

CONTENT IS KING

Getting the Right Info to Prospects at the Right Time

By Mark Badran | Juice Marketing, LLC



MARK BADRAN – Juice Marketing, LLC

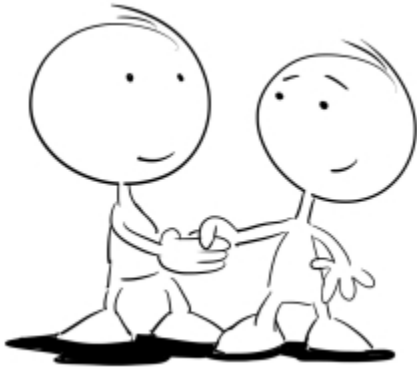
- Sage Preferred Vendor – Marketing Services
 - 12 Years in Sage Channel
 - Worked for Sage and 2 Channel Partners
 - Founded Juice Marketing 2004
- Presentation available on Sage Summit Virtual Totebag
- Follow on Twitter: [@JuiceMarketing](https://twitter.com/JuiceMarketing)
 - Official Sage Summit Hashtag: [#SageSummit](https://twitter.com/hashtag/SageSummit)

WHAT IS *CONTENT MARKETING*?

Content marketing is the art of communicating with your customers and prospects **without selling.**

(Instead, you educate)

BENEFIT OF A CONTENT STRATEGY



If you deliver consistently valuable information to your buyers, they'll ultimately reward you with their business and loyalty

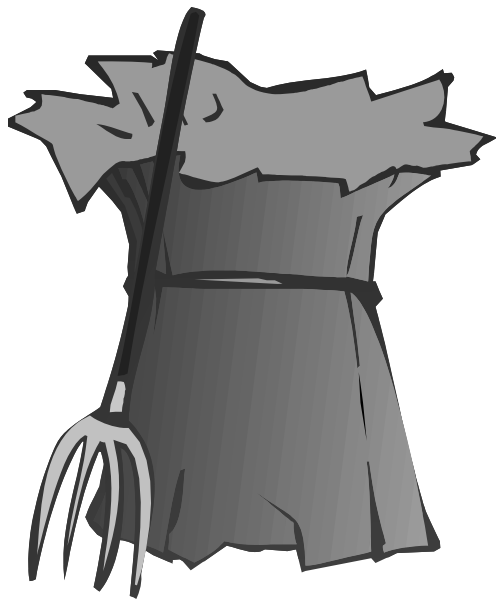
WHY IS IT IMPORTANT?

- The Technology Buying Process Has Changed
 - Prospects doing self-guided research
 - Perform 12+ research activities before purchasing
 - Forming opinion before engaging you
- Content “Pulls” Prospect to You (Inbound Marketing & SEO)



[How Content Attracts Prospects \(PDF\)](#)

CONTENT VS. TRADITIONAL MARKETING



VS.



CONTENT MARKETING

- Focus on Educating Instead of Selling
- Deliver the “How” and “Why” of Technology
 - Not Just Products, Features, and Sales Pitch
- Thought Leader and Industry Expert
- Teaching Sells in Today’s Technology Buying Process

STAGES OF THE BUYING PROCESS

- Early Stage (Research)
- Mid-Stage (Evaluation / Comparison)
- Late Stage (Final Decision / Buying / Closing)



[Mapping Marketing Offers to the Sales Cycle](#)

ONE SIZE DOES NOT FIT ALL



Prospects are looking for different types of content at each stage of their evaluation.

Need Content Assets

EARLY STAGE (RESEARCH)

- Stage Where Your Content Makes the Most Impact
 - Prospects Consume the Most Content in Pre-sales
- Focus on Problem-solving, Not Product Features
- Educational Content Works Best ... Teaching Sells

Content Types: White Papers, Industry Research, Educational Webcasts, How-To Articles

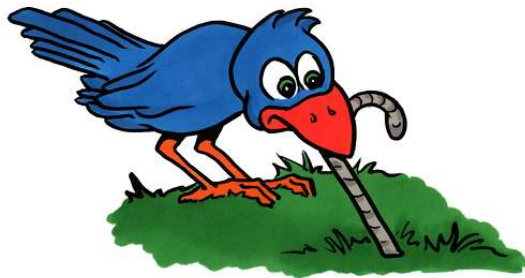
EARLY STAGE LEAD CHARACTERISTICS

- Can account for 90%+ of your website visitors
- Provide content options that don't require sales engagement
- Sales messages and closing tactics don't work this early
- Can use educational content to get email for lead nurturing

Often “Influencers” Compiling Info for the Boss (No Purchasing Power)

BENEFITS OF EARLY ENGAGEMENT

- Viewed as a helpful resource and industry expert
- Reduce chance of prospect seeking answers from competitors
- Better influence over how they solve their problem



Early Bird Gets the ...
Implementation

MID-STAGE (EVALUATION)

- Identified issues and gathering info about products/services
- Evaluating & Comparing Solutions
- Want proof so they can build a business case (ROI)
- Nurture and Stay Top of Mind

Content Types: Product Comparisons, Datasheets, Product Videos, Webcasts, Newsletters, White Papers, Case Studies



The Ultimate CRM Smack Down

As a diligent business owner, concerned with the bottom line, you want to make sure you make the right choice.

Don't be forced into a CRM that's not right for you. Download our comprehensive checklist that spells out what you get in each application. What you see will surprise you.

See Which CRM Reigns Supreme

First Name *

Last Name *

Email *

Phone *

State *

Country *

LATE STAGE (BUYING / DECISION)

- Ready to Engage with Sales
- Comparing You to Competitors
- **NOW** is When They Care About Your Company & Experience

Content Types: Customer Case Studies / Testimonials, Company-Specific Differentiators, Free Trial, ROI Calculators, Pricing Guides, Closing Content

CONTENT FOR EVERY STAGE

- Educational Content That Attracts Leads
- Content That Nurtures and Moves Prospects Through Cycle
- Content Around Company Value Props and Differentiators
- Content That Converts

Content Assets – One Size Does Not Fit All

CONTENT PREFERENCES SURVEY

- White Papers (Reign Supreme)
- Webinars
- Case Studies
- Blog Posts / Articles

Most prefer text/narrative content



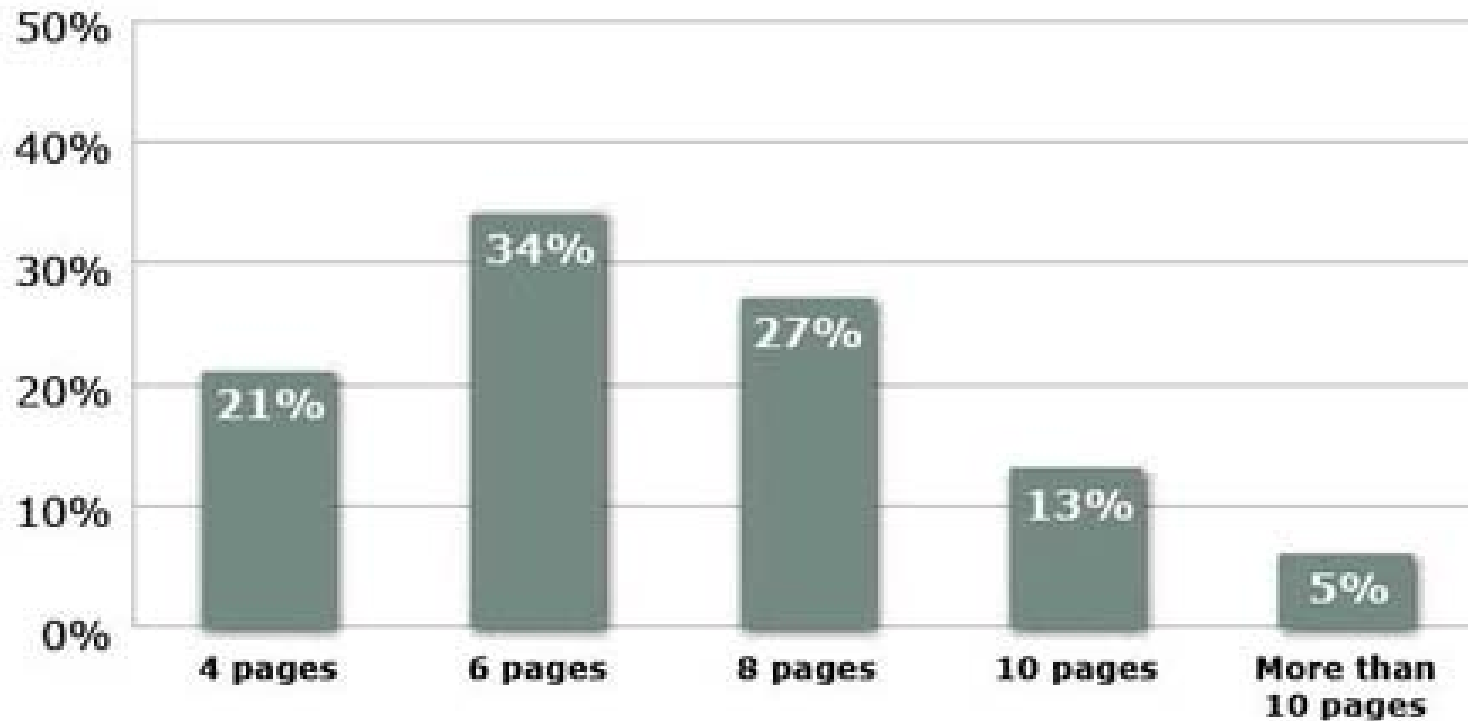
[Content Preferences Survey – May 2012](#)

MORE CONTENT PREFERENCES ...

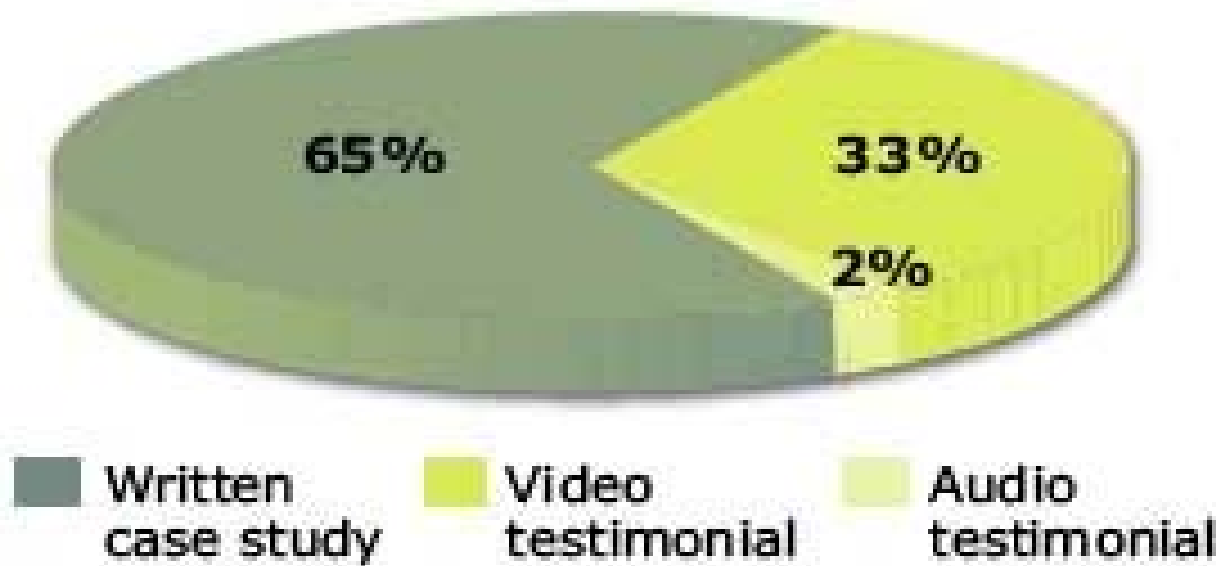
- Brochures and Data Sheets Most **Frequently** Consumed
- White Papers Most **Influential**
- White Papers Most Frequently **Shared**
- Case Studies 2nd Most **Influential** (After White Papers)

***Note:** Based on Eccolo Media 'B2B Tech Survey' in 2010*

IDEAL LENGTH FOR WHITE PAPER



CASE STUDY FORMAT PREFERENCE





The screenshot shows the Blytheco website interface. At the top left is the Blytheco logo. To its right, it says "Sage North America Top ERP Partner" and "1.800.425.9843". On the far right, there is a "Sitemap" link and a search box labeled "Search Blytheco". Below this is a horizontal navigation menu with tabs for "COMPANY", "SOFTWARE", "SERVICES", "SUPPORT", "LEARN", "BLOG", and "CONTACT". A green arrow points to the "LEARN" tab. Under the "LEARN" tab, there are two main columns of content. The left column features a "White Papers" section with a "FREE" ribbon and a "LEARN MORE" button. The right column features a "BELLWETHER MAGAZINE" section with a "LEARN MORE" button. To the right of these are two vertical lists of links under the headings "LEARNING CENTER" and "WHITE PAPERS".

Sage North America Top ERP Partner
1.800.425.9843

Sitemap

Search Blytheco

COMPANY SOFTWARE SERVICES SUPPORT **LEARN** BLOG CONTACT

White Papers
LEARN MORE

BELLWETHER MAGAZINE
Read it online or get your printed copy FREE!
LEARN MORE

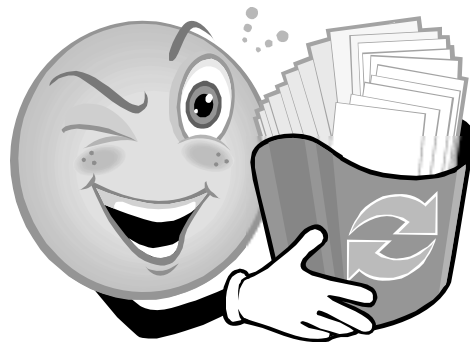
LEARNING CENTER
[Industries](#)
[Bellwether Magazine](#)
[CRM Resource Center](#)
[Training](#)
[Price Quotes](#)

WEBINARS
[Upcoming Events](#)
[Summer Marketing Series](#)
[Recorded Webinars](#)

WHITE PAPERS
[White Paper Center](#)
[ERP White Papers](#)
[CRM White Papers](#)
[HR and PR](#)
[Nonprofit White Papers](#)
[Manufacturing](#)
[Distribution](#)

THE CHALLENGE ...

Where is all this content going to come from?



REPURPOSE EXISTING CONTENT

- Break White Papers up Into Series of Articles
- String Articles Together Into a White Paper or eBook
- Use Pull Quotes from Success Stories as Website Testimonials
- Convert Slide Presentations to Downloadable PDF
- Transcribe Videos to Written Content

Repurpose and Repackage Every Way Imaginable



“Business Consulting and Technology
for the Construction Industry”



7 Secrets of Successful Contractors (Audio Book)

First Name

Last Name

Email

Company

Industry

Add me to your quarterly construction newsletter

Download Now

7 Secrets of Successful Contractors

At CFO on the go, we've had an opportunity to work with literally thousands of builders and contractors over the years. And we've discovered are some very common misconceptions and outdated practices that are hurting your construction business.

Free Contractor Training ... on the go!
If you're like most folks, you're too busy to read a 30-page white paper or training manual. That's why we've made this valuable information available as an Audio Book. Just download the file and listen on the go. In your car, at the gym, or anywhere else, you'll learn:

- How to develop effective relationships with suppliers for better pricing, terms, and service
- How to end the “Boom-and-Bust” cycle and create financial stability
- The 10 questions every builder must answer to remain competitive and profitable

Just complete our short form and download the “7 Secrets” now!

P.s. This is just the first in a series of **FREE audio training courses for contractors**. So be sure to include your email address and we'll send a reminder when the other courses are available for download.



CFO on the go and their team have helped us grow our bottom-line and our company year after year”

- Lori, Controller
Large General Contractor

“Contractors Secrets”

Written Content
Repurposed Into Audio
Download

Professional Voice Over

Listen “On the Go”

SAGE WHITE PAPERS

- Co-brand Sage White Papers
 - Add Cover Sheet or Company Info Page
- Use White Paper As Premise for Blog Entry
- Leverage White Paper Email Templates

Search Tip: filetype:PDF [*search phrase here*]

SAGE PARTNER CONTENT

- GOOD
 - Turnkey, Templates, Syndicated Content, Re-Post PDFs
- BETTER
 - Semi-Custom, Off-the-shelf Articles, Repurposed, Outsourced
- BEST
 - In-house Articles, FAQs, Case Studies, Video Demos

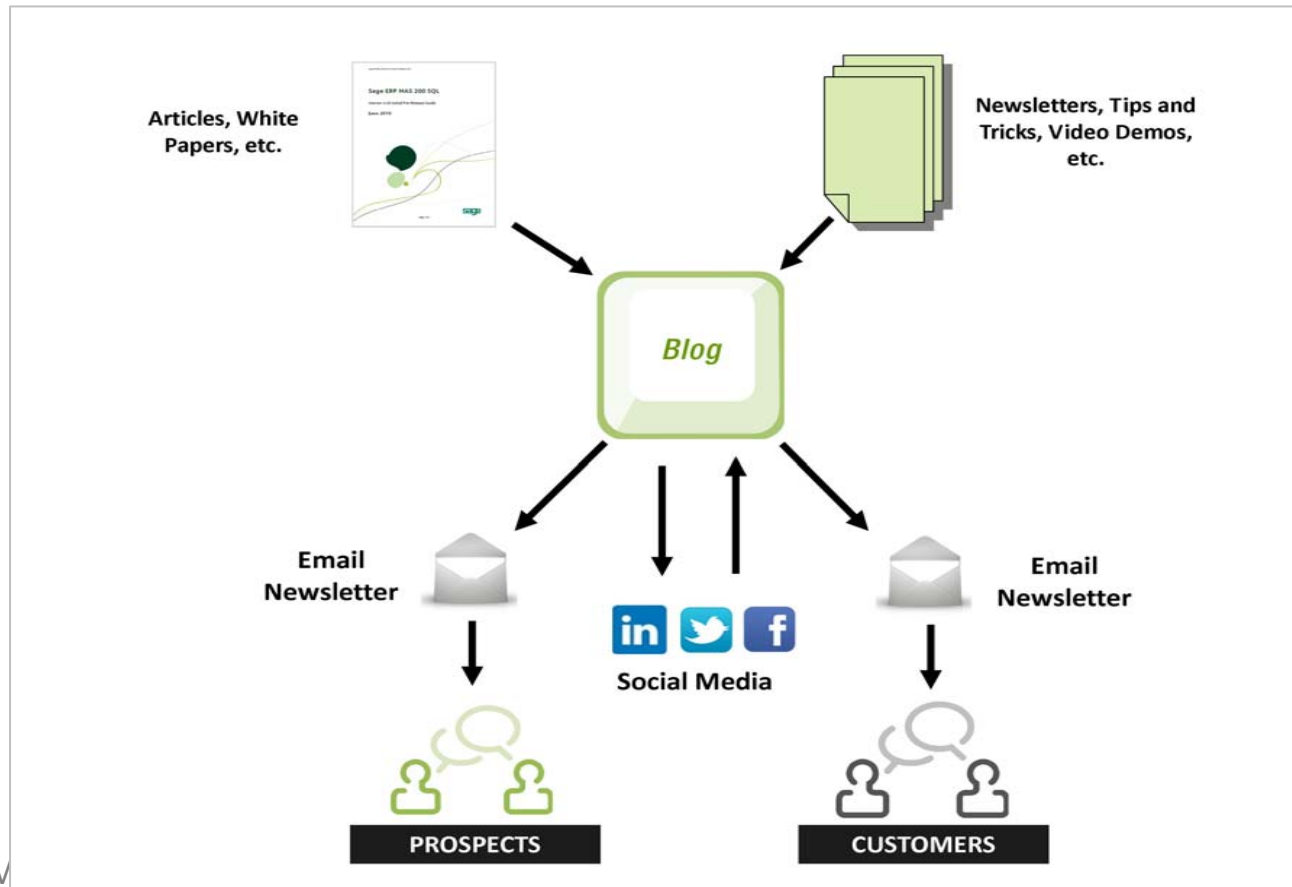
MORE CONTENT IDEAS

- Convert Tips & Tricks Into Video Demos (Vise Versa)
 - YouTube = 2nd Largest Search Engine
- Check “Sent Items” for Common Prospect Questions (FAQ)
- Create Blog Post Around Popular LinkedIn Discussions
- Guest Posts and Articles from Your Referral Partners
- Post Data Sheets and PDFs (Tag w/Doc Properties)



[How to Optimize PDFs for Search Visibility](#)

BLOG AS A HUB



TOP 10 CONTENT TACTICS

1. **Blog**
2. Email Newsletter
3. **White Paper**
4. Article Marketing
5. eBook
6. **Case Study**
7. Testimonials
8. Microblogging (Twitter)
9. **Webcasts**
10. Video

Source: 2011 Content Marketing Survey & Playbook

KEY TAKEAWAYS

- Buyer Behavior Has Changed ... Teaching Sells
- One Size Does Not Fit All
 - Map Content to Buying Cycle
- Wider Variety of Content = More Opportunities for Engagement
- Repurpose Like Crazy!
- Content Attracts Customers (Inbound Marketing)

YOUR QUESTIONS?



Your Feedback is Important to Us!

- Stop by a Sage Summit Survey kiosk or complete the survey on your mobile phone, laptop, or tablet through the Sage Summit mobile app.
 - IOS, Blackberry, or Android users may download the app from the App Store by searching “Sage Summit”
 - Laptop users may use this link www.sagesummit.com/webmobile
- Remember each completed survey is another entry for one of several daily prize drawings, including an Apple iPad!
- Your feedback helps us improve future sessions and presentation techniques.
- Session code: **P-0206**





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Thank you for your participation.

