

# HOW TO WRITE DIGITAL ARTICLES AND PROMOTE EFFECTIVELY



## Key Points

Don't aim to make the piece as broad as possible, because then it'll suit no one. So think of your target reader profiles. Always stick to plain English. Using bold, hyperlinks, subheadings and having spaced out texts are ideal key aspects to include.

## Where to Put the key details

80% of eyes on a document are at the top and 70% of eyes on a document are to the left, creating an F shape. Therefore summaries and key words/info go at the top and towards the left.

Make sure any 'calls to action' e.g. attending an event, registering for the club, are really clear and are at the start and end of the piece. As people who skim read or want to find the point of the article right away, may be more likely to engage.



## How to get them hooked!

It's good to have a rhetorical question at the very start. And when that answer is a yes, you immediately have their attention.

Think about exchanging something- if something is offered to the reader first e.g. a free trial or useful information, there's a feeling of indebtedness to return a favour. So it greatly helps to increase engagement. "FOMO" is always a good tactic to get people to engage too!\*



## Useful websites

Hubspot: a random generator if you're struggling for a blog title.

Coschedule: gives you suggestions for a headline and a subject of your article.



\*That stands for fear of missing out by the way!