How to Create Content That Gets Clicks, Likes and Leads

A Blueprint for SMEs

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Intro

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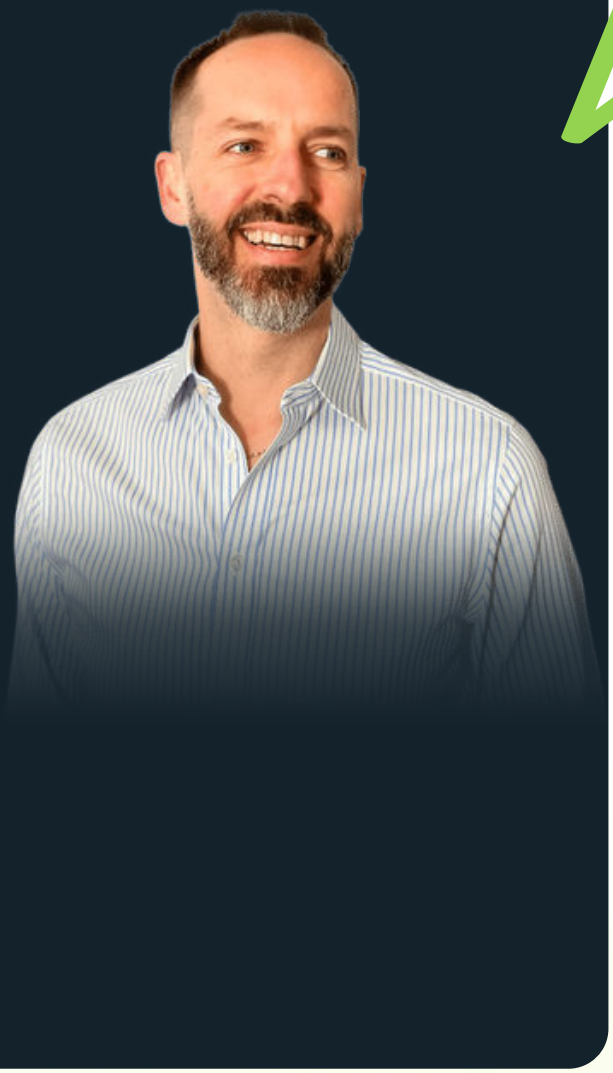
Having spent 25 years working in senior marketing roles across enterprise and start ups, I've seen just about every trend imaginable. But one thing never changes...the need to grab your audience's attention.

Ben Hilton
Founder Switch Jam Digital



Why This Guide Matters for SMEs

So, I imagine as an ambitious SME, you've likely invested time and effort into content marketing, only to see low engagement, minimal shares, and few conversions.

The truth is most content fails because it lacks structure, psychology, and intent. This guide gives you a repeatable formula to create content that consistently attracts attention, encourages interaction, and drives real business results, generating leads and creating sales opportunities.

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The Psychology Behind Engaging Content

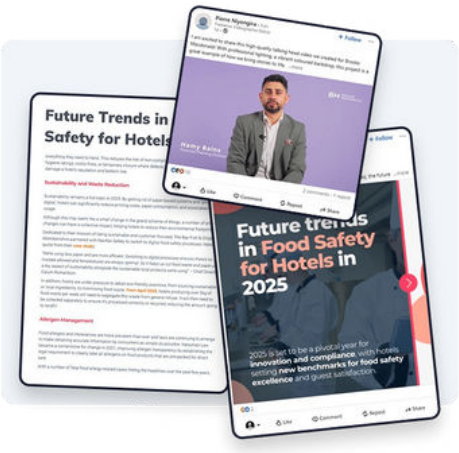
Why People Engage

- **Identification:** Content directly speaks to their struggles or aspirations and makes them feel understood.
- **Curiosity:** Headlines that make them wonder, “What’s this about?” and can pull them in, or creates a sense of FOMO.
- **Instant Gratification:** If they get immediate value, such as a quick hack, insight, or solution.
- **Feeling Compelled to Share:** Thought-provoking, relatable, or counterintuitive insights spread quickly.

Content that performs well typically triggers an emotional or intellectual response. An emotional response might be a sense of excitement, nostalgia, or urgency.

Or an intellectually stimulating response could stem from a challenge to a belief, the presentation of a new idea or by providing beneficial insights.

Many people will be compelled to engage with content when they feel understood, when their beliefs are confirmed or challenged or when they learn something that adds value to their lives.



How to Create Content That Gets Clicks, Likes and Leads: A Blueprint for SMEs

Content Marketing

The Psychology Behind Engaging Content

Supporting Stats

Brands that use storytelling in their content see **30% higher engagement rates** compared to those that don't.

Stories create emotional connections, making them more memorable and shareable.

Practical Examples

Instead of posting a generic article titled

"How to Improve Employee Productivity"

...try:

"Most SMEs Are Overlooking This Simple Productivity Fix ...Are You?"

Rather than posting

"How to Streamline Business Operations"

...try:

"We Eliminated One Daily Process & Saved 15 Hours a Month – Here's How You Can Too"

The Hook Formula: How to Capture Attention Instantly

Hooks

- **Curiosity-Based Hook:** "The simple change we made that doubled customer retention in 60 days..."
- **Pain Point Hook:** "Struggling with late payments from clients? Here's how we fixed it."
- **Shock Hook:** "We spent three months on a new software rollout, and it failed. Here's why."
- **Authority Hook:** "How we helped a local manufacturing firm cut costs by 20% without layoffs."

Your hook is the most important part of your content. If you don't grab attention in the first few seconds, your audience moves on. A strong hook intrigues, challenges, or surprises the reader, compelling them to keep reading. It might tap into curiosity, highlight a pain point, shock the audience, or establish authority.

Actionable Tip

Before publishing any content, test your headline with a colleague or AI-powered tools like CoSchedule Headline Analyzer to measure its impact.

Another way to ensure your hook is strong is to A/B test different versions on social media or in email subject lines to see which one gets more opens or clicks.

Supporting Stats

Studies show that **80% of readers never make it past the headline**, making your hook the most crucial part of your content.

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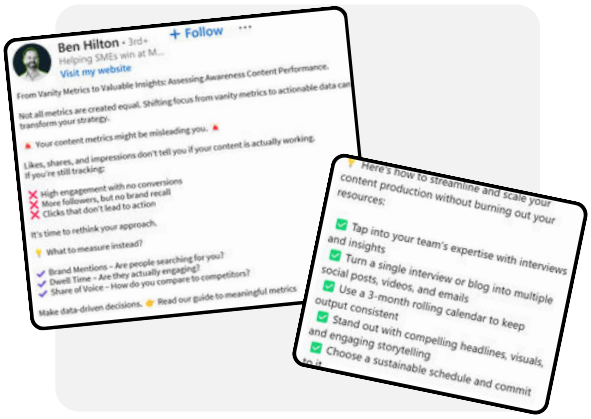
Content Flow Strategy: Structuring Content for Maximum Engagement

Here's why structure matters:

- **Readability:** People skim content quickly. If your post isn't easy to digest, they'll move on.
- **Retention:** A clear progression helps your audience absorb and remember key takeaways.
- **Actionability:** A structured post naturally leads to a call-to-action, increasing conversions

Engaging content isn't just about what you say, it's about how you say it.

A well-structured post keeps readers engaged from beginning to end, guiding them through a logical flow that maintains their attention.



Supporting Stats

Posts with clear formatting and bullet points **improve engagement rates by 37%**, as they make content easier to skim and digest.

Actionable Tip

Use this simple structure to create high-engagement content that will keep the reader interested until the end:

1. **Start with a Strong Hook**. Capture attention immediately.
2. **Agitate the Problem.** Make the reader feel the pain of not having the solution.
3. **Deliver the Value.** Provide actionable steps, insights, or solutions.
4. **Close with a Clear Call-to Action.** Tell the audience exactly what you need them to do next.

Content Flow Strategy: Structuring Content for Maximum Engagement

Practical Examples

To **agitate the problem**, instead of saying:

"Customer service is important in business."

...say:

"If customers regularly complain about slow responses, you could be losing thousands. Here's what you can do to fix it."

To **deliver value**, instead of saying:

"Process automation can improve efficiency."

...say:

"Automating invoicing saved our company 10 hours per week—here's the exact tool we used."

The Storytelling Effect: How to Make Content Memorable

People **remember stories, not facts.** Storytelling transforms generic content into something compelling, relatable, and memorable. It engages emotions, making the audience more likely to connect with your brand, trust your message, and take action.

Here's why storytelling works:

- **Emotional Connection:** Stories evoke emotions, making your content more engaging and shareable.
- **Increased Retention:** People remember information 22x more when delivered in a story format.
- **Relatability:** Personal or customer success stories resonate because they reflect real-life experiences.

Practical Examples

Instead of stating:

"Our software improves team collaboration,"

...tell a story:

"Jane, an overwhelmed HR manager, was drowning in paperwork. After switching to our platform, she cut admin time in half and improved team coordination overnight. Here's how."

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The Storytelling Effect: How to Make Content Memorable

Supporting Stats

Brands that incorporate storytelling in marketing see a **30% higher engagement rate** than those that don't. Stories make content more memorable and persuasive, increasing its impact.

Practical Examples

Instead of saying:

"Customer service can boost loyalty,"

...say:

"A local IT firm retained a client for 10 years by doing this one simple thing—offering real-time support."

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Action-Driven CTAs: Turning Engagement into Leads

A strong call-to-action (CTA) is the key to turning content engagement into business results. Without a CTA, even the most compelling content will fail to drive meaningful action.

Never lose sight of the primary goal. Whether that's a LinkedIn post, an advert or even an email campaign, the goal is to **move the prospect further into your marketing funnel**.

This means it's essential to instruct your audience to take this next step by using a solid CTA.

Here's why CTAs matter:

- **Guidance:** Your audience needs direction on what to do next.
- **Conversion Optimization:** A clear CTA increases the likelihood of action.
- **Engagement Continuation:** Encourages further interaction beyond just reading.

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Action-Driven CTAs: Turning Engagement into Leads

Supporting Stats

Including a clear CTA in content **increases conversion rates by 202%** compared to content without one.

Practical Examples

Instead of ending a post with:

“Hope this was helpful.”

...say:

“Want the full checklist? Download it here.”

Instead of saying:

“Let me know your thoughts.”

...say:

“Drop a ‘🔥’ in the comments if you’ve experienced something similar!”

Next Steps:

- **Understand Your Audience:** Identify their key pain points, desires, and interests.
- Test **multiple hooks** before publishing.
- **Structure Content for Readability:** Ensure a logical flow from hook to problem, value delivery, and CTA.
- Use **storytelling** to make your content relatable.
- Ensure every post has a **clear CTA** to drive engagement & conversions.
- **Track performance** & optimise based on what works best.

Apply the Framework & See Immediate Results

Understanding how to create high-engagement content isn't just a theory, it's a formula **you can apply right now**.

The combination of emotional triggers, strong hooks, clear structure, and compelling CTAs will increase engagement and conversions.

Book a free consultation with our marketing agency today to develop a high-engagement content strategy tailored to your business.

Follow us on LinkedIn for daily tips on improving your content marketing!

Don’t Have The Time or Resource to Create Content?

Partner with Switch Jam and we’ll do it for you...

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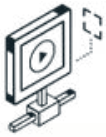
Marketing Strategy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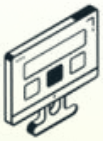
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