Creating an effective content strategy model

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Directrice Produit et Opérations Management, EMEA et Edition, France et Allemagne
Why are we still presenting about content?

- First engagement
- Identifies your brand
- Your company’s voice without human interaction

- Still not connecting marketing objectives with the content being used for messaging, demand generation and nurturing
The Triangle of Content Marketing

- Demand Generation
- Content Marketing
- Discovery
- Nurturing
Delivering action items for you to get started

Elizabeth Smyth, Marketing Director, Marketo EMEA Ltd

Cyril Grira, Industry Head B2B, Google
Getting Started – Steps to moving forward

- Create a content inventory – a black and white document listing what you have available
- What does content mean to you?
- It’s not all about white papers!

<table>
<thead>
<tr>
<th>White papers</th>
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<tbody>
<tr>
<td>Analyst</td>
</tr>
<tr>
<td>Technology Trends</td>
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<table>
<thead>
<tr>
<th>Streaming Media</th>
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<tbody>
<tr>
<td>Thought Leadership</td>
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<tr>
<td>Customer Discussion</td>
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<table>
<thead>
<tr>
<th>Product Descriptions</th>
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<tbody>
<tr>
<td>Demos</td>
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<tr>
<td>Comparisons</td>
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</table>
Categorise your content and highlight the holes

- Categorise your content – listing by type and topic
- Index by type, topic, language, buying stage, length
- Once complete do an analysis to highlight the holes

Buying Stage
- Awareness
- Consideration
- Decision

Topic
- BYOD
- Network Management
- SDN

Language
- French
- German
- English
**RULE ONE:** 20% Awareness/ 50% Consideration/ 30% Decision

For each of the following types of content, please select each stage of your purchasing process in which you would find it most effective

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>Identify technology problem/need</th>
<th>Researching/comparing specific products and vendors</th>
<th>Making a vendor short-list and final purchase decision</th>
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<tbody>
<tr>
<td>Trial software downloads</td>
<td>24%</td>
<td>37%</td>
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<tr>
<td>Vendor comparisons</td>
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<td>46%</td>
<td>20%</td>
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<td>Peer-generated insight</td>
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<td>43%</td>
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<tr>
<td>Online vendor demos</td>
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<td>42%</td>
<td>17%</td>
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<tr>
<td>Product literature</td>
<td>17%</td>
<td>33%</td>
<td>29%</td>
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<tr>
<td>Webcasts/Webinars</td>
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<td>42%</td>
<td>9%</td>
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<td>37%</td>
<td>28%</td>
<td>9%</td>
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<td>Online videos</td>
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<td>3%</td>
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<td>eBooks</td>
<td>20%</td>
<td>23%</td>
<td>11%</td>
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<td>24%</td>
<td>2%</td>
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<tr>
<td>Virtual trade shows</td>
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<tr>
<td>Podcasts</td>
<td>17%</td>
<td>14%</td>
<td>3%</td>
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RULE TWO:
Before you think ‘prospect’ think ‘market’

Increasing Activities

Stage 1 – “Hype”
Asset Overweight (Awareness)

Stage 2 – “Mainstream”
Asset Overweight (Consideration)

Stage 3 – “Maturity”
Asset Overweight (Consideration, Decision)

Stage 4 – “Death”
(Decision)

Decreasing Activities

Increasing Lead Ratio

Decreasing Lead Ratio
RULE THREE: Make sure content is digestible

- Who is your audience?
- Length of content is very important.
- General Rule to follow - No more than 7 minutes for a video and no longer than 5 pages for a white paper.
RULE FOUR: Variety is important

- Online IT social communities
- eBooks
- Editorial sites
- White papers
- Streaming Media
- Virtual trade shows
- Product literature
- Case studies
- Trial software downloads
- Online vendor demos
- Vendor Comparisons
- Banners
- Vendor Websites

**Decision process timeline:**

- Begin decision process
- Identify business problem
- Research solutions
- Build short list
- Make decision

**Timeline phases:**

- Awareness: 1-2 Months
- Consideration: 3-4 Months
- Decision: 1 Month
RULE FIVE: Quality is more important

- Inform about a concept
- Teach a how-to
- Inspire
- Entertain
- Persuade
- Start a discussion
- Create controversy
- Share an opinion
- Communicate industry knowledge

Source: Adapted from CMI
Questions?
L’opportunité manquée...

Cyril Grira, Industry Head B2B
L’acheteur B2B Tech
Search: #1 ressource de recherche en ligne utilisé par les clients B2B Tech pour leurs achats professionnels

Les ressources en ligne utilisées pour la recherche d’informations dans les achats Tech des entreprises

Search est devenu mobile

91% des clients B2B Tech accèdent à un moteur de recherche sur leur appareil mobile pour compléter des achats Techs

78% trouvent les moteurs de recherches sur leur mobile très utiles pour tout achat Tech business

1 parmis 3 clients B2B Tech choisissent la vidéo en ligne pour collecter des informations.
La vidéo en ligne amplifie l'activité

Après avoir regardé des vidéos sur les produits B2B Tech en ligne, les clients de ce segment ont pris les mesures suivantes :

- **56%** ont cherché en ligne plus d'informations
- **51%** ont visité un site de marque / vendeur Tech
- **1 parmi 3** ont acheté un produit de l'entreprise Tech en ligne
Engaging today’s Digitally-Empowered Buyer

Liz Smyth
EMEA Marketing Director

@LizSmyth #
Marketo Fast Facts

Leader in cloud-based marketing software

>3,000 customers in 36 countries

>200 ecosystem partners

>40,000 Marketing Nation community members

>500 employees in U.S., Europe, Australia, Israel

Thought Leader driving the market agenda

[Brand Logos]
Unprecedented Changes in Buying

**THEN**
- Information: SCARCITY
- Purchasing Power: SELLERS
- Organizational Power: SALES

**NOW**
- Information: ABUNDANCE
- Purchasing Power: BUYERS
- Organizational Power: MARKETING

#.... @LizSmyth
Why Nurture your leads?

- % new Prospects not sales-ready: 81%
- Prospect to Lead time: 123 days average
- % Slow Leads: 66%
Lead Nurturing Relevance

1. BUYING STAGES
   • Early (Pre-MQL)
   • Mid (MQL)
   • Late (Opportunity)
   • Customer

2. PERSONA
   • Marketer
   • Sales
   • Executive

3. DYNAMIC CUSTOMIZATION
   • Industry Wrappers
   • Size Specific Examples
   • Localization

Get The “Definitive Guide to Lead Nurturing”
www.marketo.fr/DG2LN
www.marketo.com/DG2LN
Types of Content

Early Stage
Thought leadership and best practices to build brand and awareness

Gated?
NO

Middle Stage
Buyers guides, RFP templates and industry information to help structure research

Gated?
YES

Late Stage
Company-specific information to help evaluate and reaffirm selection

Gated?
MOSTLY NO

Content must always be relevant and helpful
Creating Conversations at Scale

- **Early Stage Prospects**
  - Every Tue | 8:15 AM PDT
  - 
    - Content
    - Transition Rules

- **Late Stage Prospects**
  - Every 2 weeks on Thu | 9:30 AM PDT
  - 
    - Content
    - Transition Rules

- **Customers**
  - Day 1 of every month
  - 
    - Content
“Who I am is less important than what I do”
Trigger & communicate based on behavior
<table>
<thead>
<tr>
<th></th>
<th>Triggered Nurture</th>
<th>Standard Nurture</th>
<th>Lift</th>
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<tbody>
<tr>
<td>Open %</td>
<td>34.0%</td>
<td>21.7%</td>
<td>57%</td>
</tr>
<tr>
<td>Click to Open %</td>
<td>37.1%</td>
<td>23.4%</td>
<td>59%</td>
</tr>
<tr>
<td>Click %</td>
<td>12.6%</td>
<td>5.1%</td>
<td>147%</td>
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Apply Science to Content
Transformation...

INBOUND MARKETING
Ensure potential customers can find you
- Content Marketing
- SEO / SEM
- Social Campaigns
- Landing Pages

RELATIONSHIP MARKETING
Lifetime dialog with customers based on behaviors and interest
- Nurturing and Scoring
- Email Marketing
- Targeted Advertising
- Marketing Automation
- Event Marketing
- Customer Engagement

ANALYTICS & MEASUREMENT
Understand impact of marketing and optimize marketing investments
- Budgeting & Planning
- Spend Analysis
- Cross-program Allocation
- Opportunity Analysis
- Revenue Attribution

REVENUE EFFECTIVENESS
Drive conversion to sale
- Prospect Prioritization
- Offer Prioritization
- Social Selling
- Productive Prospecting

...REQUIRES A COMPLETE PLATFORM
Key Takeaways

If you’re staring out

1. Get aligned with sales on how you’ll determine what is a sales ready lead

2. Start small but start soon. This is a journey that will evolve and grow with your content strategy and your company

If you’re already nurturing

1. Take the step to behaviour based nurture. Real-time engagement

2. How’s your nurturing impacting opportunities won, cost of sale-ready leads, engagement?

Remember: it’s about Conversations – not campaigns!
Additional Resources

En Français
http://marketo.fr/resources

The Definitive Guide to Marketing Automation
http://marketo.fr/DG2MA
http://marketo.com/DG2MA

The Definitive Guide to Marketing Metrics & ROI
http://marketo.com/DG2MM
Contact Me

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<tr>
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<td></td>
<td>Dublin 18, Ireland</td>
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