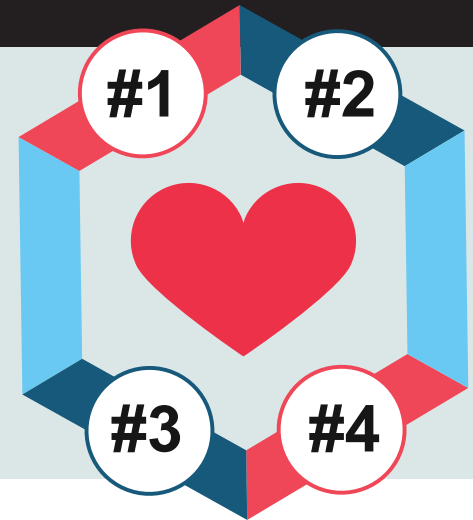


# 10 Reasons PEOPLE LOVE LISTICLES

1.

## People Love Numbers

With so many options competing for readers' time and attention, numbers stand out from the crowd. Distributors are eager for easily digestible content, and numbered lists promise to deliver just that.



2.



## Readers Know What to Expect

A list is like an agreement you're entering into: When you're promised 5 things, you get 5 things. Listicles are popular for the simple reason that they establish expectations and follow through.

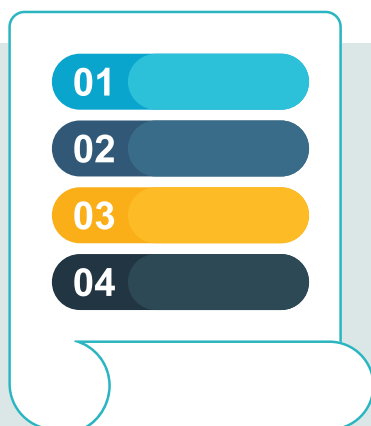
3.

## Organization Is Appealing

Information organized in a spatially appealing way is more compelling than long chunks of text. Listicles break copious amounts of information into short, distinct components that are easier on our eyes (and for our brains to process).



4.



## Short-Form Is the New Long-Form

Listicles don't typically waste time with minute details, and people love this shorter style of content. Much like a 30-second product video clip, a listicle doesn't threaten to take up too much of a busy distributor's time.

5.

## Short Attention Spans Crave Short Copy

Attention spans are getting shorter and shorter, so it makes sense that people are more drawn than ever to clearly organized, short-and-sweet online content. Listicles stick to the point.



## 6. Lists Promote Engagement



As you're scrolling through social media, chances are you'll see listicles pop up. They're inherently social and the perfect content piece to go viral, promoting engagement and starting conversations.

## 7. Readers Look for Easily Scannable Content



With the clearly numbered items in a listicle, readers can choose which information to consume and which parts to skip over. There's no need to go through too many pages to get to the one fact you're looking for.

## 8. Lists Offer an Opportunity for Validation



People like to guess what will be listed, then see if they were correct. Listicles often validate facts for readers to assure them they're doing the right thing or selling products the right way.

## 9. Bulleted Points Are Memorable

Our brains tend to prefer bulleted or numbered points because they're succinct and easier to remember. Listicles allow you to break big ideas down into several memorable concepts, making an article much more digestible.



## 10. Lists Are Ingrained in Our Culture



Lists have been used throughout history, from the 10 Commandments to BuzzFeed. They've become a huge part of our culture and they're not going away any time soon.

*ASI® Creative Labs, our in-house content marketing agency, can help you craft a content marketing strategy that involves the creation and distribution of a listicle. Talk with your account executive about how we can create listicles to help bring awareness to your brand and products in a fun, engaging way.*