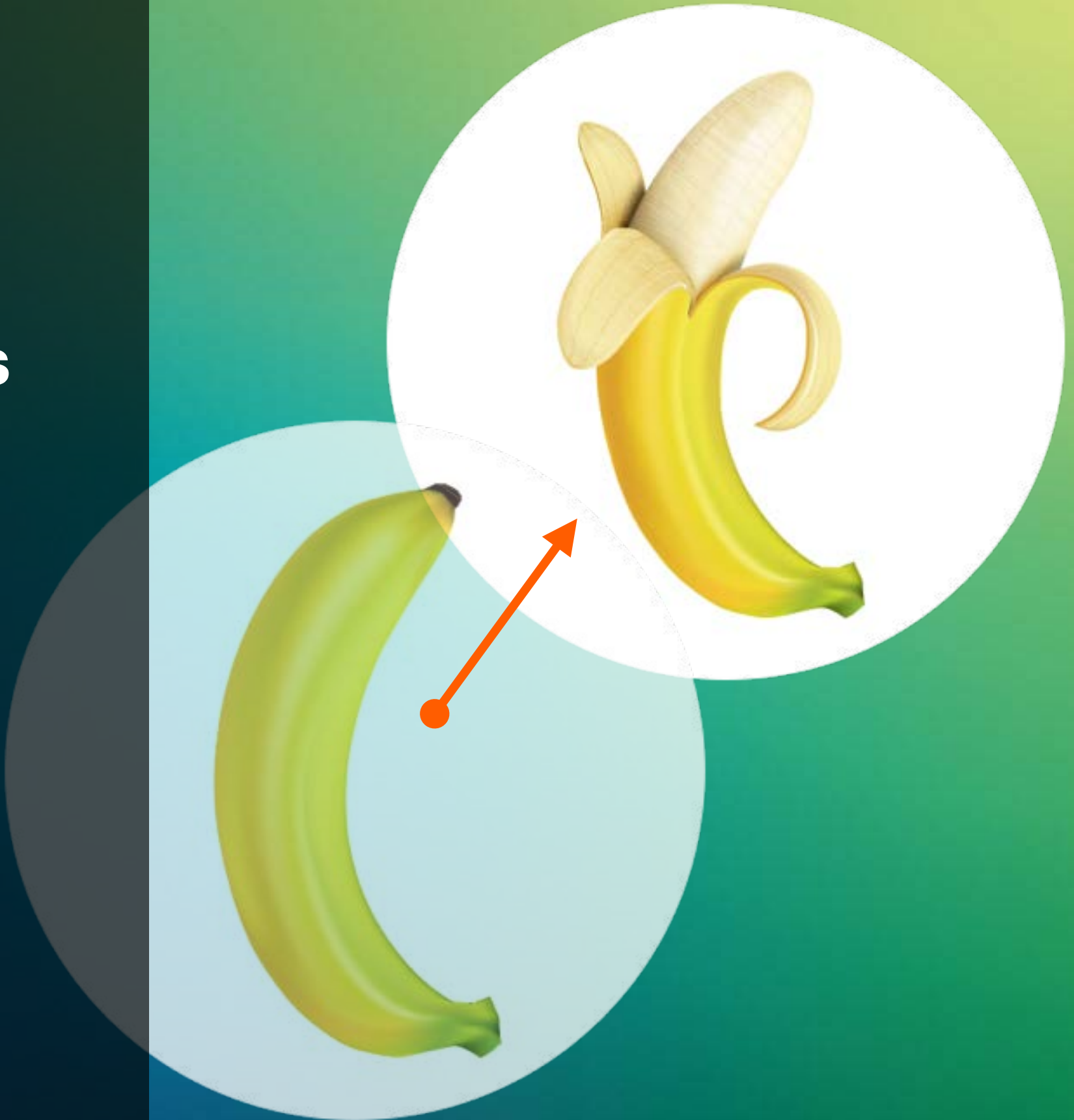


25

Layers & Reveals

6 Ways to Feel Appy

In ion, even the most engaging content reveals can be accomplished on hover or click without code. Anything can reveal anything else. Yep, anything.



26

Scroll Effects

6 Ways to Feel Appy

Nothing keeps people focused better than scroll-based visibility. ion's got that and, of course, it's code free. #NoCodeCool



27

Transitions

6 Ways to Feel Appy

The comings and goings of content can be appified using 20 different animations and five different triggers. That's 100 ways to engage right there.



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Layout Flexibility

5 Ways to be a Control Freak

How easy is layout manipulation in ion? Drag and drop rows and columns. Drag column widths. Start with a template. Start from scratch. All code-free.

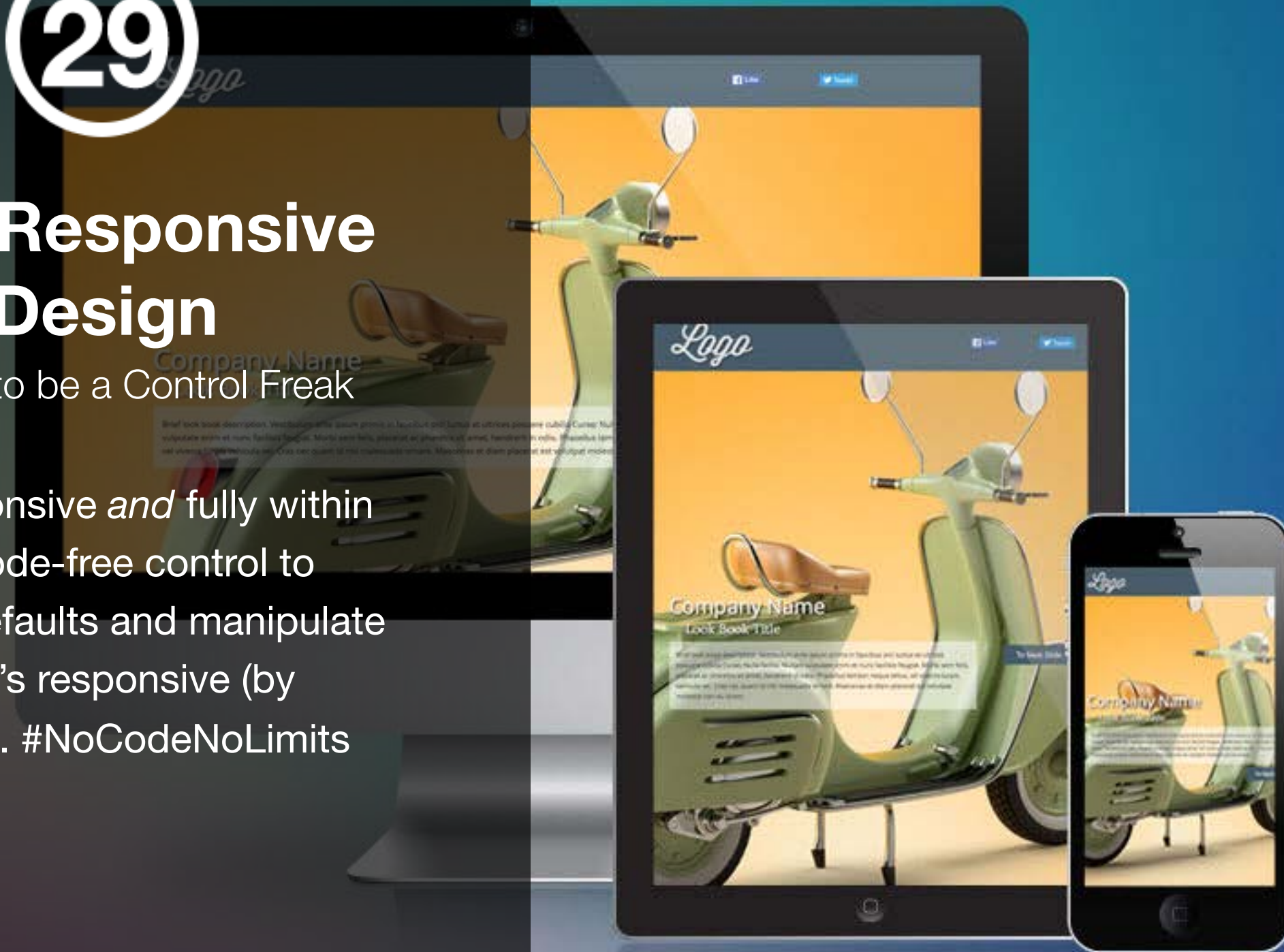


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True Responsive Design

5 Ways to be a Control Freak

Fully responsive *and* fully within your code-free control to override defaults and manipulate *how* it's responsive (by viewport). #NoCodeNoLimits



30

Background Flexibility

5 Ways to be a Control Freak

Backgrounds create impact and set the tone. ion lets you do all of that with responsive and customizable code-free image *and video* backgrounds.

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Styling Controls

5 Ways to be a Control Freak

Borders, corners, shadows, opacity, spacing, sizing, alignment, floats, positioning and more—all at your fingertips without CSS.

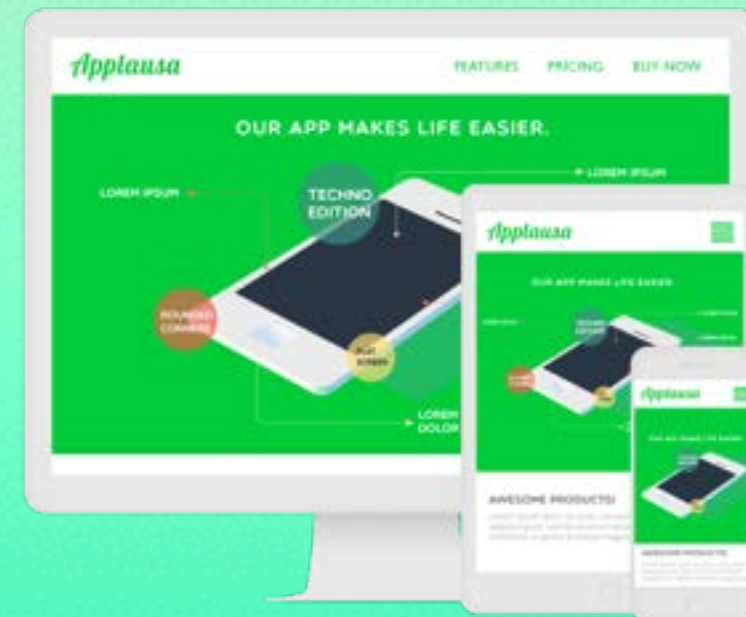
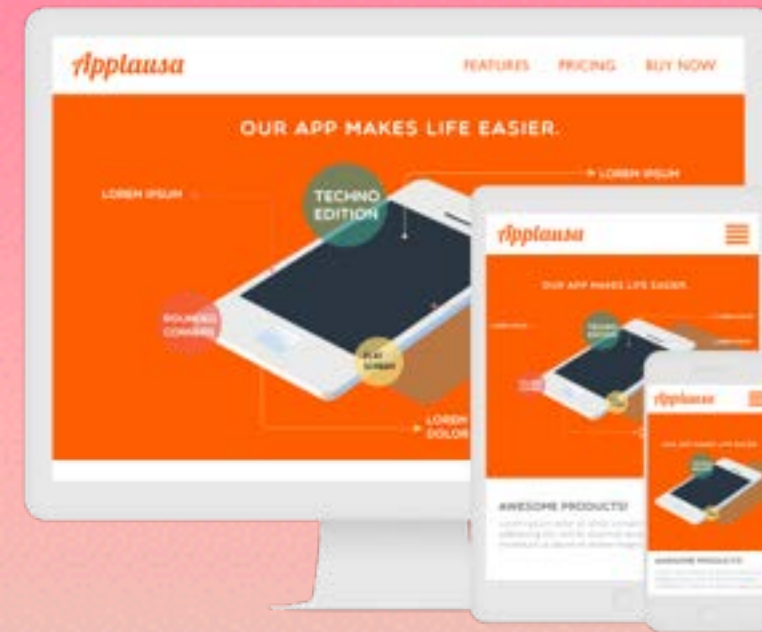
STYLE

32

Custom-Branded Themes

5 Ways to be a Control Freak

ion's micro-themes are reusable styling baked into your custom branded theme. Have as many as you like. They'll speed you up and keep you code-free.



33

Engaging Animations

3 Ways to Engage & Impress

20 code-free animations are designed to engage your audience in your most important content.

34

Rich Media

3 Ways to Engage & Impress

Tell your story with engaging video using ion's native support of YouTube, Vimeo, Brightcove, Ooyala and HTML5. Use them as content or background.



A man with short brown hair and a light beard is looking directly at the camera. A blue speech bubble is positioned over his head, and two orange buttons are at the bottom. The background is a gradient of teal and green.

IS
INTERACTIVE
CONTENT
SEXY?

YES



NO

35

Interactive Video

3 Ways to Engage & Impress

Add a whole new layer of engagement with interactive video — available for Vimeo, Brightcove, Ooyala and HTML5.



36

Facebook Share

7 Ways to Spread Your Message

For many, engaging is sharing. With that in mind, ion redesigned all of its social sharing tools with open graph support in 2016.

37

Twitter Share

7 Ways to Spread Your Message

You specify the default tweet just the way you want it. And track and tag the share to see your effectiveness.





38

LinkedIn Share

7 Ways to Spread Your Message

Automatically use your page's open graph tags or get more specific, just for LinkedIn. Tag the click, so you know who's sharing.

39

Pinterest Share

7 Ways to Spread Your Message

Get visual and go viral with native Pinterest sharing. And tag the click to track who's helping you show off.



40

Google+ Share

7 Ways to Spread Your Message

Yes, of course, Google+ sharing is built-in and code-free. And you can tag the click to know who's spreading the good word.



41

Email Share

7 Ways to Spread Your Message

Drag & drop email sharing for anything you like. Spread your message like wildfire and keep track of who's making it happen.

42

SEO Controls

7 Ways to Spread Your Message

Sculpt your search engine presence with controls for indexing, METAs, inclusion and prioritization in sitemaps, and more. You control if and how you're found.



43

Data-Driven Visuals

3 Ways to Engage in a Dialogue

Engaging people with visual, data-rich choices lets them express their explicit interests in a friendly and comfortable digital dialogue.

If an ice cream truck suddenly shows up, what would your first choice be?



Vanilla Soft-Serve



Strawberry



Chocolate-covered ice cream pop



Textbox



Slider



Choice Group



Dropdown



Submit Button



Hidden Input

44

Freestyle Forms

3 Ways to Engage in a Dialogue

Be more successful in capturing data
using ion's modern, app-like and
friendly freestyle forms.

#DataRichCodeFree

45

Engaging Controls

3 Ways to Engage in a Dialogue

How people are asked to provide data has a lot to do with success. ion provides engaging controls—like sliders—to make the dialogue as friendly as possible.

Example Slider

On a scale of 1 (not important) to 3 (extremely important) —
How important is integrating data capture to your content marketing?

2

How important is interactivity to your content marketing program?

2

46

Quick Iterations

5 Ways to Scale

ion makes constant improvement second nature by enabling quick iteration. Copy and iterate entire experiences, pages or parts of pages. #AgileNotFragile

47



Reusable Anything

5 Ways to Scale

ion includes a scalable library of just about anything you want to reuse. Headers, footers, navigations and forms are all perfect for the Snippets Library.

48

Global Updates

5 Ways to Scale

Branding is centralized and globally updatable. And, within an experience, changes can be made once and applied everywhere. #ProductiveAgility





49

Personal Quick Starts

5 Ways to Scale

Make an entire experience available to your entire organization as a pre-fabricated template. Speed production and provide standards.

50

Roles & Permissions

5 Ways to Scale

Not everyone needs access to the same features and capabilities. ion is used to manage interactive content across the largest organizations.

Let's put your content to work

Sales: 561-235-7474

info@ioninteractive.com

twitter: @ioninteractive

