

# DIGITAL CREATIVITY TIPS

Did you know?

Anyone with Internet access today can be a publisher.

In 2020 globally...

## 600 M

ACTIVE  
BLOGS

## 67%

MORE LEADS FOR  
BLOGGING COMPANIES

## 55%

MORE WEBSITE VISITORS  
VIA COMPANY BLOGS

# 1

## AUTHENTICITY

Be yourself, find your own creative and publishing outlet, do not feel obligated to follow trends

# 2

## YOUR VOICE

Find your story, your voice, your individual way of creating your online narrative

# 3

## FORMAT

Choose a type of content you feel confident and happy to share (text, photos, videos, audio, mixed)

# 4

## TRIBE

Connect with similarly minded people to feel safe, respected and supported

# 5

## PROGRESSION

Embrace the natural progression from reading, through commenting to individual creations online

"A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter, ...and getting smarter faster than most companies.

These markets are conversations. Their members communicate in language that is natural, open, honest, direct, funny and often shocking. Whether explaining or complaining, joking or serious, the human voice is unmistakably genuine. It can't be faked."

1. "Markets are conversations.
2. Markets consist of human beings, not demographic sectors.
3. Conversations among human beings sound human. They are conducted in a human voice.
4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.
5. People recognize each other as such from the sound of this voice."

Source: The Cluetrain Manifesto, <https://www.cluetrain.com/>

Stats on the top: <https://blog.hubspot.com/marketing/business-blogging-in-2015>