



TechTarget

*The IT Media
ROI Experts*

Content Strategy for Reality

**Matching Content to Your
Market, Target, and Prospect
Buying Stage**

**Bill Crowley, VP, Group Publisher,
Data Center Media, TechTarget**

Describe your content strategy

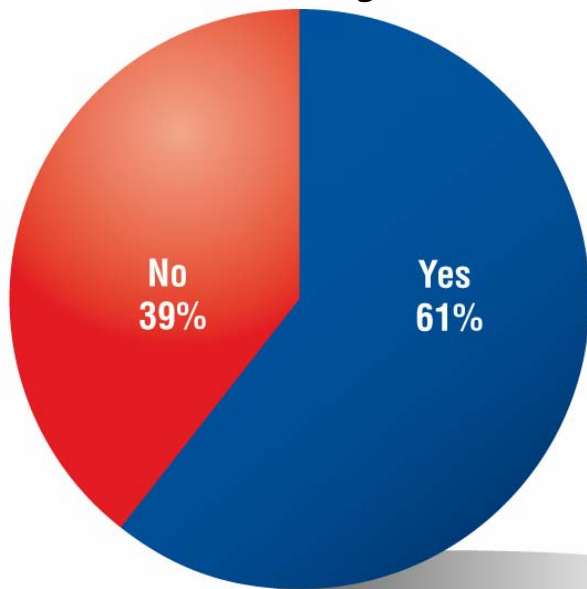
- 1. Explicit process to produce right content AND content producers are on board**
- 2. Reasonable strategy, but content producers leave me with significant holes**
- 3. I do it all myself**

Factual framework for action

- **Content decisions are crucial determinant of campaign success**
- **Market stage and prospect type impact content response**
- **Framework for content strategy**
- **Content type and topic impact on prospect decision-making stage**

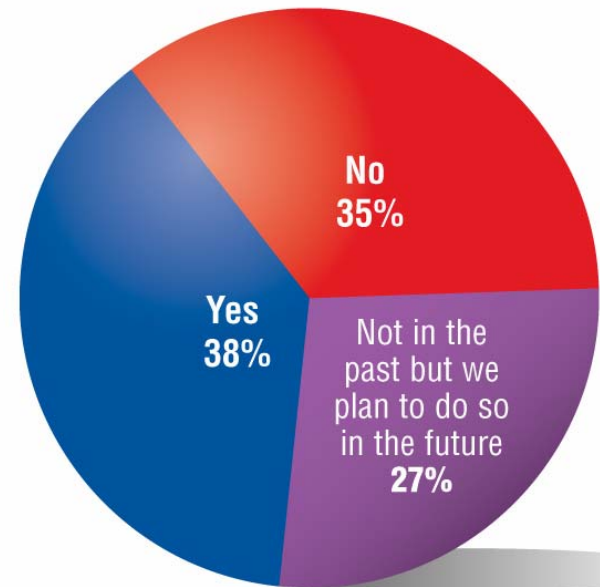
Content preferences change, most marketers don't react

Tech Buyers



Do your purchasing information needs change over the cycle?

Tech Marketers



Do you create content for different purchasing cycle stages?

Questions to start process

- **What is your market's stage and challenge?**
- **Which market segment and decision-making stage to focus on?**
- **What content best matches market opportunity, your company's strengths, resources**

Your market IS different

- **Different buyers have very different tendencies, needs**
- **Markets' level of development will determine information demands**

Different roles react differently to IT marketing angles

- ROI/TCO-themed white papers are top performers on SearchCIO
- “Tech how-to” more effective with line managers
 - “Definitive Guide to Building Highly Scalable File Serving” (email CTR)
 - sCIO = 0.1%
 - sStorage = 0.57%
 - sWinIT = 0.42%

Market stage impact on content strategy – Mature

- **Backup Market – Top WPs**
 - IT Mgrs Speak Out on Switching from Symantec to CommVault
 - Beyond Backup: Disk2Disk Storage Comes of Age
 - Enterprise Grade "No Compromise" Backup
 - Disk-Based Backup & Recovery: Making Sense of Options
 - Simplify Storage: High Perf Disk-Based Backup
- **Strategy - Segment and Compare**

Market stage impact on content strategy – Emerging

- **Virtualization & Storage - Top WPs**
 - Guide to Virtualizing Your Information Infrastructure
 - E-Guide: Storage for Virtual Environments
 - Special Report: Virtualization
 - Building a Virtual Infrastructure from Servers to Storage
 - NetApp Study: Using SAN with VMware for Storage and Server Consolidation
- **Strategy: Basics, breadth**

Subtle changes to your title can make a difference

- **Mature market – wireless access**
 - “802.11n: Preparing for Your Enterprise Wireless Deployment” - 257 leads
 - “Mastering 802.11n” podcast - 615 leads
- **Emerging market – Virtualization and networking**
 - “Virtual Networking Concepts”
 - 4 dedicateds with >1% CTR to SearchVMware

Familiar purchasing decision process framework

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Awareness



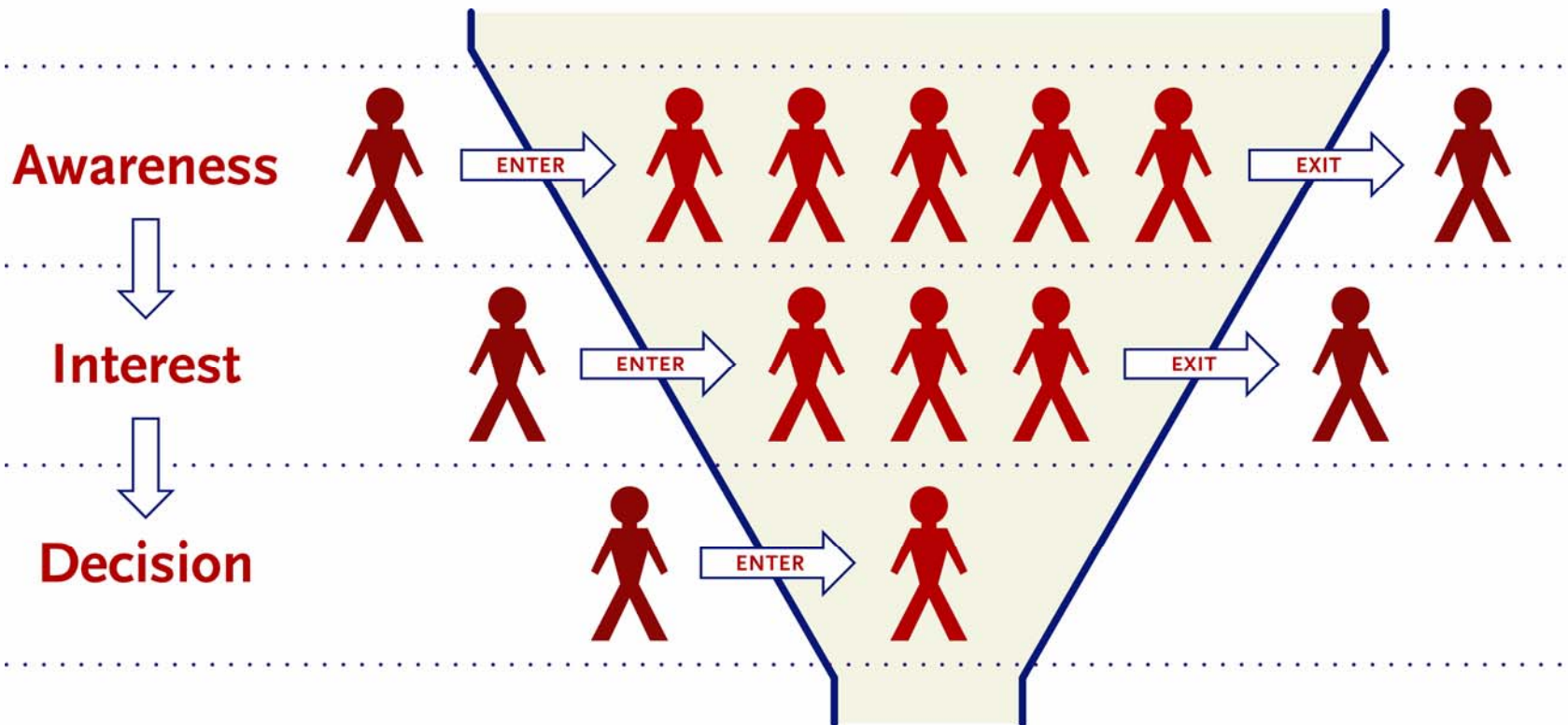
Interest



Decision


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Online -> Prospects enter, exit, progress with different needs.
Information need = opportunity



Content type, topic determine which decision-making stage you reach








- **Type – look at engagement level**

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- Trial offer – accept risk, plan to experience functionality
 - Webcasts/podcasts – 15-45 min commitment
 - White papers – skimmers to underliners

- **Topic – “who would read this”**

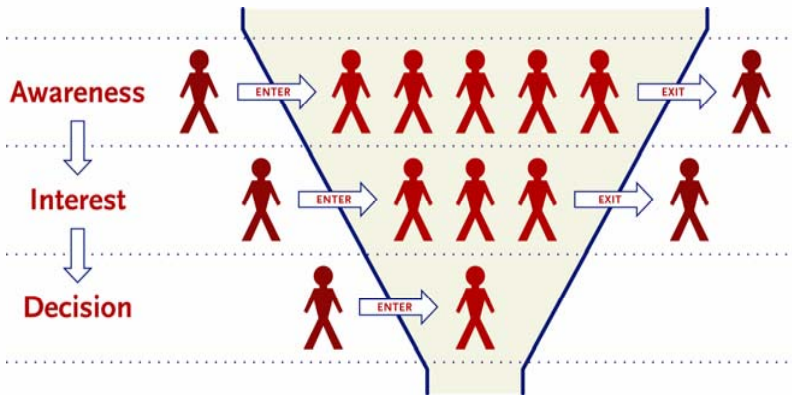
- IT Problem Definition – what is nature of IT pain?
- Technical Overview – what are options/considerations?
- Solution Description

Match content type and topic to decision-making stage

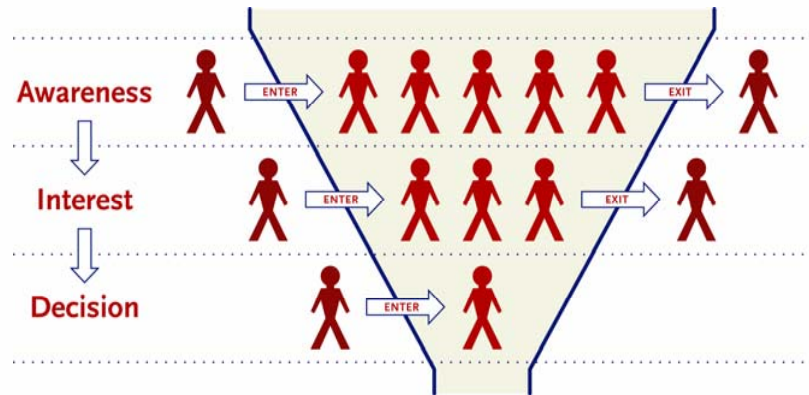
		Content Topic		
		IT Problem Definition	Technical Overview	Solution Information
Media Type	Trials, Datasheets			
	Webcasts, Podcasts			
	White Papers			

Awareness-stage challenge: Capture prospects to your problem definition, away from alternatives

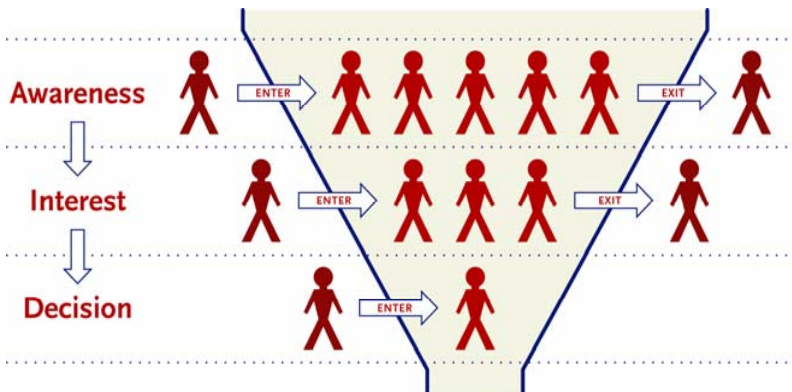
Wide-area replication



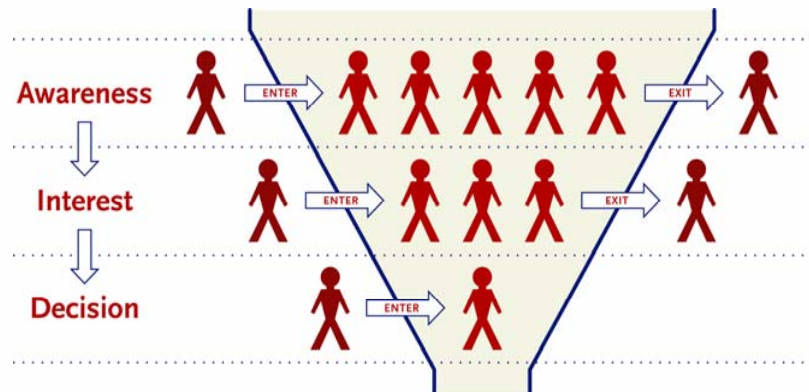
"Bigger server"



High Availability Infrastructure



Disaster Recovery Project



Awareness stage : Winning market definition has biggest impact on pipeline size

- Most popular content broadly discusses IT problems
 - **2-3X response rate of other content**
- **SearchVMware** – “Managing the Virtualized Data Center”
- **SearchDataCenter.com** – “Going Green: Energy Efficiency Strategies for Data Centers”
- **Search400.com** – “Designing iSeries Applications for Performance”

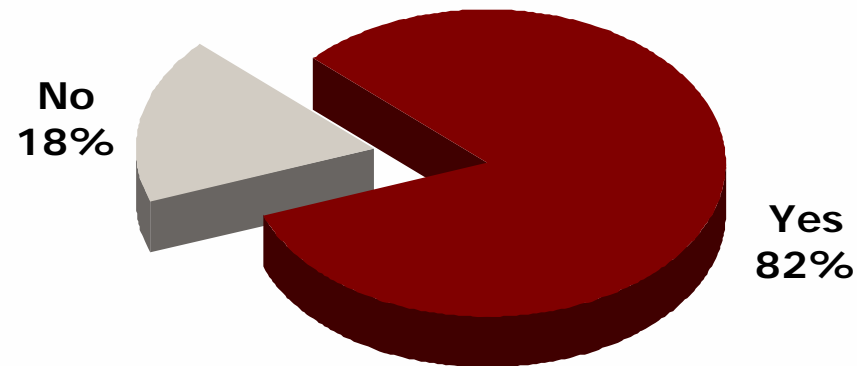
Awareness > Interest - Editorial or vendor content as bait?

- **Editorial brings in more leads**
 - Expert podcast – 333, Vendor podcast – 130
 - Editorial asset CTR is 2X for vendor asset
- **More NA leads from Editorial assets**
 - Editorial WP – 60%, Vendor WP – 50%
- **“Truer” cross-section of market attracted to editorial**
 - Existing customers more likely to download a vendor asset

Editorial to find decision-makers: Ravenflow req. gathering eGuide

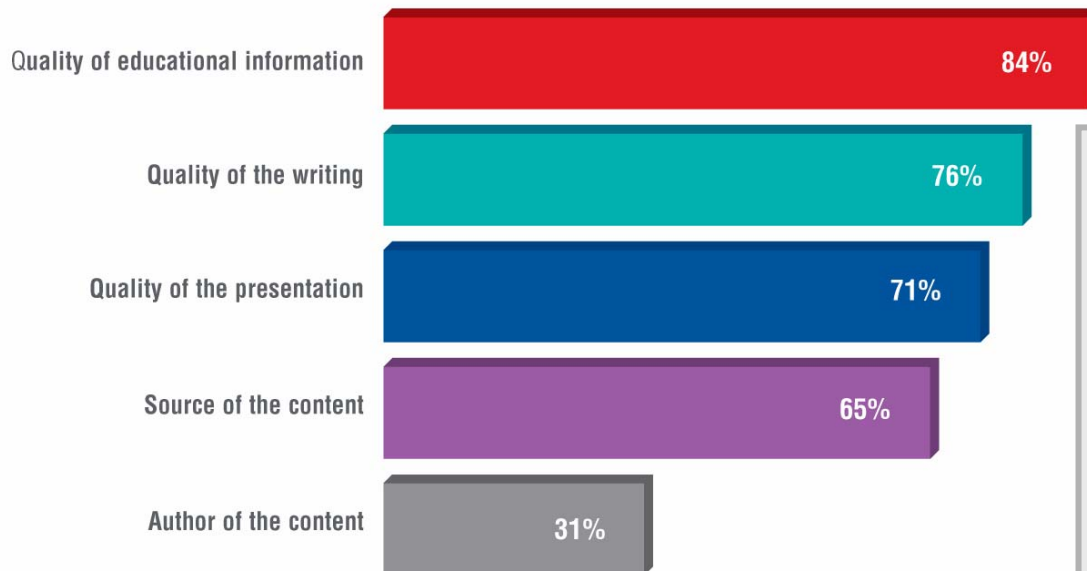
Promotion	CTR
Dedicated email	2.5%
Dedicated email	2.4%
Dedicated email	2.1%
Dedicated email	2.2%
Dedicated email	2.2%
Avg Performance	.5-.6%

Do you Develop Project Requirements?



Quality matters, above source or author

Rated 4 or 5 – 'Top 2 Box'



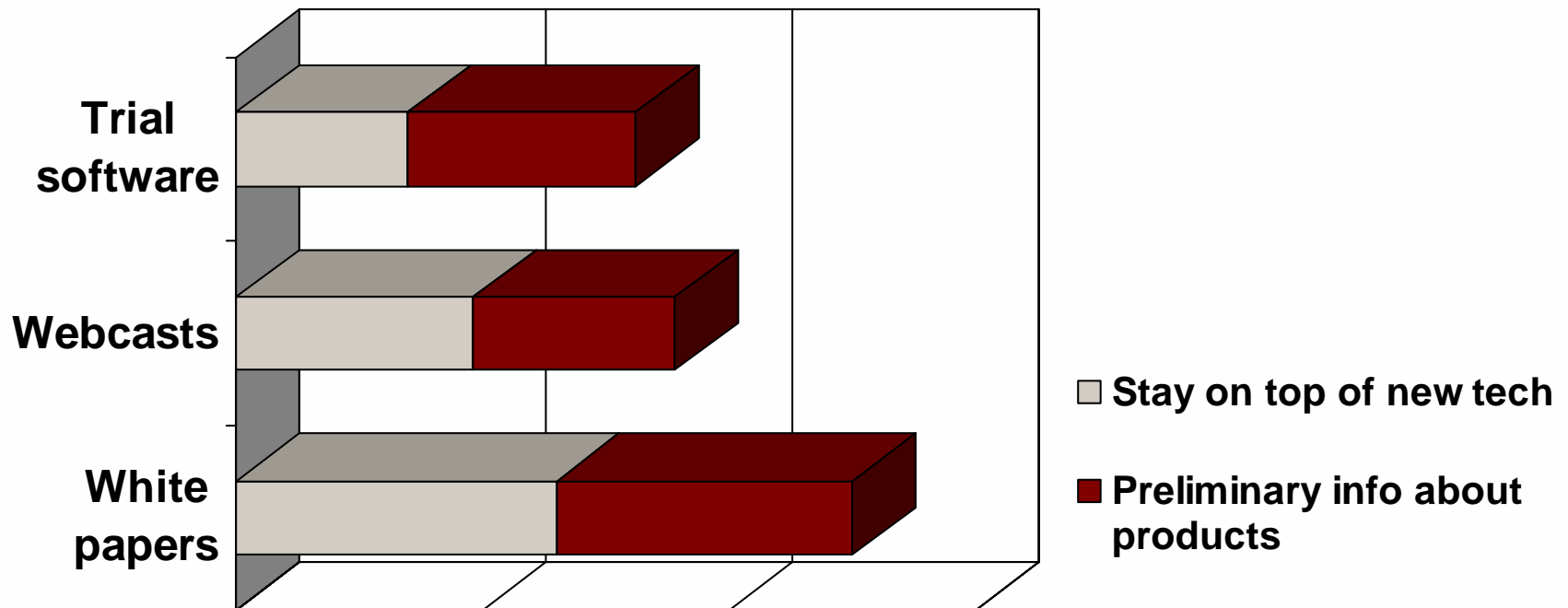
Top white paper disappointments

1. Expecting tech discussion, not product info
2. Not problem-solving focused

► **TECHNOLOGY BUYERS:** When reading or consuming technology information and research content, how important is the quality of writing, presentation, and educational information? Please rate (1 = "Little importance" to 5 = "Extremely important")

Awareness > Interest stages: White papers favored

How do you typically use the following assets?



Interest > Decision Stages: Topic crucially important

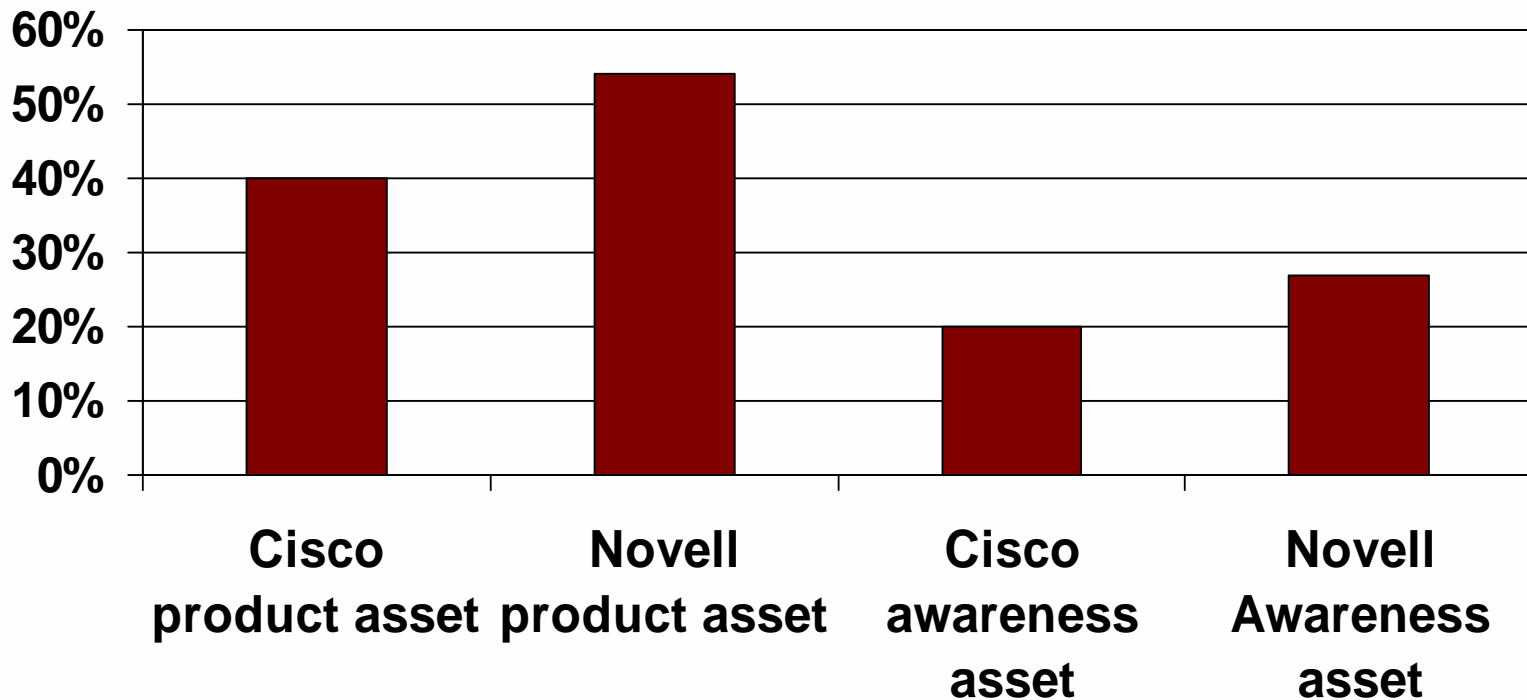
- Fewer, but more valuable prospects show higher engagement with product content
- In Search: identify late-stage opportunity
- Follow-up asset → qualify prospect otherwise classified "Awareness" stage

IAM campaign – purchase timing

	< 3 mos	3-6 mos
<i>Expert WC</i>	6%	6%
<i>Product WC</i>	15%	10%

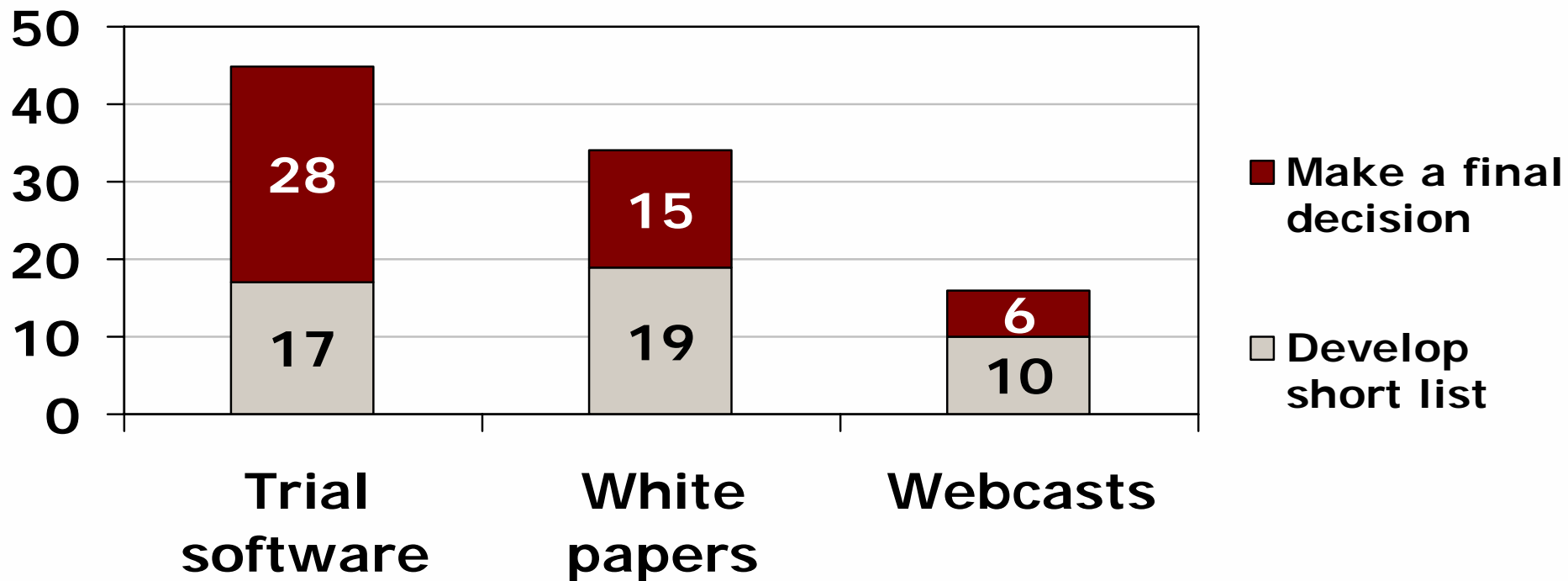
Product-centric assets can return leads with higher vendor interest

% of users actively opting-in for follow up from sponsor






Interest > Decision Stages: Type also important

Why do you typically use the following assets?



Range of assets with can develop a prospect online

Smurfit-Stone
(Fortune 500),
LAN Specialist

		Content Topic		
		IT Problem Definition	Technical Overview	Solution Information
Media Type	Trials, Datasheets			
	Webcasts, Podcasts	<p><i>"Overview doc", March 2006</i></p>	<p><i>"Tech Description", April 2006</i></p>	<p><i>"Service Offering Description", May 2006</i></p>
	White Papers			


A horizontal black arrow points from left to right across the bottom of the table, indicating a progression or flow of content.

Strategy in action – Archiving & Discovery

		BUYER'S DECISION PROCESS		
		Awareness	Consideration	Decision
MEDIA TYPE	White Papers, eGuides, Briefs, Data Sheets	13	9	13
	Webcasts, Podcasts, Videocasts	2	6	0
	Trial Downloads, Demos, Events	-	-	4

Customer vs. Market Content

		BUYER'S DECISION PROCESS					
		Awareness		Consideration		Decision	
Media Type	White Papers, eGuides...	31%	28%	9%	19%	3%	28%
	Webcasts, Podcasts, Videocast	23%	4%	17%	13%	0%	0%
	Trial Download, Events...	-	-	-	-	17%	8%

 Percentage of Client Assets

Customer findings

- **Prep for online program to point out gaps, strengths**
- **Existing content weighted too heavily to product content**
 - Service for Email - Data Sheet,
 - D3P Data Sheet - Designated Third-Party Provider
 - Compliance Service (D3P)
- **Not enough “walk-through” webcasts to provide face to company**

Framework in Action

Symantec

		BUYER'S DECISION PROCESS		
		Awareness	Consideration	Decision
MEDIA TYPE	White Papers, eGuides, Briefs, Data Sheets	28%	31%	3%
	Webcasts, Podcasts, Videocasts	7%	10%	2%
	Trial Downloads, Demos, Events	-	-	19%

Symantec findings

- **Early stage assets key to capturing extra large share of market**
- **Invest more in development, promotion of product, late stage content**

Marketer Takeaways

- **Role matters**
- **Stage of market determines education level of prospects and should dictate granularity of content**

Marketer Takeaways

- **Prospects are progressing through decision-making process before they ever reach your radar screen**
- **Consider what decision-making stage most prospects are at in your market**

Marketer Takeaways

- **Integrate your content choices into your go-to-market decisions**
 - Topic and type
- **Go as broad as you can with content – cover all stages**
 - Editorial assets provide high-quality shortcuts



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