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Reach and Engage
Your Prospects with the
Right Content

June, 2017

Agenda

- Engagement economy
- How Do I Create High Quality Content?
- 6 Steps to Engaging Your Prospects
- How to take it to the next level
- Takeaways

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Are you on the golf course?

John Smith at Company
to me

Inga,

Friday is upon us! Hopefully you're able to set aside time to hit the links.

I'll be brief - A top performing Sales rep (covering the NE region) currently selling Salesforce implementation services for a reputable Platinum Partner, is looking for her next opportunity.

I wanted to make you aware of her while I help set up interviews and before she commits to her next opportunity (further details below):

- FY16' quota of $500k attained $1M, 200%
- Generated $2.7 million dollars in 2017
- Closed a $667,000 deal in Q1 of 2017
- Connections with Salesforce reps throughout the Northeast/Mid-Atlantic

Assuming there is interest to throw your name in the ring, what is your soonest availability to connect?

John Smith
Recruitment Specialist
Company

RE: Are you on the golf course?

John Smith at Company
to me

Inga,

Our organization is taking 11 of our new clients out to San Francisco at the end of the month to Half Moon Bay golf course. Would have loved for you and your organization to qualify for one of the open spots. Oh well.

Cheers,

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Deliver the **right content**, to the **right people**, at the **right time**

ENGAGEMENT ECONOMY

Must deliver authentic and hyperpersonalized experiences

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66 to 90%
of the buyer's journey is complete before he or she even reaches out to a sales person

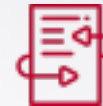[1] *Regalix March 2016 B2B marketing executives and business leaders survey (N=707, 35% from North America)*

6 Basic Steps to Engaging Your Prospects with the Right Content

1. Perform Content Audit

2. Content Mapping

3. Select Segments and Format

4. Map Channels

5. Measure Performance

6. Iterate and Optimize

Perform Content Audit

- What do we already have?

- What works?

- What doesn't?

- Evaluate existing segmentations

- Identify gaps and opportunities

- Flag content you can repurpose

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Map Content:
Create Buyer Personas

who they are: fictional, generalized representations of your ideal customers

Asking questions...

- Ideal customer: collect basic details about ideal buyer and their company

- Job roles: what type of people are typically involved in buying cycle, their seniority and interactions

- Pain points: what are top buyer's pain points, how does your product help them solve the problem

- Questions: what questions do they ask at different stage of the buying cycle

- Channel: how does each persona consume content and what sort of content would they find beneficial

- Objections: how do they challenge your value proposition, what objections do you anticipate from your personal during sales process

Example

Marketing Automation Practitioner - Jack

Chief Marketing Officer - Jamie

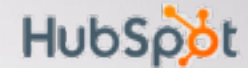|	
Was in charge of all PPC/SEO/SEM initiatives Has to learn a new skill, quickly Must show results but still learning how to do it Is both excited about innovation in the industry and finds it annoying as it's hard to constantly learn new skills Wants easy to use tools	Is unofficial Growth Officer in the Company Owns Technology budget, has to report on ROI of the investment Wants software that will execute on business and marketing goals Wants visibility into what's working and what's not working, what needs to change
Cares about: demand/pipeline generation, flawless execution, career growth, upgrading skillset, knowledge transfer, not getting fired	**Cares about:** demonstrating ROI of the martech investment, implementing omnichannel strategy, improving capabilities adoption throughout the organization
Challenges: data and technology overload, selling use cases to Sales, IT, execs	**Challenges:** working with Sales, getting buy-in from Product to take on customer-centric approach, breaking down silos

Map Content: Lead Lifecycle

where they are in the buying cycle

- Defining buyer's journey as it aligns with the sales funnel
  - **Top of the funnel:** "awareness" stage – where prospects are looking for answers, resources, and education
  - **Middle of the funnel:** "consideration" stage, a person has clearly defined their problem and doing heavy research on whether your product is a good fit for them
  - **Bottom of the funnel:** "decision" stage is where your prospects are figuring out exactly what it would take to become your customer

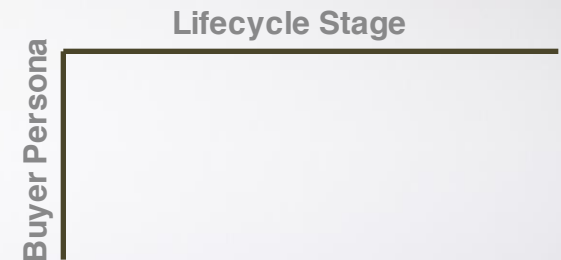[1] *Regalix March 2016 B2B marketing executives and business leaders survey (N=707, 35% from North America)*

Example

Awareness
Stage

Interest
Stage

Decision
Stage

I have a sore throat, fever and I'm achy all over. What's wrong with me?

A-ha! I have strep throat! What are my options for relieving or curing my symptoms?

I can see my primary care physician, the ER, or go to a clinic. The ER costs a lot, but I have insurance.
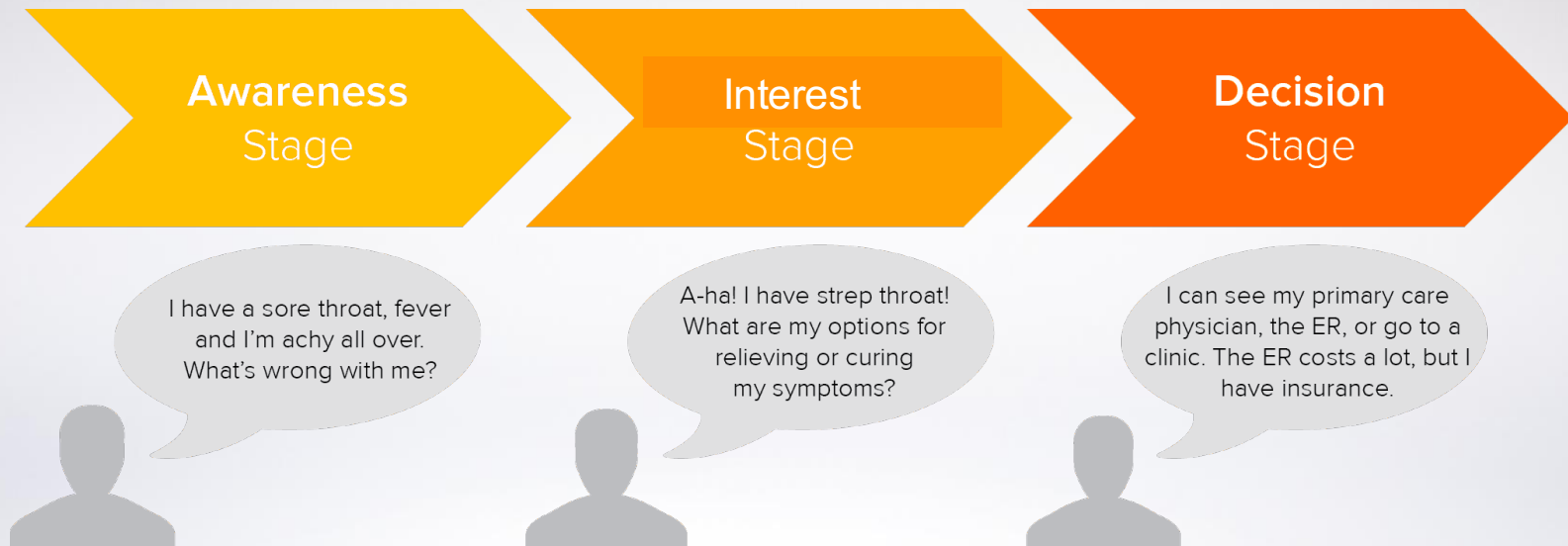
Example

BUYER STAGES	AWARENESS	INTEREST	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	Comparison white papers Expert Guides Live interactions Webcase/podcast/video	Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo
Key Terms	Troubleshoot Upgrade Issue Improve Resolve Optimize Risks Prevent	Solution Tool Provider Device Service Software Supplier Appliance	Compare Pros and Cons Vs. Benchmarks versus Review comparison Test
Example	I have a sore throat, fever, and I'm achy all over. What's wrong with me?	Aha! I have strep throat. What are my options for relieving or curing my symptoms?	I can see a primary care physician, ER, nurse or clinic. The ER costs $$$, but are the fastest & I have insurance.

Map Content: Segmentations and Content Matrix

how they consume content

- List key personas
- What do they care about at different stages of their journey
- When do different types of content work best
- Isolate platforms the content will be delivered on

Lifecycle Stage

Buyer Persona

Perform Content Audit

PERSONA	LIFECYCLE STAGE		
PERSONA NAME	**AWARENESS** Have realized & expressed symptoms of a potential problem or opportunity.	**INTEREST** Have expressed interest, clearly defined and given a name to their problem or opportunity.	**DECISION** Have defined their solution strategy, method, or approach.
Describe persona characteristics List primary motivations, problems and opportunities above persona needs help with	Content ideas …	Content ideas …	Content ideas …
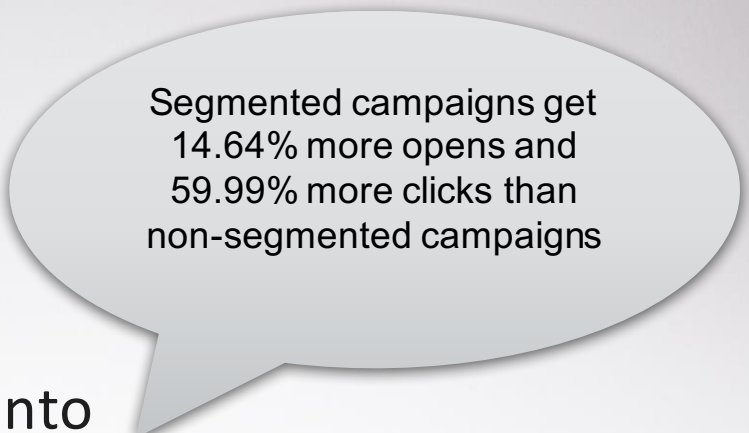
Choosing Format and Channels

Mapping the format

- Different types of content allow you to target different audiences (consider persona and lifecycle)
- Using a number of formats is more effective than using one
- Keep your voice consistent across formats

Isolating the channels

- By who you're targeting
- By choosing between paid, earned or owned channels
- By analyzing effort required versus the budget allocated and ultimately, the likely ROI

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Segmented campaigns get 14.64% more opens and 59.99% more clicks than non-segmented campaigns

Segmentations: dividing market into distinct groups with distinct needs, characteristics, or behaviour who might need separate products or marketing mixes

Example

Here's what it translates to in a lead nurture setup in a marketing automation platform
- By buyer persona
- By lead lifecycle stage

Example

Additional Segmentations

Consumer Company
- Progressive profiling
- Ask a question (survey)
- Levels of engagement
- Past purchases or how much spent
- How new or how long since last purchase
- Frequency of purchasing
- Personal interests

Isolating the channels
- By who you're targeting
- By choosing between paid, earned or owned channels
- By analyzing effort required versus the budget allocated and ultimately, the likely ROI

Measuring Content Effectiveness

- Measure performance
  - Decide on objectives, and how you'll measure them before creating content
  - Ways to measure whether your objective is to attract, convert, close or delight
  - The tools to measure your content marketing success – free and paid

- Increase content leverage
  - Reuse
  - Repurpose, slice and dice content
  - Improve/iterate
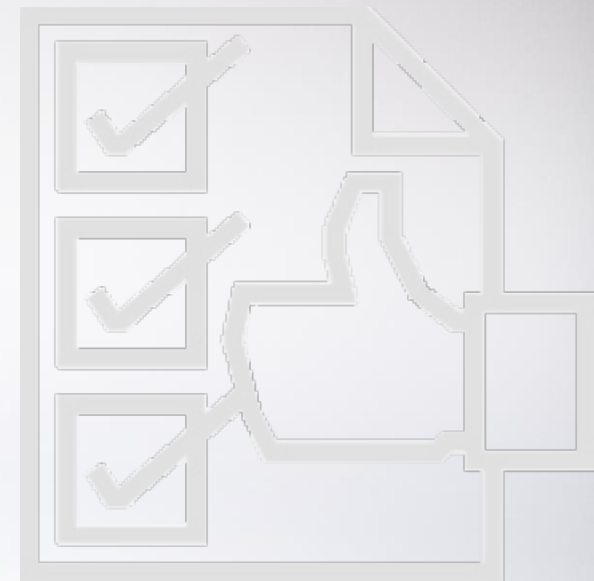
Measure and Iterate Continuously

> **77% of B2C organizations and 88% of B2B firms are using content marketing while only 38% of B2B marketers reported that they were effective at content marketing**

Content Marketing Stats

B2B COMPANIES USING CONTENT MARKETING[1]

88%

B2C ORGANIZATIONS USING CONTENT MARKETING[1]

77%

B2B MARKETERS FEEL THEY ARE EFFECTIVE AT CONTENT MARKETING[1]

38%

[1] *2016 B2B/B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs*

ABM and Demand Unit Waterfall

- Shift from generating leads to Account-Based Marketing
- Align content and marketing performance KPIs to generating revenue
- Change organizational focus to demand units (complex buying committees and complex portfolios)
- Further align Product, Marketing, and Sales

THE EVOLUTION OF THE DEMAND WATERFALL

THE RISE OF INBOUND MARKETING	THE IMPORTANCE OF TELEQUALIFICATION AND TELEPROSPECTING	RISE OF GO-TO-MARKET STRATEGIES BASED ON BUYER NEEDS	RISE OF PREDICTIVE ANALYTICS AND INTENT MONITORING	INCREASED EMPHASIS ON ACCOUNT-BASED MARKETING

COMPLEXITY

SiriusDecisions

Takeaways

- **Audit** existing content

- **Map content** against your personas and lead lifecycle

- Translate in **relevant channels**

- Take it to the **next level**

- Measure and **iterate continuously**

- Slice, dice, and **repurpose your content**

THANK YOU

CONNECT WITH ME

ROMANOFF CONSULTANTS

MarketingProfs

Global MarTech Expert, Thought Leader

Inga Romanoff

CHIEF EXECUTIVE OFFICER
ROMANOFF CONSULTANTS

524 Broadway Floor 11
New York, NY 10012

Phone: (212) 390-0400
E-mail: contact@rc.solutions

@ingaroma

www.linkedin.com/in/ingaromanoff

text to schedule a **30-minute FREE consultation**

Skills

MARKETING AUTOMATION
92%

BLACK BELT DATA INITIATIVES
80%

INDUSTRY TRENDS
90%

GLOBAL MARKETER
70%

SALES LEADERSHIP EXPERIENCE
70%

Marketo USERGROUP LEADER

Marketo CHAMPIONS X5

CERTIFIED SALESFORCE ADMINISTRATOR

WINNER Marketo Revvies 2012 Performance Excellence Awards

MARKETO CERTIFIED SOLUTIONS ARCHITECT

Marketo CERTIFIED REVENUE CYCLE ANALYST

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