

Speaker Introduction



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eMarketing Strategies for the Complex Sale



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New Framework and Approach for:


Content Strategy

- Lead Generation
- Lead Nurturing
- Sales Enablement
- New Content Requirements

Content Execution

- Create / Acquire
- Manage / Organize
- Assemble / Tailor
- Deliver / Modes

Escalating Demand for Content

- **30%** of marketing budget and climbing... BtoBOnline/Junta42
- **78%** of respondents reported that branded content is more effective than advertising – Custom Media Study 2009
- Number of impressions for an idea to stick is 
- 7 in 10 people online conduct up to **10 searches per day**.
 - Only takes 9 seconds on average to enter a query
- Buyers make decisions **BEFORE** they speak to you.

One-off Content Falls Short



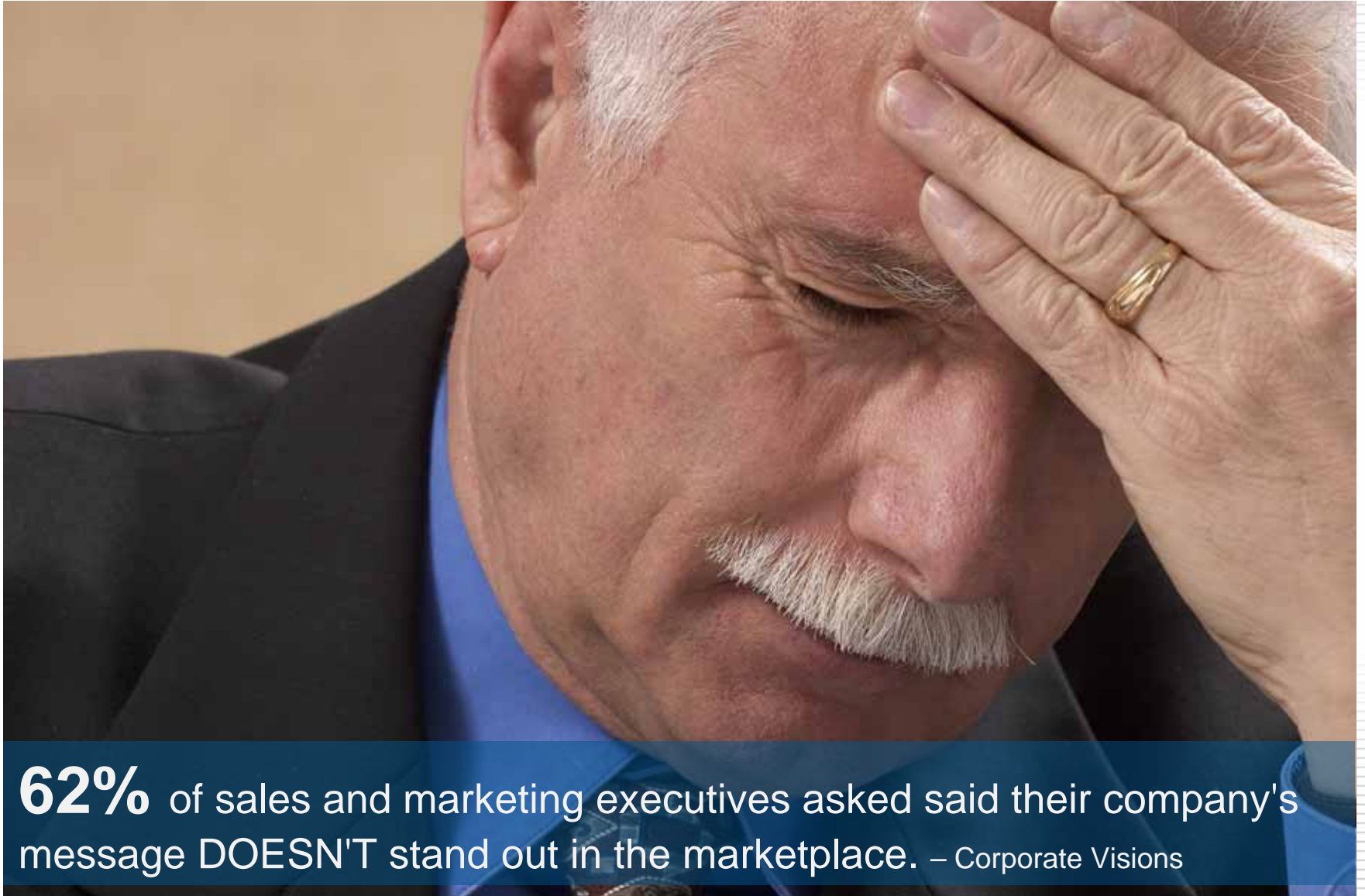
Our ability to influence people is directly tied to the strength of the connection we have with those people.

Requires a lot of content

- Consistent messages across the 6 to 12 month buy cycle
- Educational content, without pushing them to buy
- Attention – Engage
- Content to move buyers forward in their buying process
- Allow buyers to choose

80% of buyers think they find you!

Why We Need Content Strategy

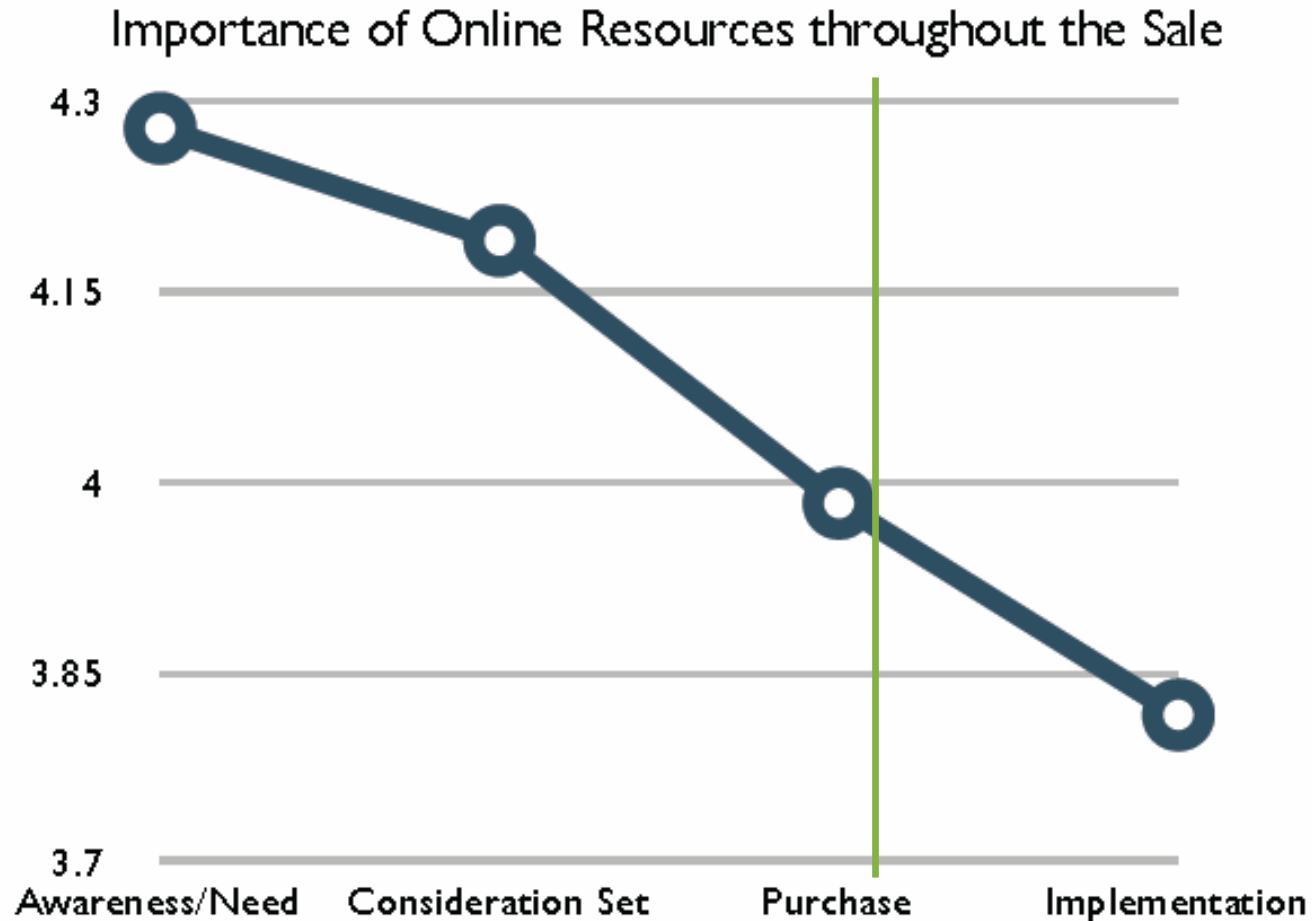


62% of sales and marketing executives asked said their company's message DOESN'T stand out in the marketplace. – Corporate Visions

Base your content on your prospects

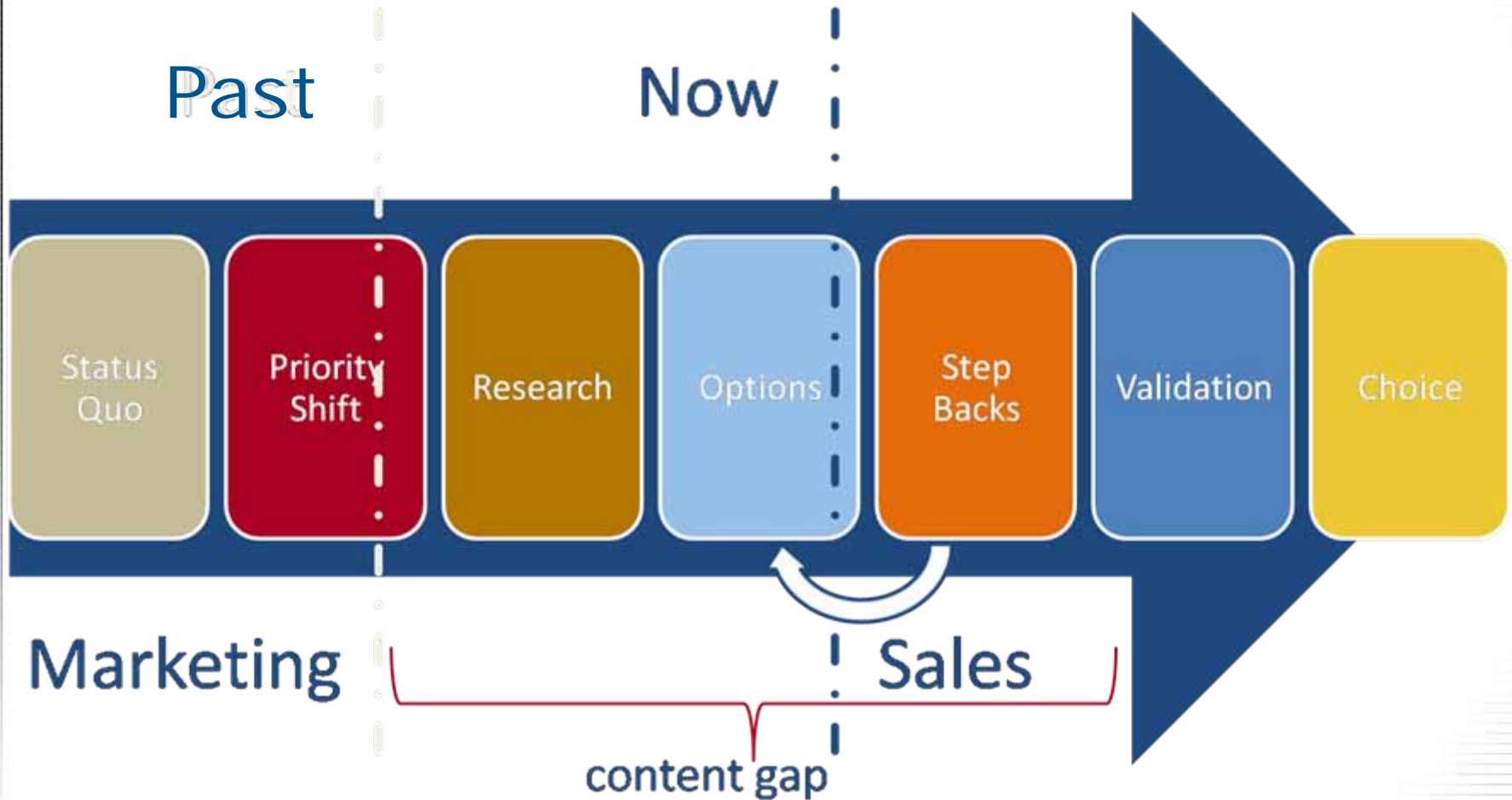
- 7 seconds to capture attention and engage
- “Clarity trumps persuasion”
- Help simplify complexity
- Focus on serving people who will buy

Content Sets Buyer Persuasion in Motion



- Enquiro B2B Expert Series: Integrated Persuasion, 2009

New Buying Process Created a Content Gap



Content Powers Lead Nurturing Programs



The Many Roles of Content

✓ Education

✓ Trust

✓ Attention

✓ Evidence

✓ Movement

✓ Interactions

✓ Anchor

✓ Expertise

✓ Pass Along

✓ Credibility

✓ Impressions

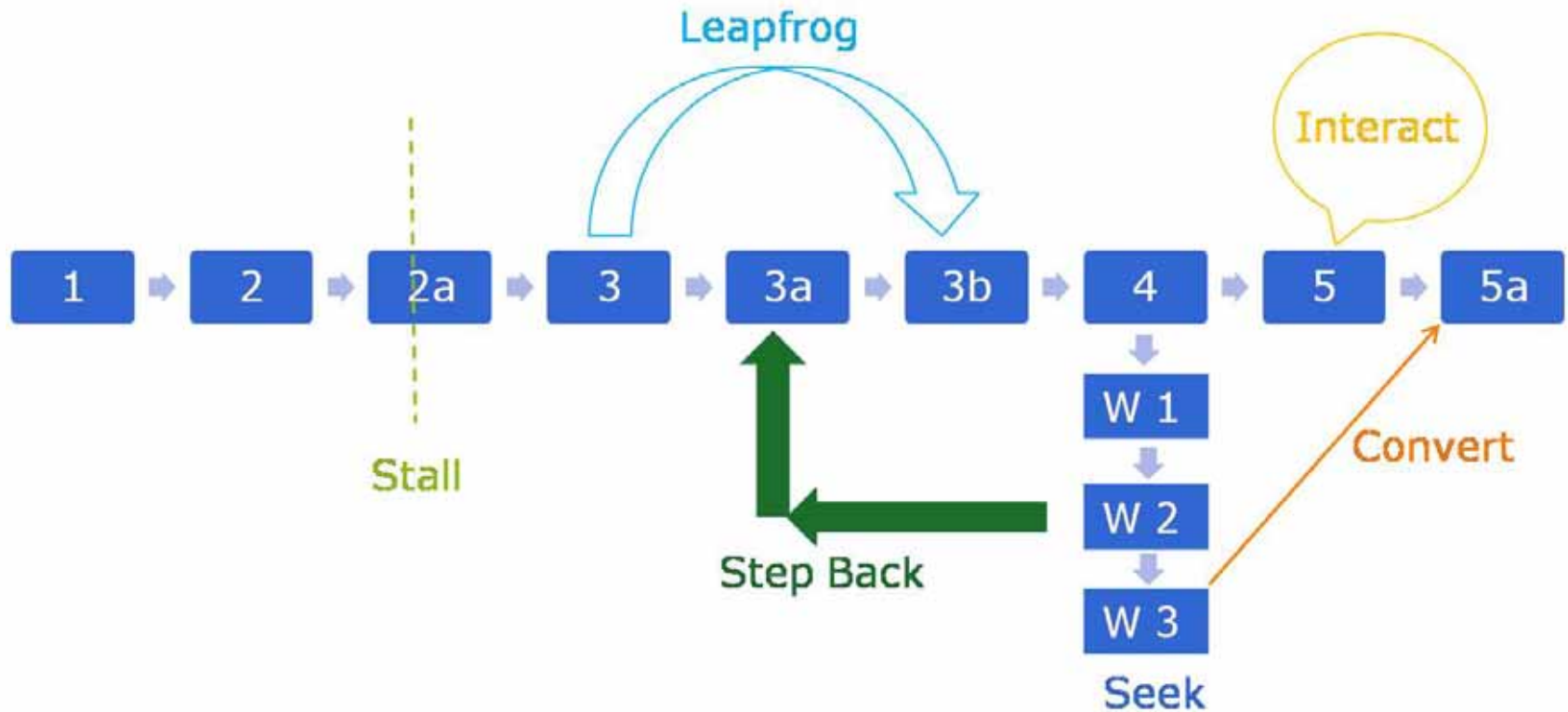
✓ Conversations

The collage features three main content pieces:

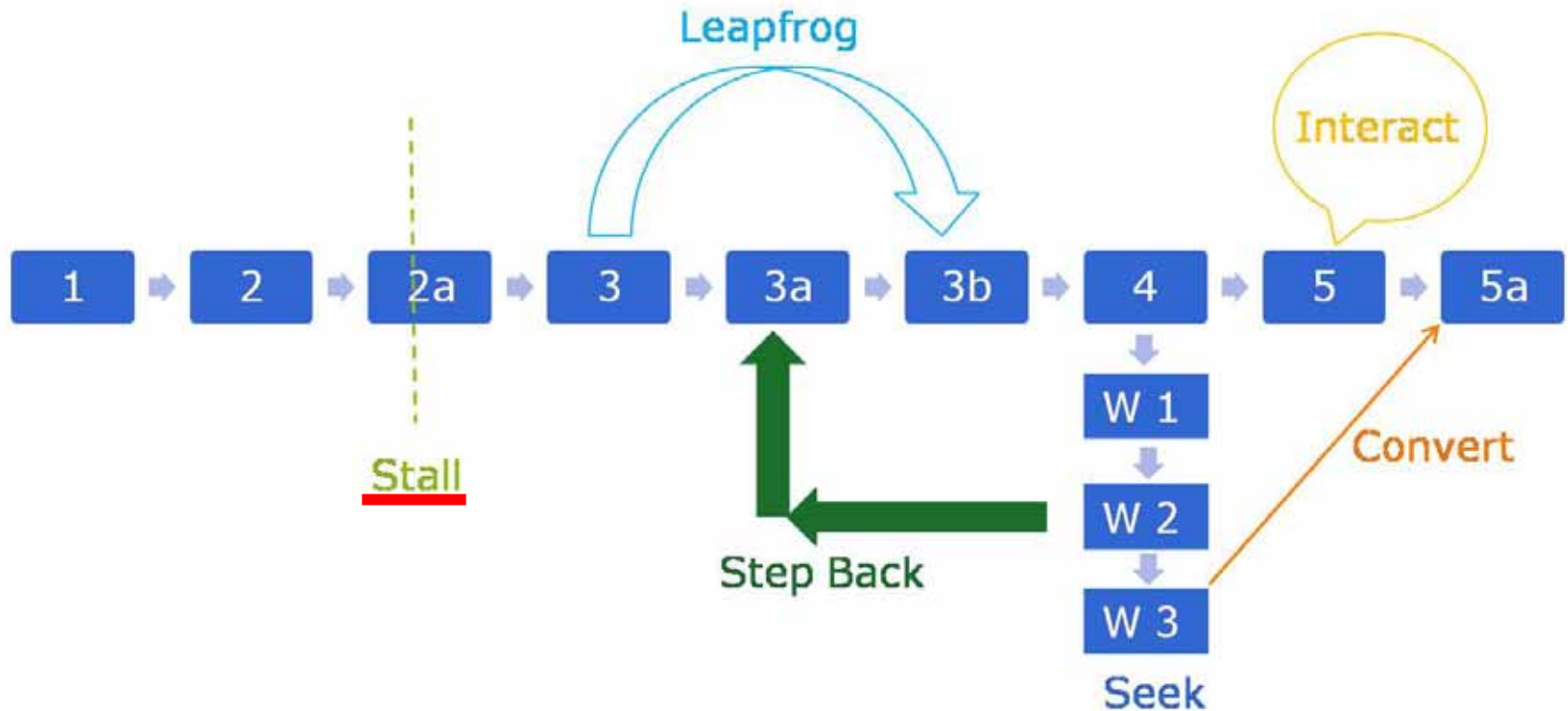
- White Paper:** "Design Marketing Programs to Drive Sales" by CDR. The text discusses the importance of marketing programs in driving sales, mentioning that 70% of marketing programs are designed to drive sales, and that 70% of marketing programs are designed to drive sales. It also mentions that 70% of marketing programs are designed to drive sales.
- Email:** From: CDR Higgins (CDR.Higgins@avitage.com) to: avitah@marketingdirectors.com. Subject: Reduce Contact Center Expenses. The email body contains a "DOWNLOAD" button and text about a slow economy being the perfect time to take stock of contact center operations. It also includes a list of 23 strategies for reducing contact center expenses and a "DOWNLOAD" button for the white paper.
- Hand Holding Tablet:** A hand holding a tablet displaying "10 Steps For Reducing Contact Center Expenses".

✓ Influence

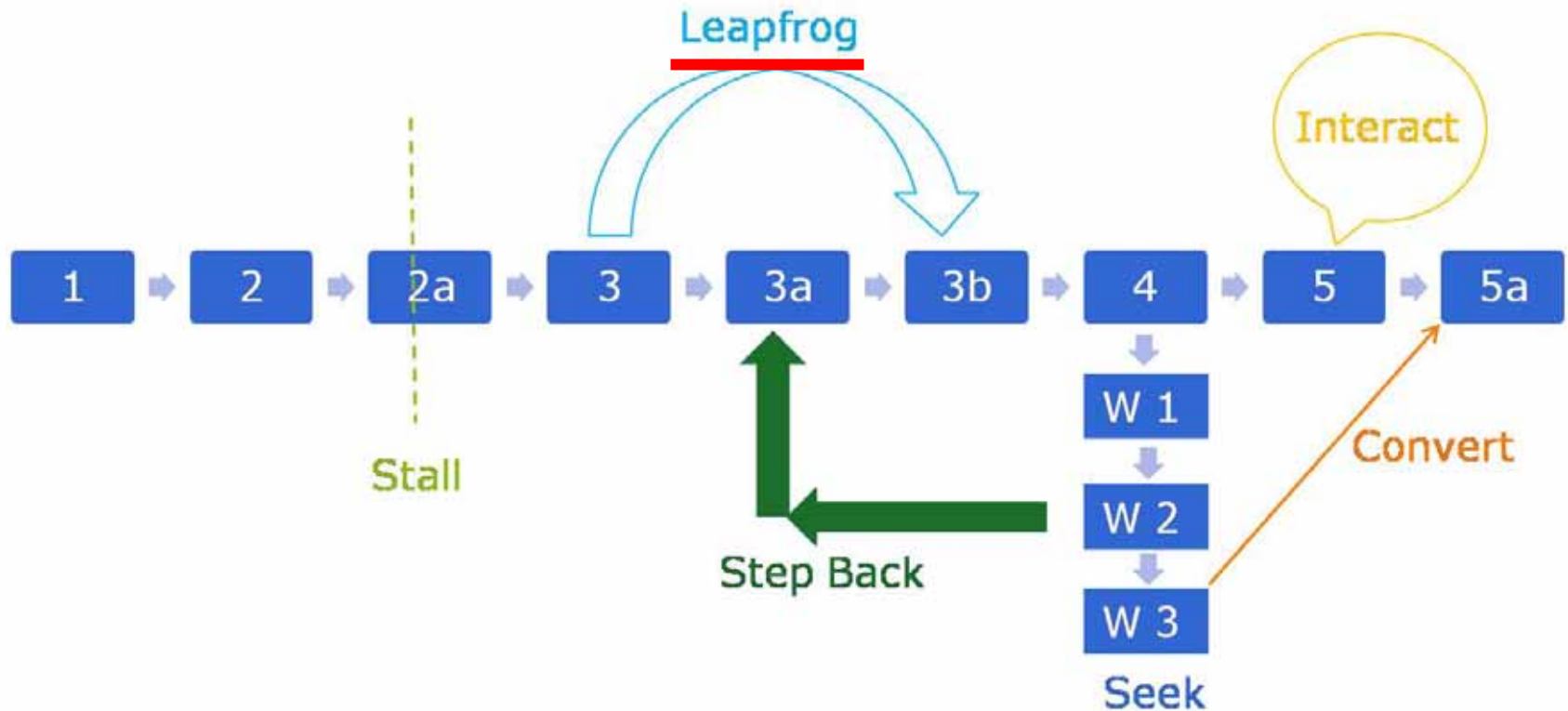
Content Must Meet Buyers' Needs at Each Stage



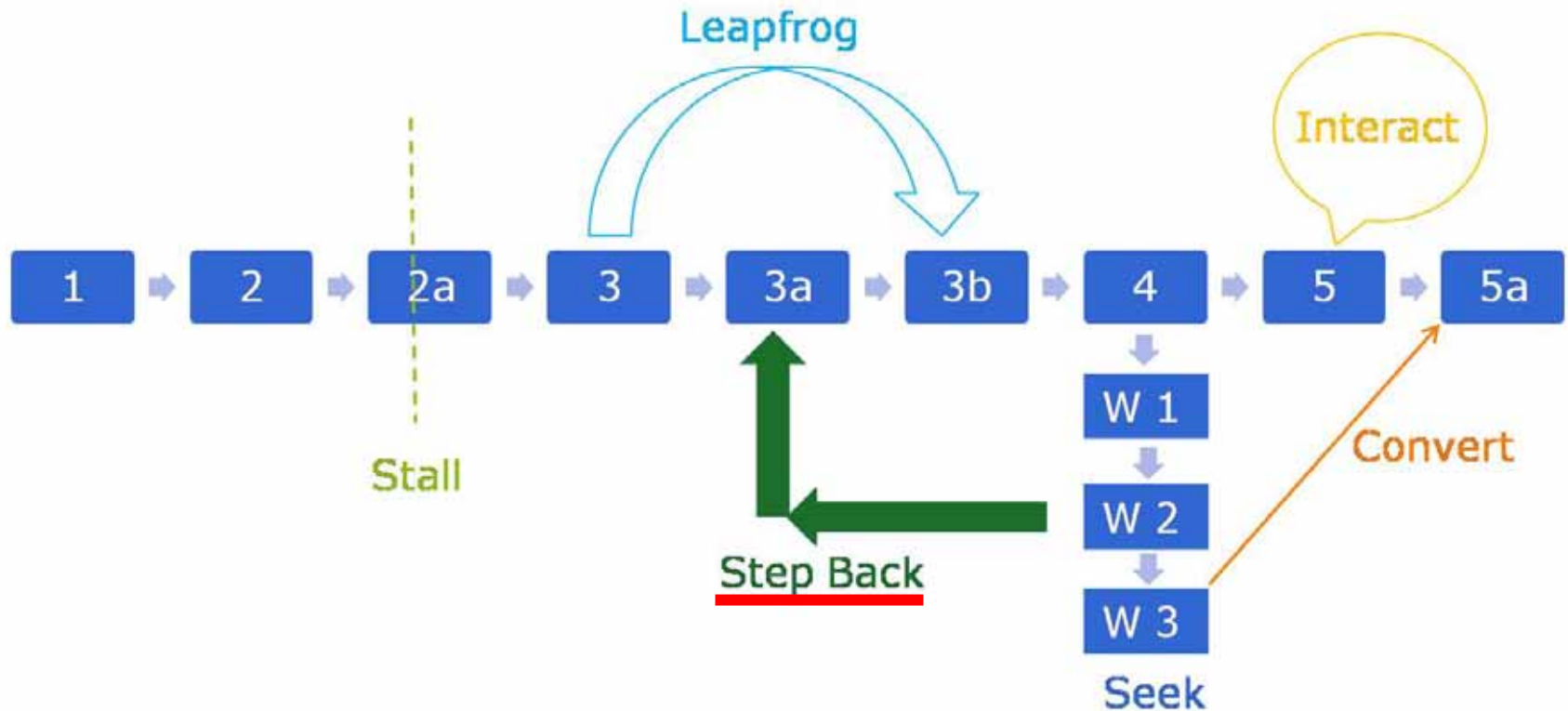
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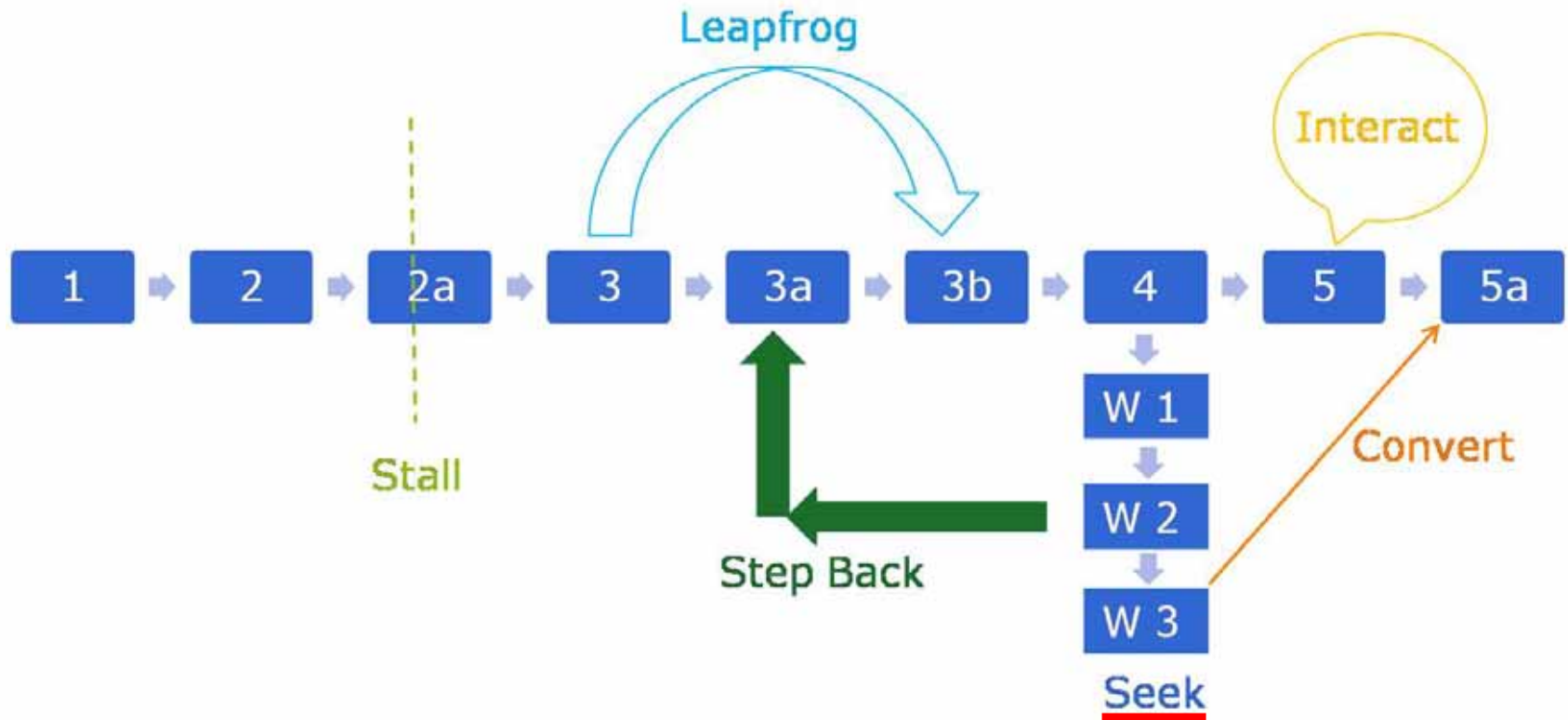
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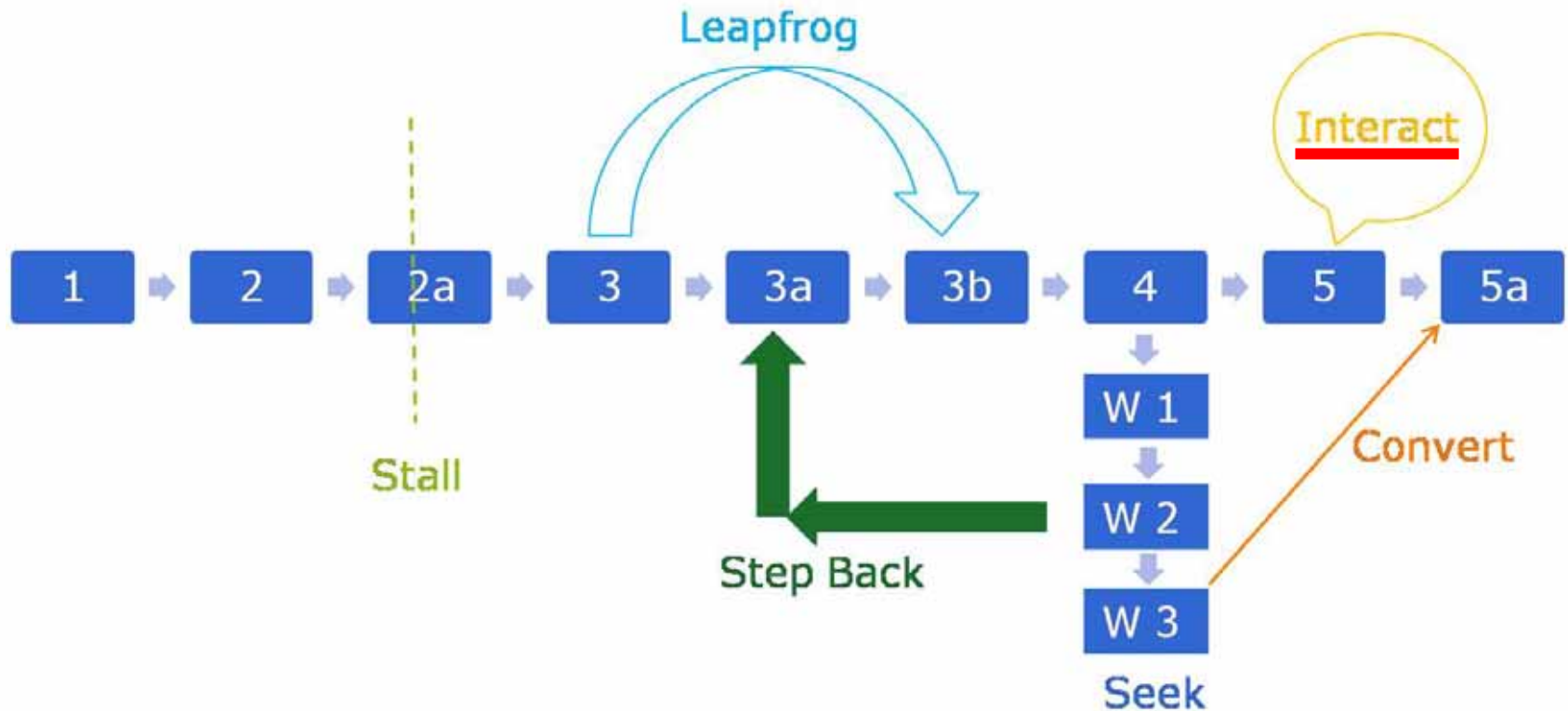
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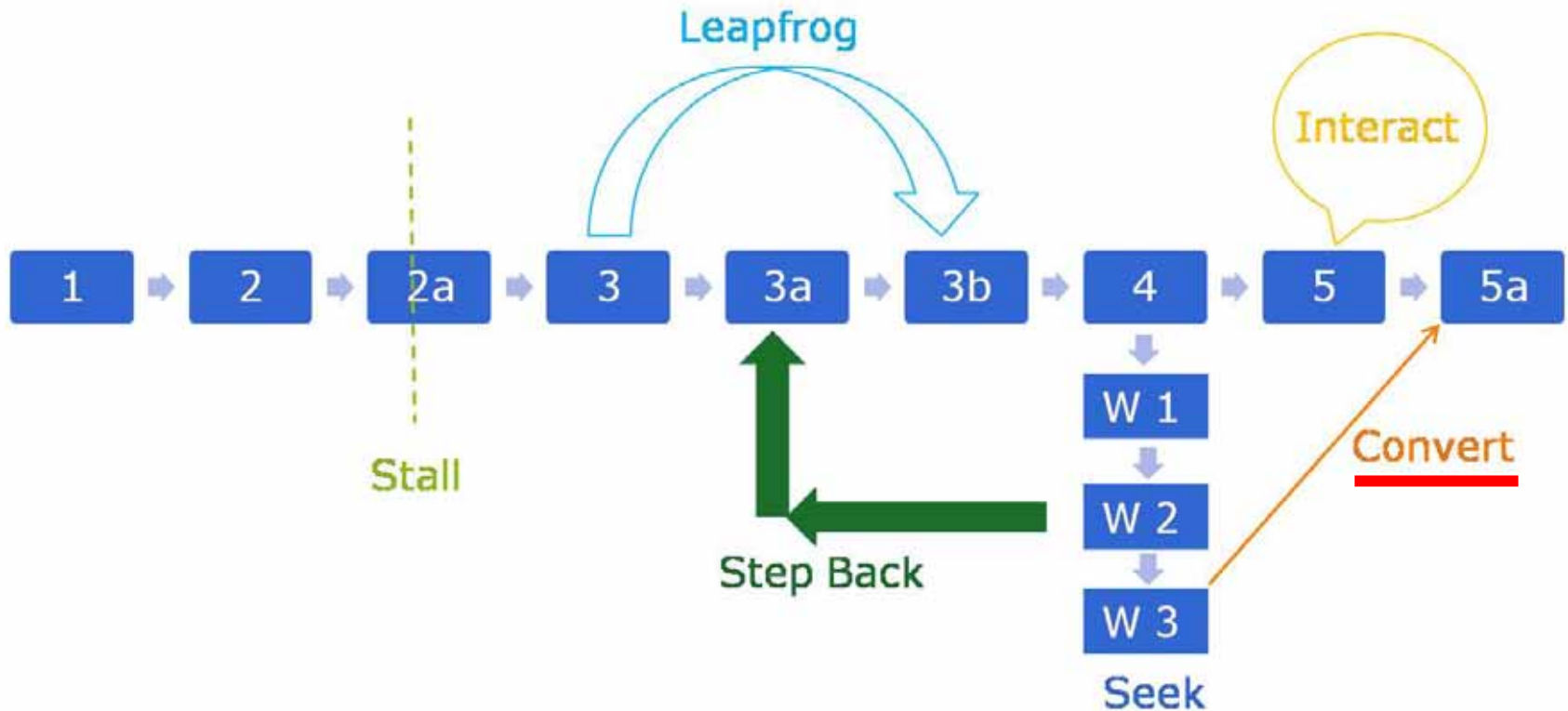
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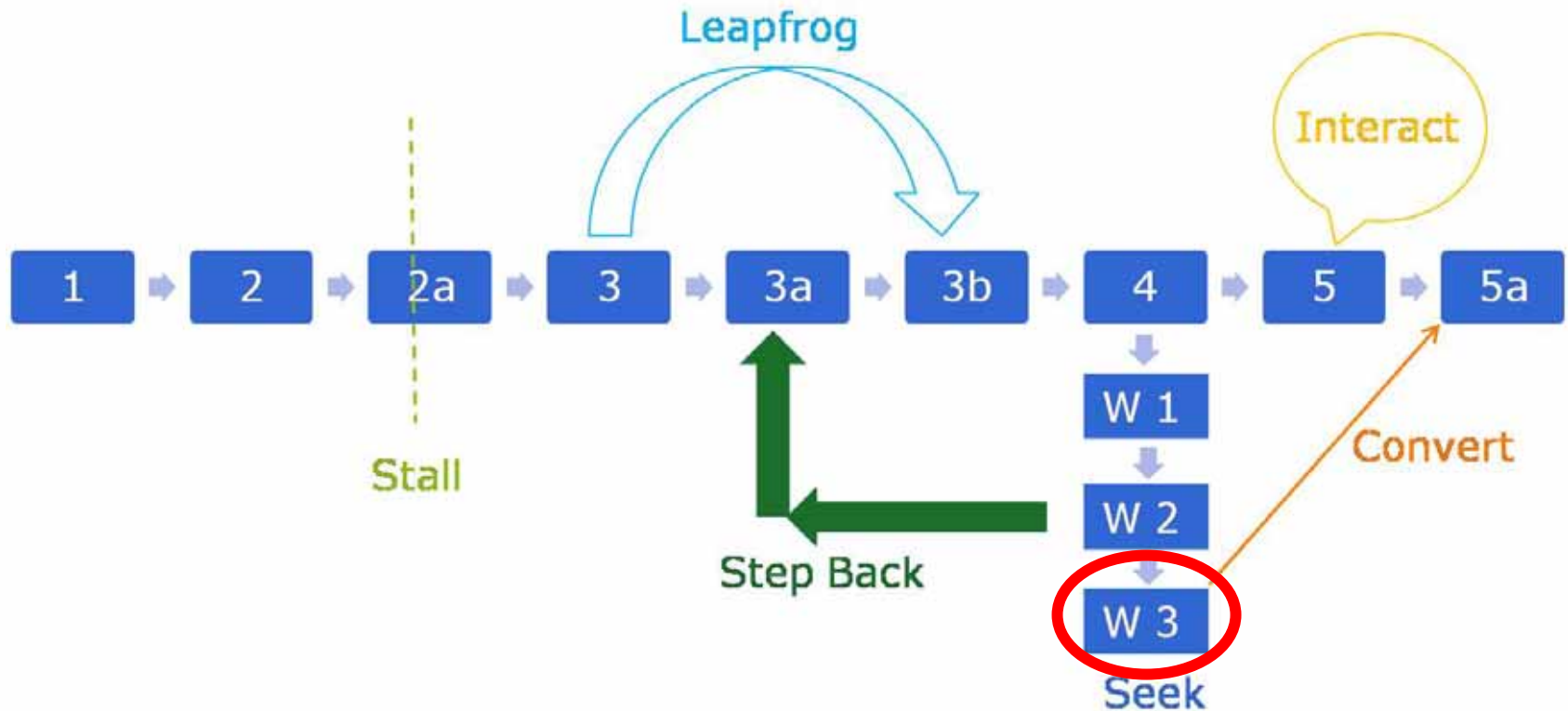
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Think Like a Publisher

Create an Editorial Plan

Drip	Description	Type/Format	Stage
1	Discuss the Problem– Pros and Cons of Solving	Education Article	Status Quo
2	Business Value of Proactive Change – Industry Trends	Education Article	Status Quo
3	Talk with Industry Expert about the business impact of the issue – reasons to solve	Education Webinar or Video	Priority
4	Transcript of Webinar with addition of your expertise	Expertise White Paper	Priority
5	Best Practice approach to addressing the issue	Expertise How-to-Guide	Research
6	Approaches from #5 in action – business value	Evidence Case Study	Options

Content Isn't Just for Marketing



84% of survey respondents rated white papers as moderately to extremely influential to **final purchase decisions.**

– Eccolo Media

Content for Sales Enablement Must:

- Extend relevance
- Reverse step backs
- Validate beliefs
- Increase momentum
- Motivate Purchase Decisions

5 Requirements for Content Performance

- 1. Tells a story consistent with company positioning.**
Outcome: Increased Credibility & Trust
- 2. Aligns with your prospects' priorities & perspectives.**
Outcome: Higher Personal Investment
- 3. Creates movement beyond passive reading.**
Outcome: Shorter Sales Cycles
- 4. Progresses conversations and pass along.**
Outcome: Stakeholder Buy-in
- 5. Generates dialogue with you – online & off.**
Outcome: Builds “Anchor” Relationships that turn prospects into buyers



Thank you!



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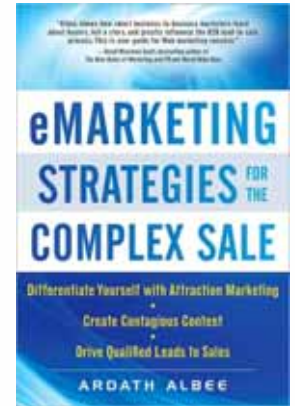
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Additional Feed the Beast Resources, will be emailed to all registrants and attendees of this webinar.

Thank you for your Participation!

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Questions for the AMA:
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