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Maximising your B2B contents readability

We all know how important it is to produce content that's both relevant and performs well amongst your audience. Without it, it's like shouting into the void. You've just wasted precious energy needlessly...


Gaining insight into your reading index score can be a vital tool in understanding how easy your content is to read, making it more effective amongst your target audience. It's a formula which looks at the average length of sentences, number of syllables and other variables to determine your score.

It was developed by Rudolf Flesch in the 1940s as a means of improving the readability of newspapers. He started out with a basic understanding that a score of 1 was very difficult to read and 100 was very easy. However, it has evolved into a marketing tool many years later used by many professions.

THE SCALE NOW DIRECTLY REFLECTS THE AUDIENCE’S GRADES RATHER THAN JUST THEIR ABILITY TO READ.

Looking at your Flesch Score may give an insight into whether you are achieving your original target. For instance, when writing for more senior members of a company, we have discovered that aiming for a reading index of around 40-50 is crucial. Applying the correct Flesch Score to content will allow it to be better received by your target audience and help monitor your existing and future goals.

Flesch Reading Ease			
Score	Grade	Avg. Words Per Sentence	Syllables Per 100 words
90 - 100	5	8	123
80 - 90	6	11	131
70 - 80	7	14	139
60 - 70	8 - 9	17	147
50 - 60	10 - 12	21	155
30 - 50	College	25	167
0 - 30	College Grad	29	192

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4 WAYS TO ACHIEVE THE BEST READING INDEX SCORE WHEN CREATING B2B CONTENT:

1. Audience

Pursuing 100 every time you create content isn't exactly what you should be aiming for. When writing for an audience of academics, writing like an 11-year-old will not be in your best interest. We believe that around 40-50 is generally what you should be aiming for in a B2B market. However, multiple posts adapting the scores to suit each intended party is more realistic. Those in more technical job roles may appreciate more elaborate and descriptive language, so you'd want to aim for a



lower score. Then simplify and aim for a higher Flesch Score, for less technical roles.



2. Content Type

From visual materials such as videos, to written content like blogs or guides, they all impact your Flesch Score. You

may have a video that has an identical score to a blog post with the exact same script but since videos are far easier to consume, the audience is more likely to watch the video instead. When deciding what content type is important for you, remember your audience. Videos with informal language and abbreviated vocabulary are well-received by a larger target audience, however is that the audience you want to attract every time? Having a variety of content types means different people will be attracted through different marketing channels.

3. Content Genre

There are four main content genres that can affect your Flesch Score. All 4 genres should use the same tone of voice and speak as one to be used successfully:

Entertainment – What is your tone?

You can use either a formal or informal tone when attempting to entertain an audience. A formal piece of content may require a lower Flesch Score than an informal one, but not always. Entertaining doesn't always have to be humorous; it can just mean memorable. Will your pieces attract the audience's attention or tickle their funny bone? The type of content you use to entertain can also affect your score; longer videos may have a lower score than a short video depending on the tone and how willing people are to watch it.

Informative – Help people make new or more educated decisions on subjects that they care about. The information that you produce will be influenced by the Flesch Score you are striving to attain. Bite-sized pieces of content with visual aids may score higher, possibly catching the attention of a less technical audience or a white paper with specialised, in-depth language, scoring far lower.



Inspirational – Inspiring content that helps people believe they could try new things with a new-found confidence in themselves. A person who scores higher on the Flesch chart may be influenced to gain a new skill or improve on an existing one if they see a feel-good moment of someone's achievements.

Educational – Content and tools that help people acquire skills or discover knowledge surrounding a topic that they may not find anywhere else. Base your educational content on what Flesch Score your target audience is going to be at. Simplify content for those with a lower technical skill set to make it easy to digest

4. Customer Journey

Depending on which stage your customer is at in their B2B journey will be reflective of the score you are most likely to use. The Marketing Funnel diagram is the perfect representation of what the journey will look like. The further along the customer goes, the more familiar they want to get with your business.

- In the awareness stage, bite-sized, higher scoring content is great when attempting to grab attention. Though, creating awareness through long-form, detailed white papers might also gain awareness if they trust you know what you're talking about.
- As the customer gets to the consideration stage, you'll want to simply the process for them. Engaging content with less technical language but remaining informative will help them through this.
- Emphasising the importance of your product or service in the intent stage is important otherwise you risk losing a customer to another business. You could vet into detail about your product by showing product demos would create a higher score. Or even displaying case studies from previous customers to assist them along their journey will generate a lower rating.
- Customers will spend some time evaluating your product with a competitor's. A mixture of Flesch Scores might be necessary, aiming for a 30-50 by releasing an in-depth document cross examining



your product to another or a straightforward infographic with easy visuals for a higher score.

- At the bottom of the funnel, we have the final purchasing stage. Try to make this step less technical to prevent confusion from the customer. Higher scoring content, such as showing discounts and product or service variables in an easy to process way means they are more likely to have a positive, straightforward experience that leads them straight back to the top of the funnel again.

THE MARKETING FUNNEL

Depending on your general tone of voice, you will find different ways of binding the process together. Automation emails, social media posts or landing pages need a singular focus or goal in mind. Think of who you are targeting, does it fit in with your overall

Make the most out of your content, whether that's B2B or otherwise, incorporate these methods and strategies when thinking about your Flesch Score for a balanced media presence. Combining all 4 areas can help improve the quality and performance of your marketing campaigns.

MARKETING

