Reach and Engage Your Prospects with the Right Content

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SUMMIT ON
CONTENT MARKETING

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A thought leader, an award-winning Marketo Automation consultant, international speaker, and an entrepreneur

Uniquely, a CEOs who is also a hands-on practitioner, CMO advisor

Over 20 years of marketing experience that includes content and digital marketing, marketing technologies and CRM

Passionate about building winning service models and growth strategies, and helping companies uncover hidden revenue opportunities

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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

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,

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

ENGAGEMENT ECONOMY

Must deliver authentic and hyperpersonalized experiences

How Do I Create High Quality Content?

66 to **90%**

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

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6 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

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Perform Content Audit

- What do I already have?
- What works?
- What doesn't?
- Evaluate existing segmentations
- Identify gaps and opportunities
- Flag content you can repurpose

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

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Example

Marketing Automation Practitioner - Jack

Chief Marketing Officer - Jamie

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 and Audiences

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

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Example

Example

HubSpot
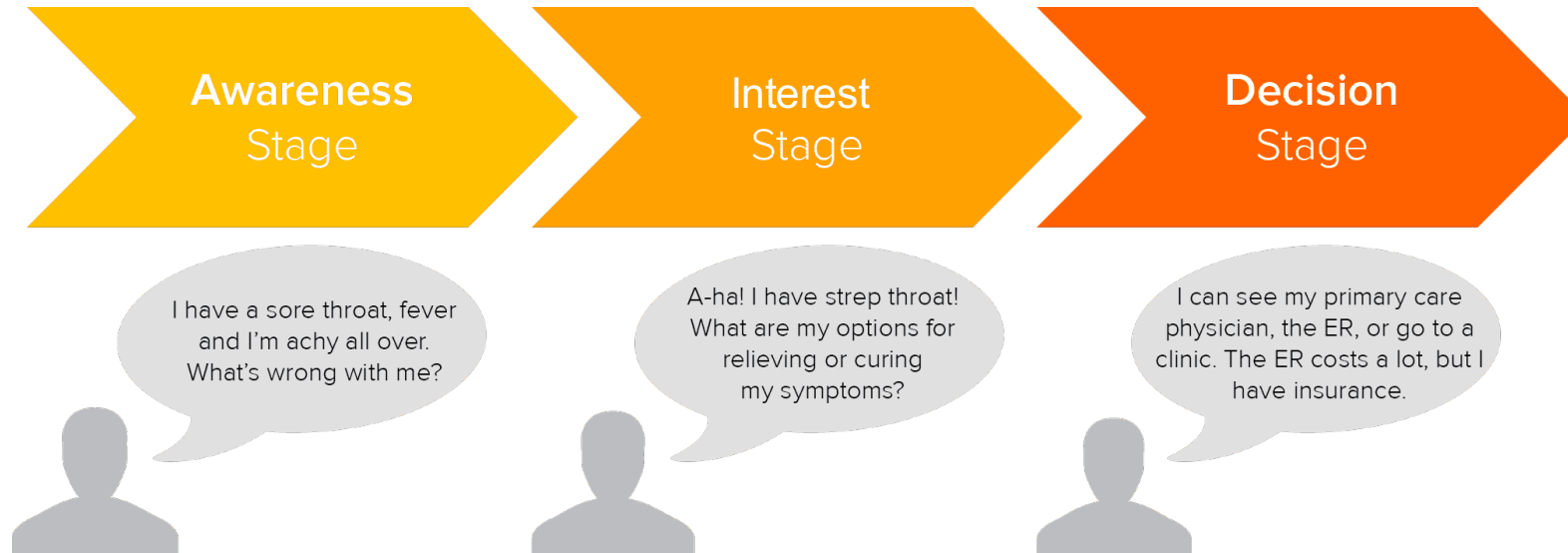
BUYER STAGES	AWARENESS	INTEREST	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor 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
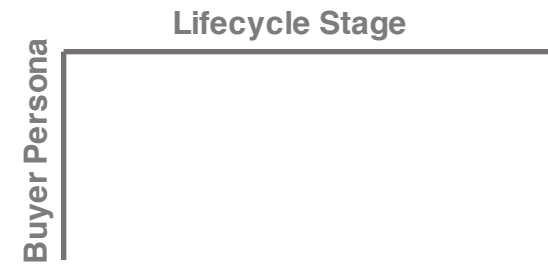
Example – Content Mapping Template

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 the content will be delivered on

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

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

Example

Here's what it translates to in a lead nurture setup on a marketing automation platform
- For each persona
- Differentiated content for each of the lead lifecycle stages

Example

TNA: 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

B2B Company

- Data augmentation
- Customer Tiers
- Implicit or explicit product interest
- Digital body language (email, site, inbound)
- Direct feedback from Sales (give them controls)
- Special treatment for target accounts – account-based marketing

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
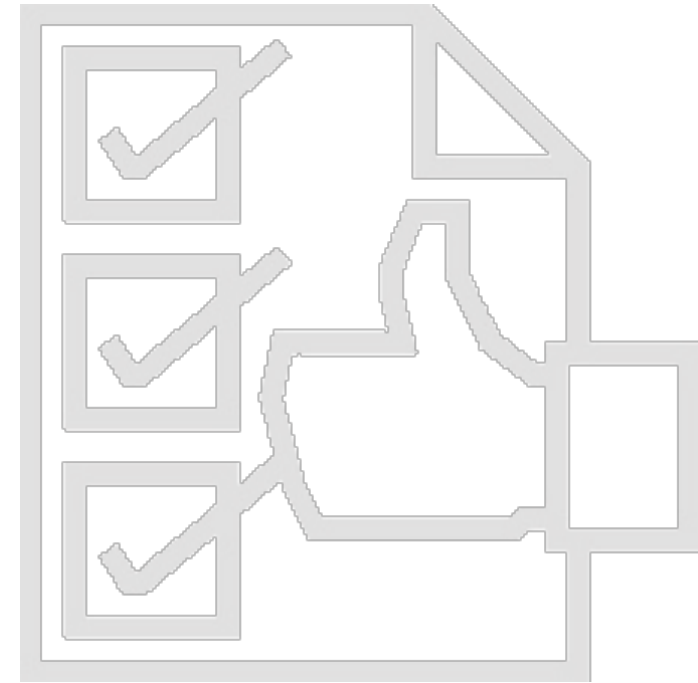
Measure and Iterate Continuously

- Don't just measure, act on it!

" **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**

B2B COMPANIES USING CONTENT MARKETING[1]

88%

B2C ORGANIZATIONS USING CONTENT MARKETING[1]

77%

B2B MARKETERS FEEL THEY ARE EFFECTIVE AT CONTENT MARKETING[2]

38%

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"Happiness, in one sense, is a function of how closely our world conforms to the infinite variety of human preference."
Malcolm Gladwell

Takeaways – Path to Success

- **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!

About Romanoff Consultants

Romanoff Consulting is a global consulting services company specializing in Marketo, Marketing automation tools and integrations, and business performance consulting. Instead of focusing on services and solutions, we focus on the results needed to drive your business, expand your marketing automation, and keep getting to the next level. With strategy, business process, and technical consulting, we're here to be part of your extended team.

We are laser-focused on creating value for our clients, it's all about what you want to achieve

- Results aligned to your priorities
- Improved campaign KPI metrics
- Better audience engagement
- Demonstrated Return on Marketing
- Investment
- Internal learning and improved team efficiency

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