

Berry Buzz



Attention isn't broken. Content is.

Hello

"Content is king" isn't bad advice. But today, most marketing strategies feel like dressing everyone in the same outfit and wondering why no one stands out.

If this resonates, or if it doesn't quite make sense yet, you're in for a ride.

P.S.: No trends were blindly followed in the making of this issue.

Let's be honest. Focus isn't the problem.

If attention spans were really dead, OTT platforms wouldn't exist. Podcasts wouldn't be long.

You know what is actually dead? The tolerance for vague, recycled content.

People don't skip because they're distracted. They skip because it takes too long to get to the point.

Quick test before you publish the post:



Blink once, there's a new trend. Blink twice, you're on it.

Did you know those hot takes on the "trending posts" didn't start as a lazy excuse to fill up the content calendar? Things and thoughts have changed.



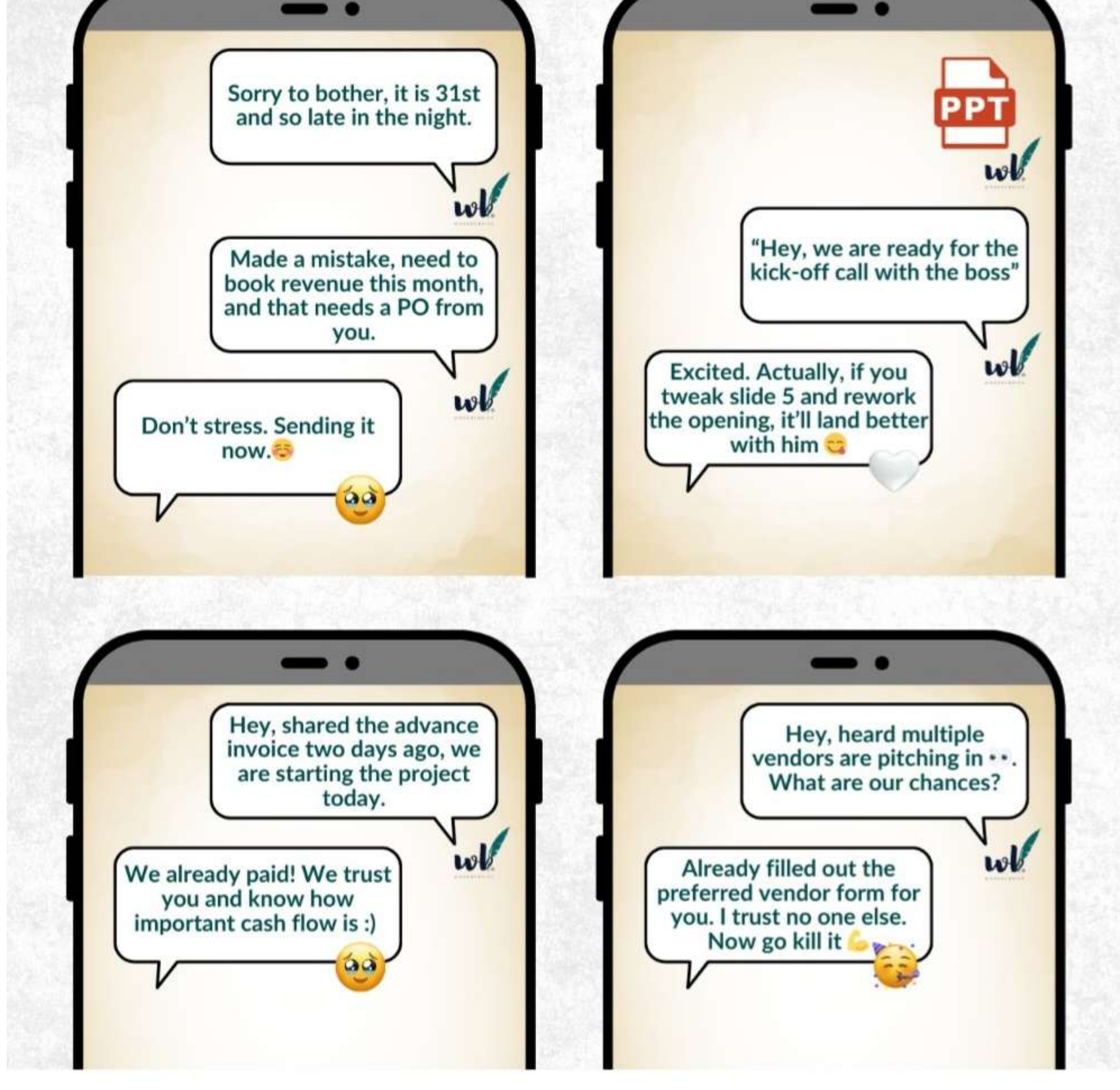
When everything (almost) looks the same, the brain stops paying attention...just like a routine you've outgrown. The human brain hates predictability.

Next time something is trending, ask yourself:

Do I have something to say that will not get lost in the noise?

We know they know we know.

Valentine's Day got us thinking. Our clients don't necessarily say, "We love you!" Instead, they warm our hearts with these gestures!



Until next time!

Team WordBerries



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