

10½ reasons why you should embrace the listicle

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For the uninitiated a listicle is a short-form of writing that uses a numbered list as its structure but has enough content under each point for it to be considered an article.

This is a vehicle we have both used (with our trade mark 10½ tips being the perfect example) and encouraged clients to use throughout the last decade. It is nice to see the marketing industry has finally caught up and christened it for us!

But why should you start to use listicles in your firm, practice or team's marketing?

Here's a listicle of the top 10½ reasons:

1. It's more time efficient for you

They take much less time to produce than a full blown article, blog or press release.

2. It's more time efficient for the reader

As you're just listing out the key points, it's much easier and quicker for a client to read which could well make your content the one the recipient opens probably to the detriment of your competitors.

3. It's more time efficient to produce

To kick off you can recycle stuff you've already written; pick out the key points, number them and add a brief line of commentary underneath. Done. Fast forward to "publish."

4. It's more practical and therefore of more value

This format provides the easiest way for you to achieve your #1 priority - to leave the reader knowing more than they did when they opened your content. It also allows you to provide systematic, ordered advice the reader can use rather than technical pontifications they may not understand.

5. It's a proven format that people like

Arguably Rolling Stone's 100 best albums was the father of the listicle and that's run for years. I'm willing to bet you don't go through a day without seeing a listicle. Why? Because people produce them because people like (and respond to) them.

6. They allow you to put forward your opinion

Technical articles have to be researched, checked and 100% accurate. Listicles allow you to say what you think and how you approach things.

They provide a much better window into how it would be to actually work with you.

7. They are totally flexible.

There is literally nothing you can't list. They are also totally tailorable for any audience – the list you provide for one industry sector can easily be rejigged to suit any other group you want to target just by altering the key reference points.

8. They let you link to other content

You can add links to your website, your blog or to downloads to any point and invite people who want more information on that particular point to use those links. You can even add links to YouTube, Instagram or any other social platform to boost engagement and interaction even further.

9. Search engines seem to like them

Which is never a bad thing ... particularly if you base your lists around key search terms.

10. You can collaborate with professional contacts and intermediaries

Invite them to provide a list from time to time. It'll save you time and allow you to vary your content. It'll also win you brownie points as you'll be seen as someone who's willing to add a bit more value into your referrer relationships.

10½. They will mark you out from the herd ...

... for all the reasons given above!

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