



## Thought Leadership in Action for Life Insurance

### Snackable Content: Less Can Mean More for You and Your Business



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Are you struggling to engage your online audience or maybe you'd like to try something different? Are you ready to shake up your content? Try adding snackable content to the menu. Offer bite-sized content to capture your audience and help make life insurance more digestible for them.

#### What Is Snackable Content?

Snackable is a term used for content that is short, simple, and to the point. It involves bite-sized pieces of information that a reader can easily read and digest.

Recent studies show, as a result of the constant use of technology, the average attention span has decreased from 12 seconds to 8 seconds.<sup>1</sup> However, you can put that knowledge and technology to work by cutting down long-form information and providing simple, snackable content to your audience.

Snackable content is the opposite of long-form pieces. It would help to understand the difference between the two by comparing a full meal with a snack. Both are important and have a place, but they provide different benefits.

Long-form and snackable content work similarly. When you need to study or do in-depth research on a topic, long-form content is helpful. When you are in a hurry or on the go—as it seems much of the world is—short, simple, easily digestible information can be a great option.

Considering people often interact with content on the go, such as waiting in a line, if a viewer clicks on a Facebook ad or website for a quick read, only to find a long, detailed article, he or she may exit quickly and plan to return later, if ever.

This can decrease average time spent on your website and could lead to a potential business loss. Though having detailed pieces is a core blog component, you may want to reserve a portion of your space for snackable content as well.

1 Source: Jacel Booth. "Visions for 2020: Key Trends Shaping The Digital Marketing Landscape." Oracle Advertising Blog. January 17, 2020. <https://blogs.oracle.com/advertising/post/visions-for-2020-key-trends-shaping-the-digital-marketing-landscape>.

## Benefits of Snackable Content

There are many benefits of using snackable content, but some of the most common include:

- Capturing the attention of the specific audience you are targeting such as business owners, millennials, or people concerned about leaving a financial legacy
- Educating your audience on life insurance in digestible pieces that are easy to follow and not overwhelming
- Providing valuable content that can lead to increased trust between you and your potential life insurance clients
- Providing content that viewers can easily share with others

## 5 Types of Snackable Content

Snackable content can come in many shapes and sizes. The following are just a handful to try.

*“When you are in a hurry or on the go—as it seems much of the world is—short, simple, easily digestible information can be a great option.”*

### 1. Quote Graphics

Quotes can be interesting, motivational, and relatable. When added to a graphic, they become even more effective and tend to get shared over and over again.

### 2. Short Videos

You can use videos to answer common questions, announce an upcoming product or event, or provide more information on a current one. A good rule of thumb is to keep them less than 90 seconds.

### 3. Memes

Memes can be quite entertaining and often very relatable. They are also a great example of snackable content. Adding memes to your content can be a fun strategy when you do not overuse them.

### 4. Infographics

Infographics are an excellent example of snackable content. They can provide meaningful information in small chunks and can be visually appealing.

### 5. Definitions

You can use definitions, short explanations, and simple examples as blog posts, social media posts, graphics, and more. This can help improve your search rankings as well as educate potential customers on a variety of life insurance terms.

Please check your company’s guidelines before publishing content on a social media platform or tool.

## Tips for Creating Snackable Content

When creating snackable content, keep the following tips in mind.

- **Make It Visually Appealing**

The first thing to understand is that your content needs to attract your target audience. No matter what type of snackable content you create, be sure that it is visually appealing to help ensure that it catches a viewer's eye. This can mean bright colors, bold fonts, and eye-catching images.

- **Create Relatable Content**

The goal is to keep your audience's attention once you have it. Research your clients, their concerns, and their interests. One way to do this is by looking at posts and shares on social media for people in your target audience group.

- **Mobile Optimization Is Key**

As content gets viewed on a mobile device, you may want to confirm that your digital ads, website, and content are optimized for mobile. Otherwise, viewers may not have the customer experience you intended.

- **Repurpose Old Content**

All snackable content does not have to be completely new. Instead, you can turn some of your older posts into fresh content. Here are some tips to do so:

- **Turn Long Form Into Shorter Pieces**

Break up content into smaller posts. For example, if you have an "Ultimate Guide" covering everything there is to know about life insurance, you can turn each section into snackable content. You might turn it into a series, several social media posts, or an infographic.

- **Break Up Long Content**

If you want to keep your long-form content on one page, you could look at breaking it down into smaller sections and add more headings to make the content easier to follow.

You could look at shortening any very long sentences and adding bullet points where it makes sense. The idea is to make it easier to read and digest in a few seconds.



Snackable content can be designed to match the needs and attention of your target and current audiences. Add snackable pieces to your content plan by using the tips and types above to help capture and retain your audience's attention.

The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

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