ELEARNINGNEWS ARTICLE

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How to create engaging content - Infographic

The essential elements to easily create engaging content.

To help all those involved in the production of eLearning content, those of Maester have created this infographic that show at a glance all the essential elements to easily create engaging content.

For essential points:

1. Tell a story
2. Use visual content
3. Make your content easy and fun to read
4. Provide useful and valuable content

How to create engaging



Simplicity

Simple stories are strong stories. Take out everything that doesn't serve the narrative.



Familiarity

The more familiar a story feels, the more powerful it is.

Tell a story

Storytelling is one of the most powerful ways you can engage your audience. You probably tell stories everyday to your friends, family, and your colleagues.

So why not use this technique to be closer to your audience?



Relatability

The more people identify with a story, the more likely they are to be persuaded.



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