

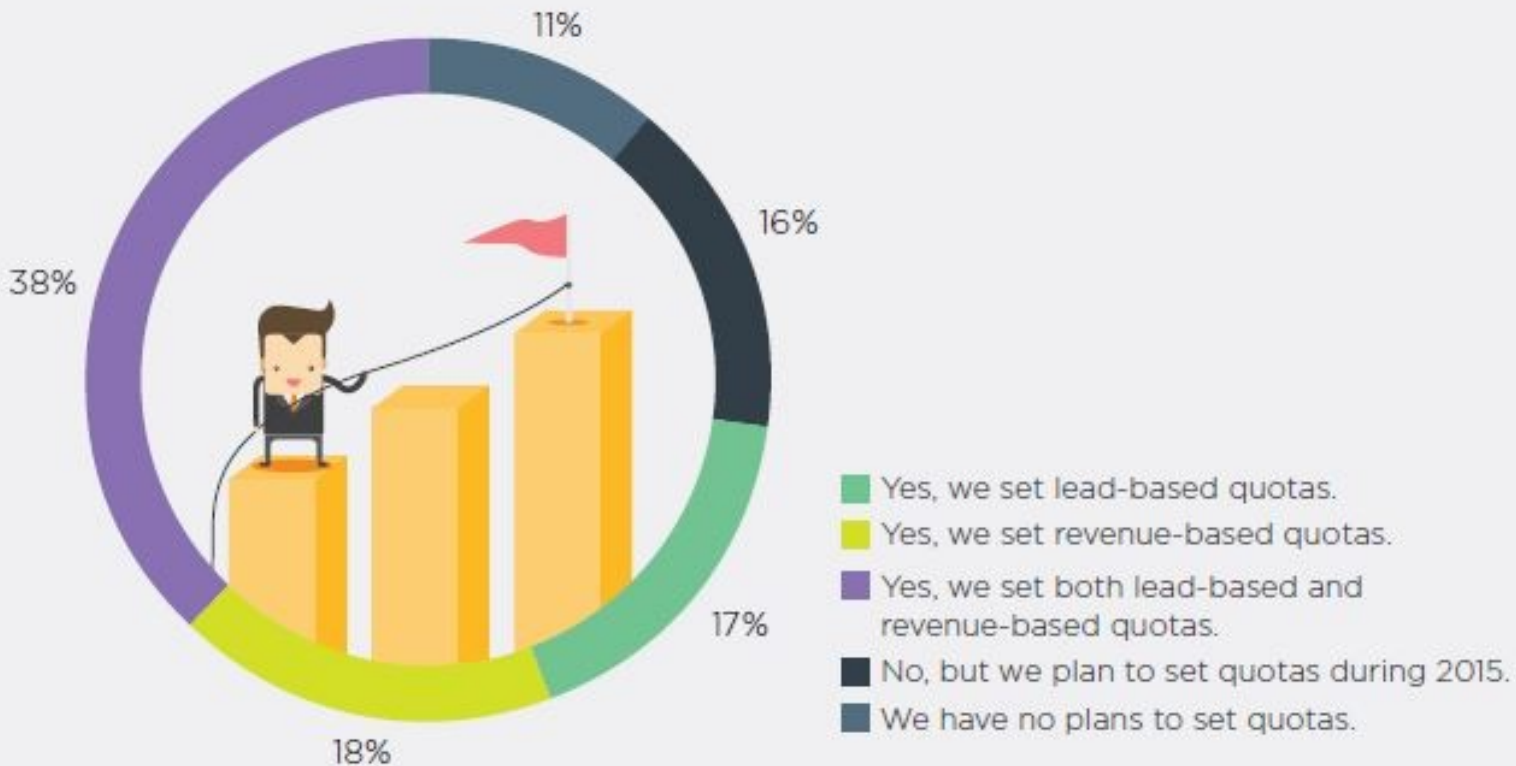
Design a Content Strategy that Moves the Needle



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April 15, 2015

Does your marketing organization have performance quotas?



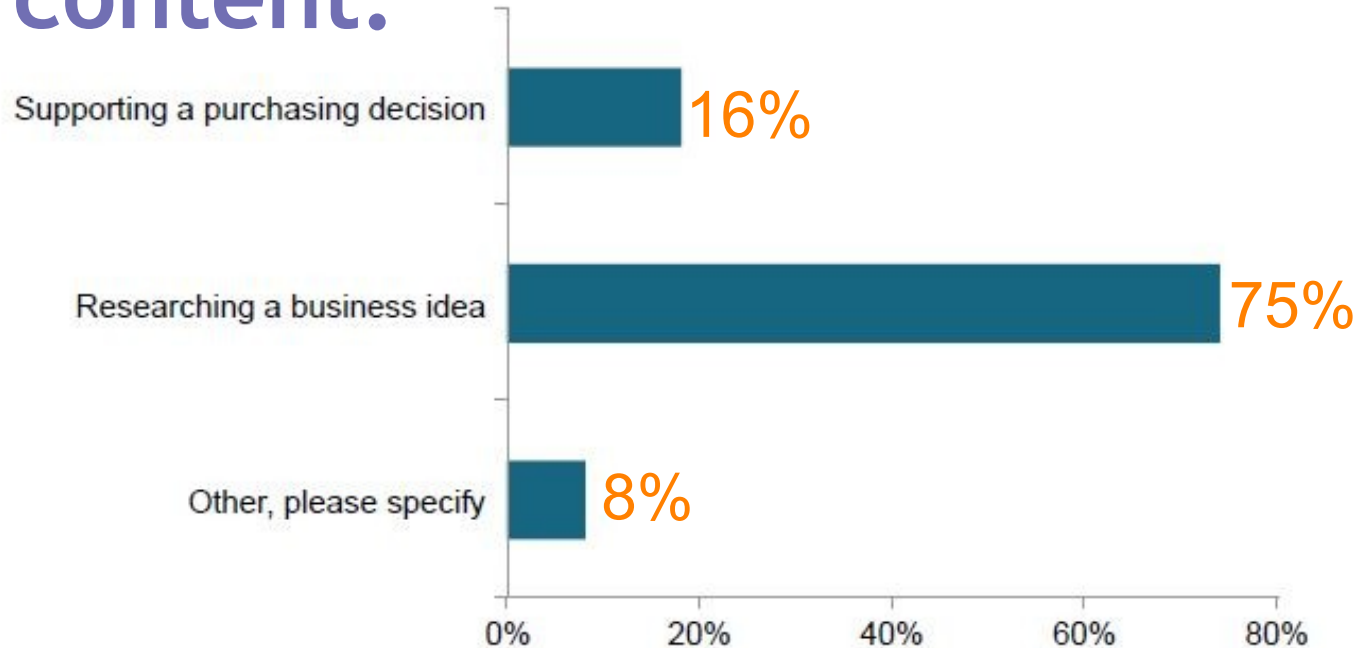
Goal: Get More ROI from Content

*Almost 40% of B2B marketers
selected content optimization
as a top priority for 2015*



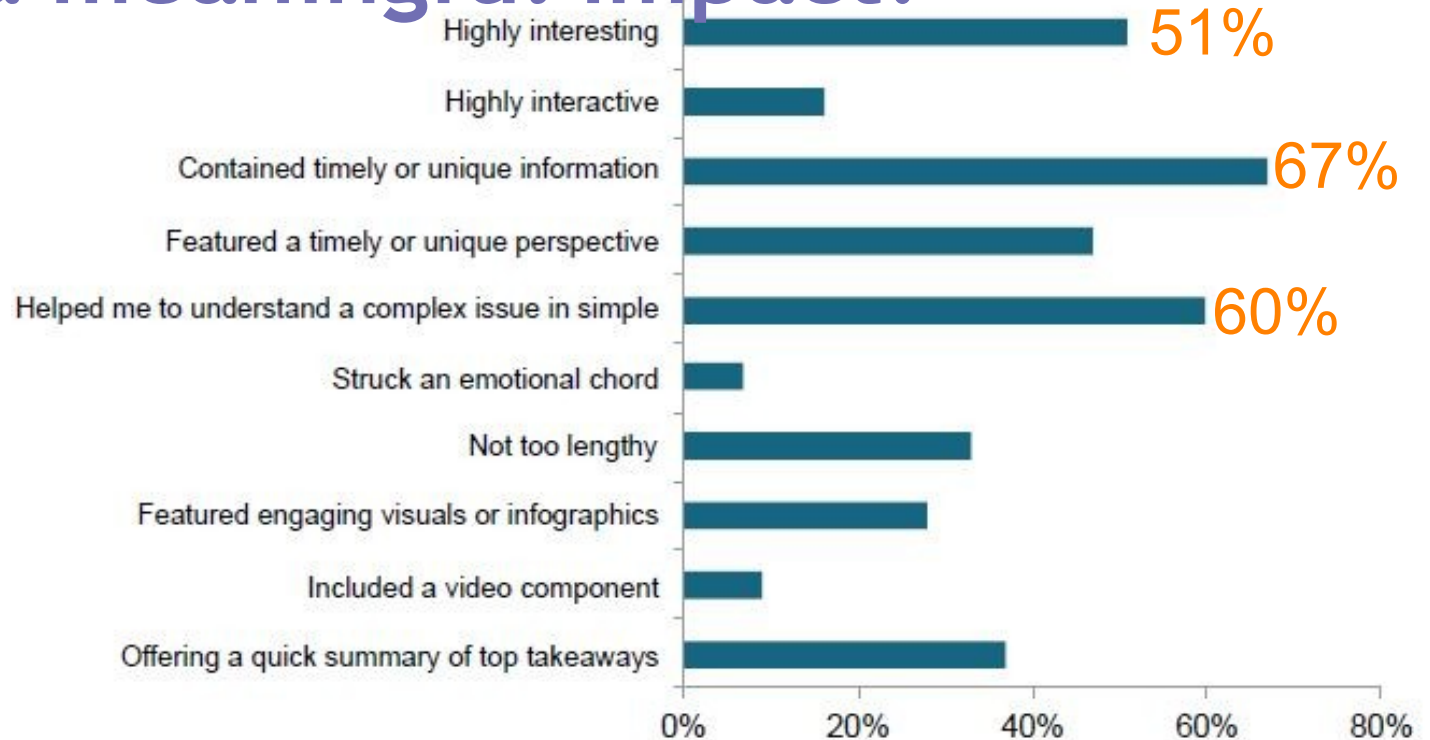
Econsultancy / Adobe
Quarterly Digital Intelligence Briefing
January 2015

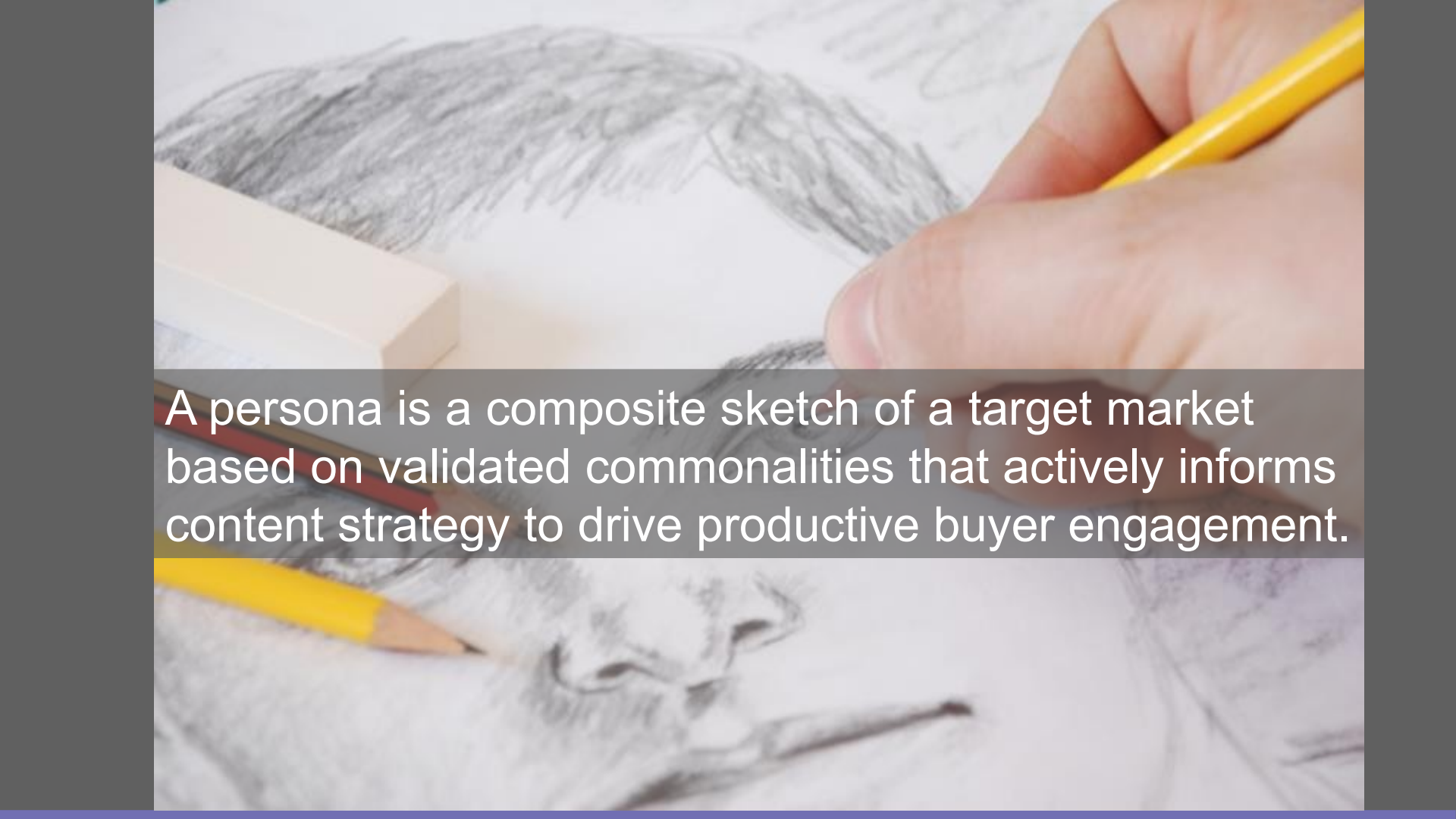
B2B buyer's primary reason for seeking out content:



Economist – Executive Perceptions of Content 2014

What key characteristics of content made a meaningful impact?



A close-up photograph of a hand holding a yellow pencil, actively sketching a person's face on a piece of paper. The drawing is in progress, showing the nose and cheek area. A white eraser is visible in the upper left corner, and another yellow pencil lies on the paper in the lower left. The background is a soft-focus sketch of a person's head and shoulders.

A persona is a composite sketch of a target market based on validated commonalities that actively informs content strategy to drive productive buyer engagement.

Less than half of B2B marketers today are increasing relevance through personalization

44% use buyer personas

ITSMA – Increasing Relevance with Buyer Personas Survey 2014

DIGITAL RELEVANCE

The ability to match content with the context of the buyer's experience in the moment to build a productive relationship.



Personas as Active Tools

Components include:

- A composite sketch of a target segment
- Objectives, Orientation, Obstacles
- Problems they need to solve
- Questions they need answered to choose
- Preferences – channels, formats, activity
- Engagement Scenarios
- Overlays to the buying committee

Buyer Questions Drive the Story

Why should I care?

Why isn't my workaround good enough?

What will happen if I do nothing?

What are my competitors doing?

What do the experts say?

What are best practices?

What are my choices?

Who has the expertise to help?

What's the payoff?

What else does it impact?

What if something goes sideways?

How can I be sure you're the best choice?

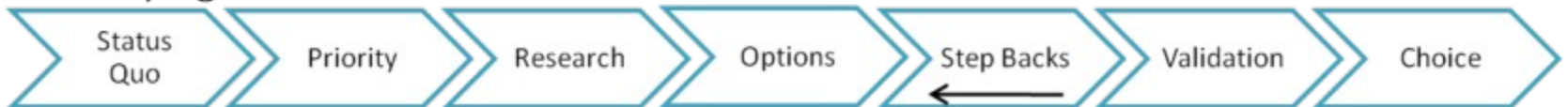


The Continuum Experience



Digital Relevance | Figure 10.1

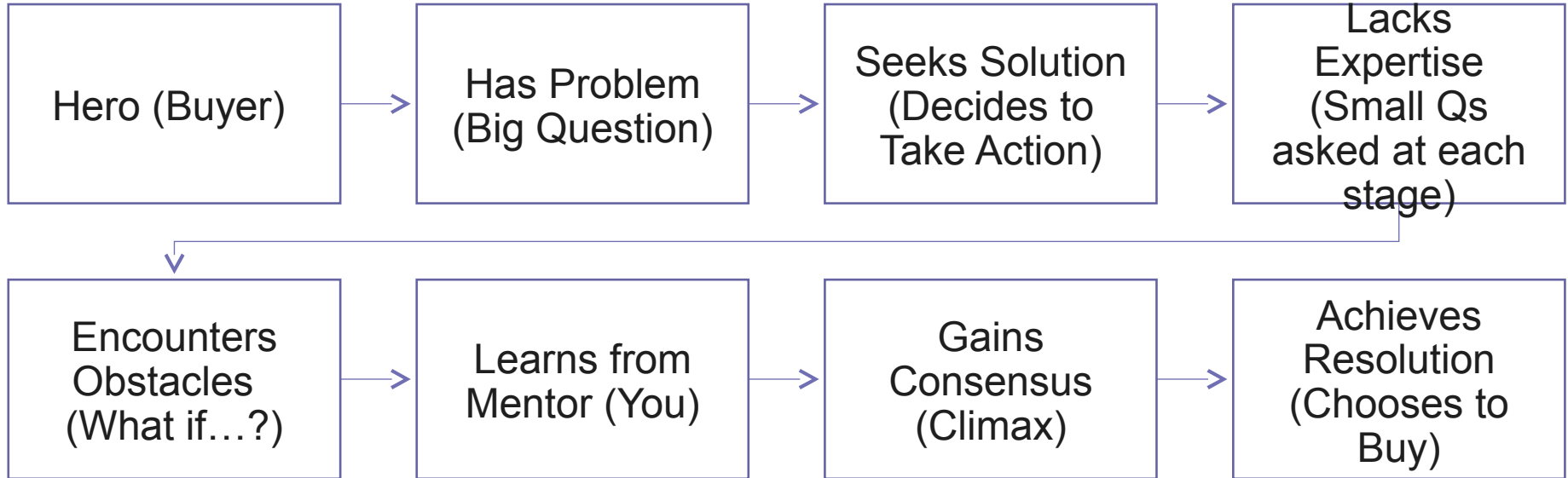
The Buying Process



Buyer Experience	Buying Stages	Buyer Questions
Interest: I'm curious enough to take a look.	Status Quo: Problem not yet recognized as painful enough to fix.	Why should I care?
Attention: I like what I see so far.	Priority: Problem recognized but unsure how to proceed.	What should I know?
Value: This can really help me achieve goals.	Research: Actively engaged in learning what they need to know to take action.	What are best practices?
Engagement: I need to find out more about how they deliver what they promise.	Options: Identifying solution sets that can provide the most value for now and future.	Who has the expertise?
Buying Committee Involvement: Everyone needs to get on board.	Step backs: Stops to verify beliefs or find answers to new questions.	What if...?
Conversations: I want to make sure I can work with you - trust you.	Validation: Exploring evidence that supports vendor promises.	Why should I believe you?
Purchase	Choice: Deciding to buy.	You'll bring the most value.

Digital Relevance | Figure 10.2

Building a Story to Drive Intent



Contribution to Business Objectives

- Personas from a won deal who engaged with content
- Growth in # of people from an account who engage
- How much content new accounts engaged with
- Prospect progression across buying journey
- Reduction in time to revenue
- Salespeople's use of marketing content in won deals

Campaigns...



Why X will derail the way you do business...



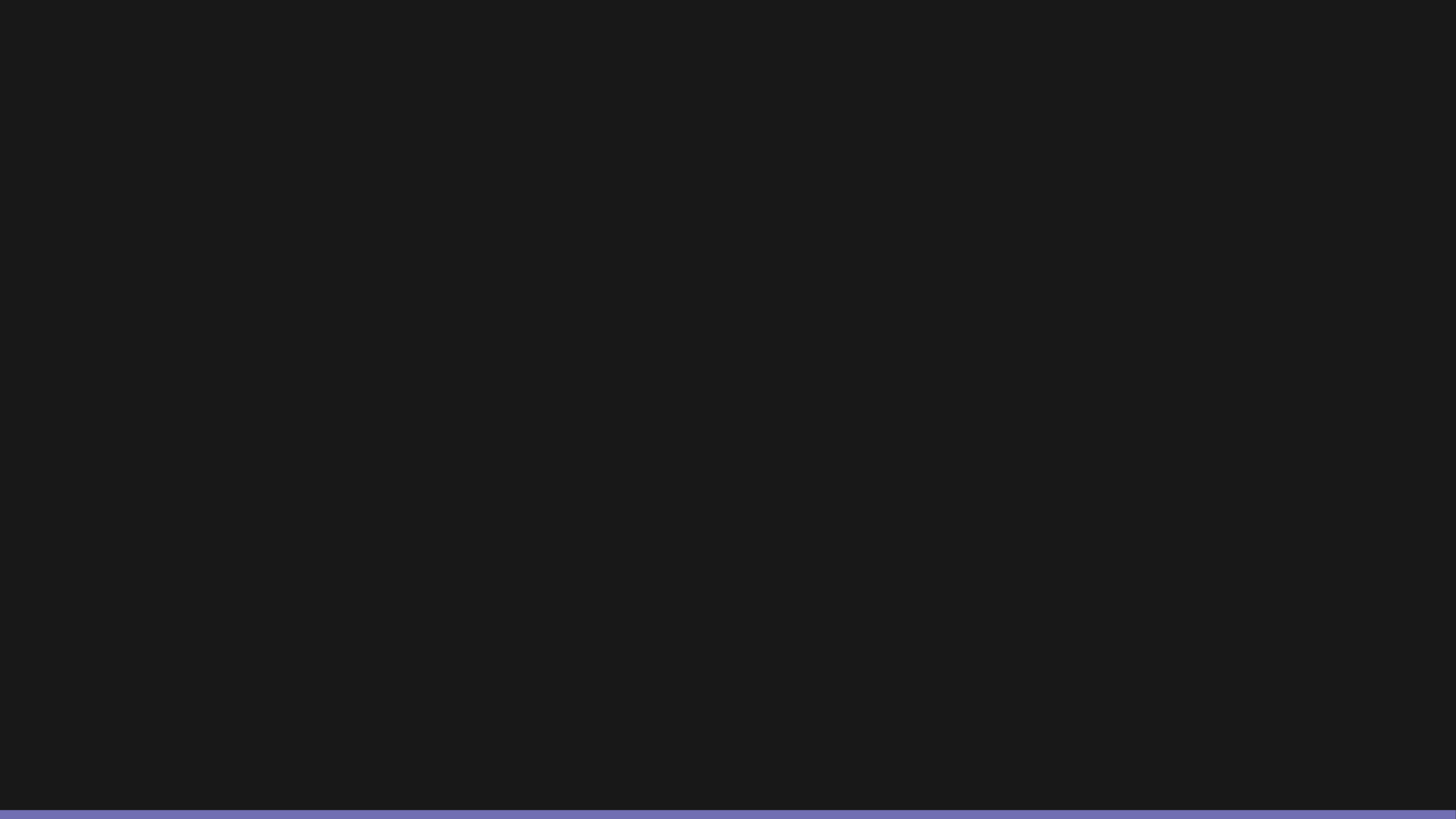
Top Challenges Managers Face with X



WEBiNAR

Find out what the
analysts predict
about X...



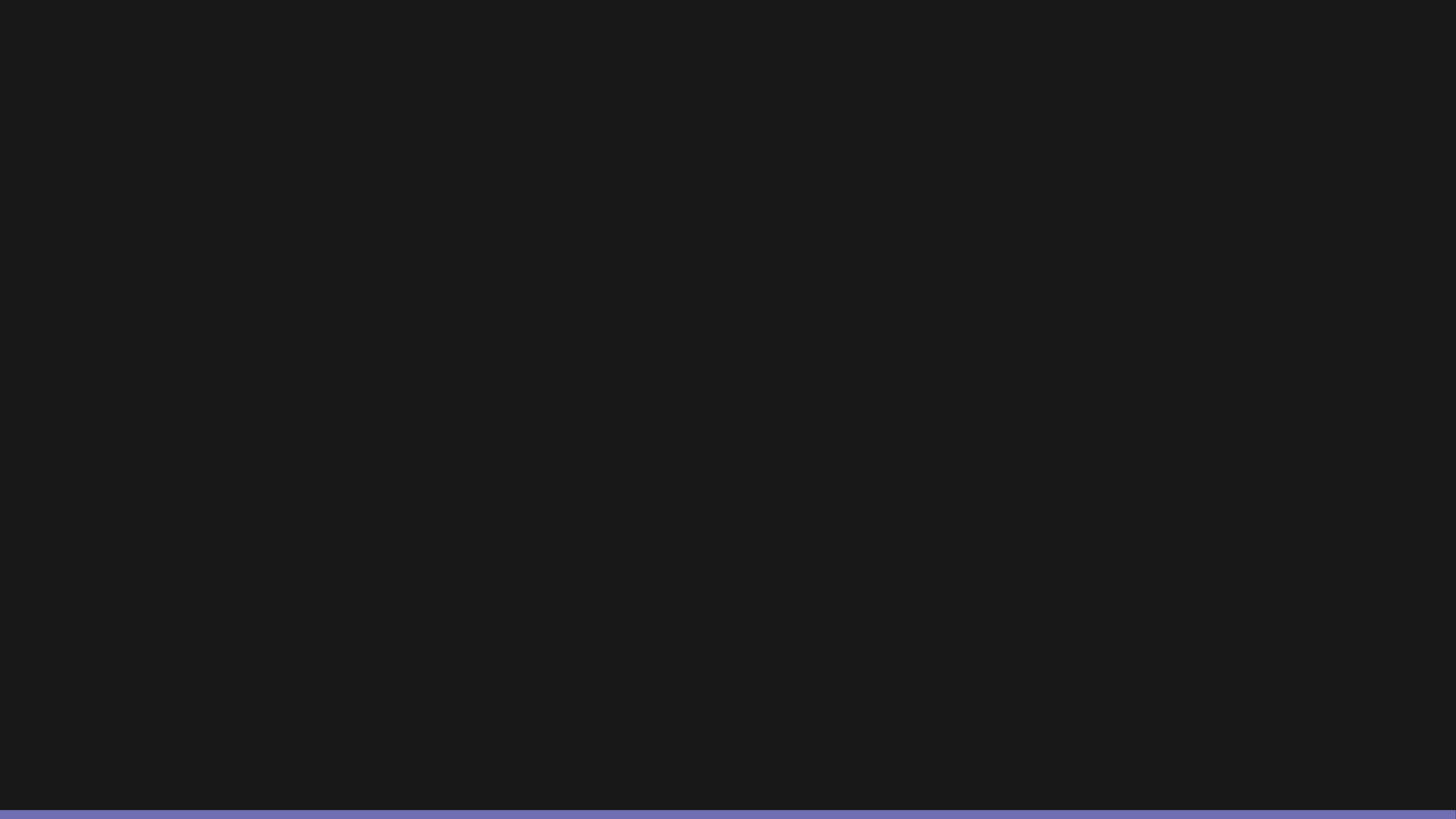




Hi Ardath –

**I saw you attended
our webinar and I'd
like to give you a
demo.**

**Let me know a few
times that work for
you this week...**



**Why Employee
Engagement is such a big
deal...**



Campaigns are a Company Construct

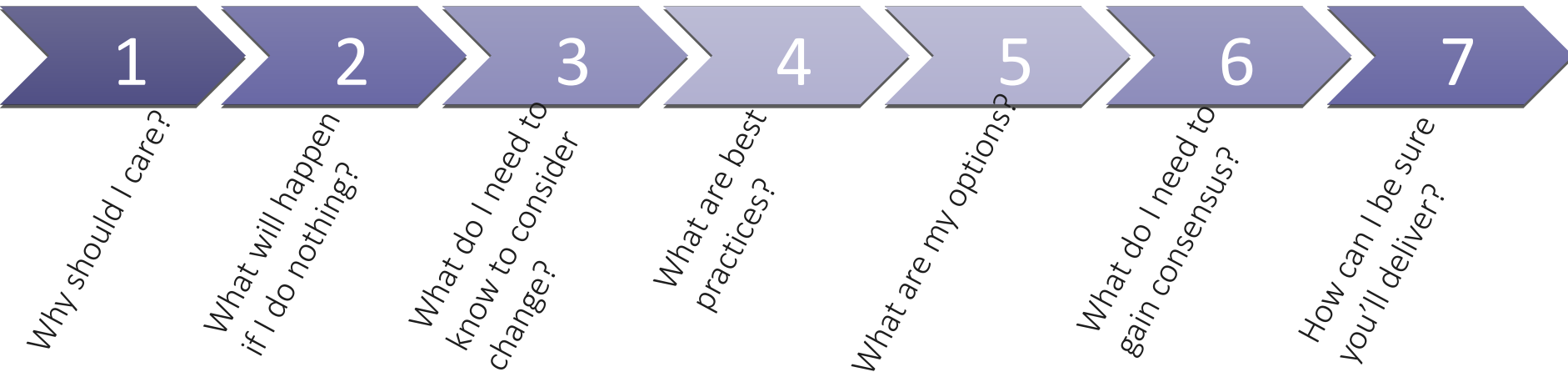
Theme 1: Productivity

Theme 2: Big Data

Theme 3: Visibility



What's the Problem? The Prospect can't do X because of Y.

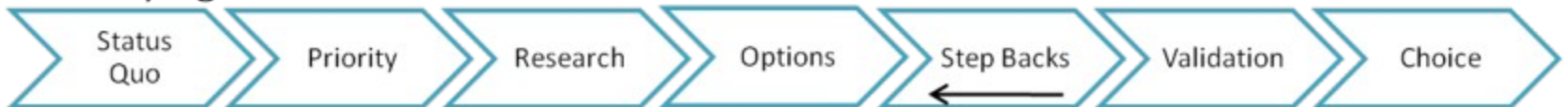


The Continuum Experience



Digital Relevance | Figure 10.1

The Buying Process



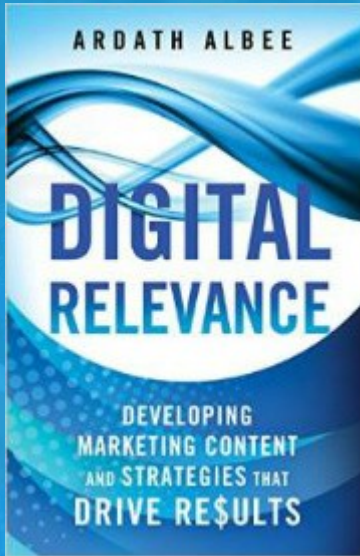
What B2B Buyers Say:



Takeaways

- Develop personas that inform content strategy
- Tell the longer story using context & relevance as a levers
- Adopt a continuum approach based on experiences
- Ditch the campaign mindset
- Prove your contribution to the business

Thank You!



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