Trends in digital

- Goal 1: Make people stop and read
- Goal 2: Convey accurate information

Your headline

1. Searchable: SEO, keywords to left

2. Digestible: 60 characters or less

Medium Daily Digest	"How a series of initiatives to train gratitude changed my life in 2017" published by K... - Featured stories in Self How
Guardian US briefing	Women's March and #MeToo leaders see progress – but 'we're in a hell of a fight' - headlines Leaders see progress -
Guardian US briefing	Death in an Amazon dumpster: dangers of homeless lives spent scavenging - headlines Death in an Amazon dumps
NYTimes.com	Your Thursday Briefing - Kabul, Roy Moore, Cannabis View in Browser | Add nytdirect@nytimes.com to your address
Guardian US briefing	Obama speaks with Prince Harry: leaders must stop corroding civil discourse - headlines 'Leaders must stop corrodir
Medium Daily Digest	"Mixed Reality User Flows: A New Kind of Template" published in Prototypr by Lillian Wa... - Your daily story Mixed R
Devex Newswire	Famine response in East Africa, EU aid for militaries, and Trump's National Security St... - To view this email as a we
Kellogg Insight	How a "robot tax" could reduce income inequality - This tax can be part of a plan to improve the economy as a whole
The New York Times	Just for you: a Google Home when you give a Times gift subscription, at up to 40% off. - Special holiday offer. The N
Guardian US briefing	Trump will drop climate change from US National Security Strategy - headlines President will drop climate change fro

3. Clickable: Pique curiosity, you/your, what they'll learn, how fast

What's your wedding-planning next step?

Stumped about what the next step of your wedding planning journey should be? We're here to help! Take this quiz to help you plan your wedding with ease! // Photo by Studio 29 LLC

Top 10 Strategic Technology Trends for 2017

Identify business opportunities, challenges, and disruptions presented by strategic technology trends.

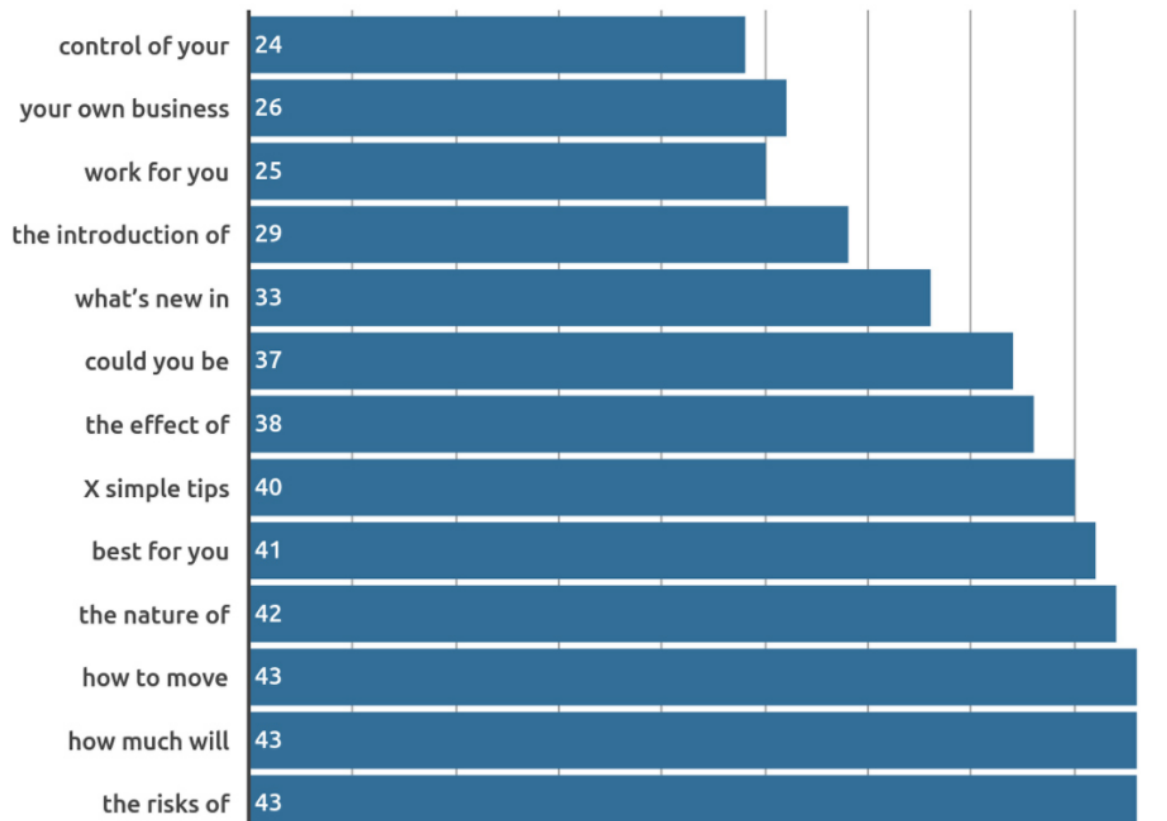Medium Daily Digest   "How a series of initiatives to train gratitude changed my life in 2017"

4. Sharable

- Top trigrams: will make you, this is why, can we guess
- Emotional phrases: tears of joy, give you goosebumps
- Explanations: This is why, the reason
- Curiosity: What happened next, top x songs
- Quizzes: Can we guess, x in x
- Tribal headlines: 25 things only teachers will understand

Worst Performing Headline Phrases

Measured by average Facebook Engagement

Phrase	Value
control of your	24
your own business	26
work for you	25
the introduction of	29
what's new in	33
could you be	37
the effect of	38
X simple tips	40
best for you	41
the nature of	42
how to move	43
how much will	43
the risks of	43

Research

http://www.tandfonline.com/doi/full/10.1080/21670811.2017.1279978

http://buzzsumo.com/blog/most-shared-headlines-study/

http://www.ripenn.com/blog/7-things-marketers-can-learn-from-2616-viral-headlines/

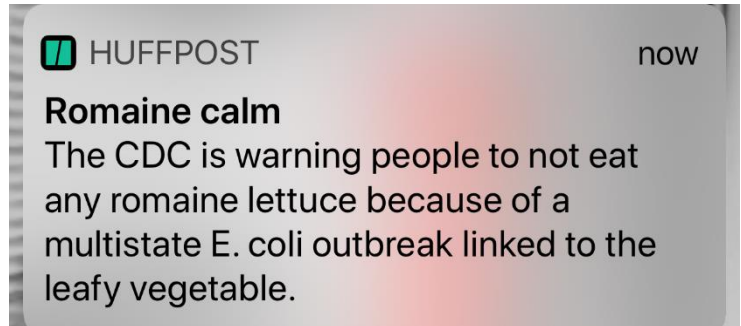https://okdork.com/we-analyzed-nearly-1-million-headlines-heres-what-we-learned/

https://www.garciamedia.com/blog/headlines-testing-what-works-in-the-digital-age/

Push notifications

There's a big turn toward more conversational alerts, compared to just headlines.

1. Urgency: Words like important, instantly, reminder, tick-tock, today, wait, fast, immediately, alert, breaking, quickly, etc. encourage immediate actions.
2. Value: Words like offer, buy, free, deal, discount, save, sale, money, etc. can be used to convince the reader.
3. Exclusivity: Words like invitation, limited, member, exclusively, especially for you, pass, reward, gift, and more, help achieve the same.
4. Emotions: Words like imagine, believe, dream, improve, love, happy, indulge, wish, avoid, warning, epic, etc. could kindle emotions.
5. Personalization: Words like – you, we, our, us, I, etc.

Research

http://info.localytics.com/blog/push-notification-survey-2018

https://www.swrve.com/weblog/push-notification-and-news-alert-trends-in-2017

http://www.niemanlab.org/2017/11/your-pocket-is-buzzing-2017-was-the-year-of-push-alerts-and-this-new-report-illustrates-why/

https://clevertap.com/blog/push-notification-power-words/