

# Quickstart Guide to Un-boring Content

Feeling stuck in a boring content rut? Use this quickstart guide and your imagination to create a more exciting, interesting piece.

## Blog

Use visuals, different format approaches like lists or guides, infographics or video, and a topic angle that lets you do more than rattle off features and benefits.

## Case Studies

Challenge the traditional “challenge, solution, outcome” format. Look for ways to make your case study a story instead of a list of things that happened. Make it emotional. Make it human. Make it visually appealing.

## Annual Reports

Break format for a bigger impact. Can you partner with an artist or do you have a designer on staff who can infuse some flavor and style into the layout? Can you include interactive elements if it's delivered via PDF? How can you tell a story instead of giving a dry report? There's a lot of opportunity to create engaging content in this category.

## Whitepapers

Be informative without being too dry or academic. Include visuals like photos, graphs, or charts. Use color and clean design to make it easy to read. Balance highly technical information with information that speaks to your persona's pain points and emotions.

## eBooks

Include a variety of “content within content” here, like photos, graphs, charts, short quizzes and checklists. You might even be able to incorporate video or animation, depending on the platform.

## Video

Full-blown productions are really fun, but even video shot on a smartphone can be engaging with the right lighting, and a personable presenter. Capturing some “texture” video — like close-ups of machinery working or a rotating product on a colorful background — are easy ways to add some visual interest to blogs, social posts & other content.

## Webinars

Production value matters. It doesn't have to be a cinematic masterpiece, but good lighting and sound, quality visuals, and a presenter who is comfortable and friendly will go a long way toward keeping attendees and viewers interested in your content.

## eNewsletter/eBlast

Using animated elements or embedded videos can bring a richer experience to your audience. Intriguing, unexpected subject lines and focused messages grab and keep attention. Direct calls-to-action drive clicks (go beyond “learn more” and try for more [interesting CTAs](#))

## All Content

Be human. Be imaginative. You're ultimately trying to excite, engage, and inspire another person to take an action. If you can make it easy to consume, helpful, and genuinely relatable, the more likely your audience will be to connect with your content in a real way.

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