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A Snapshot Guide

Content

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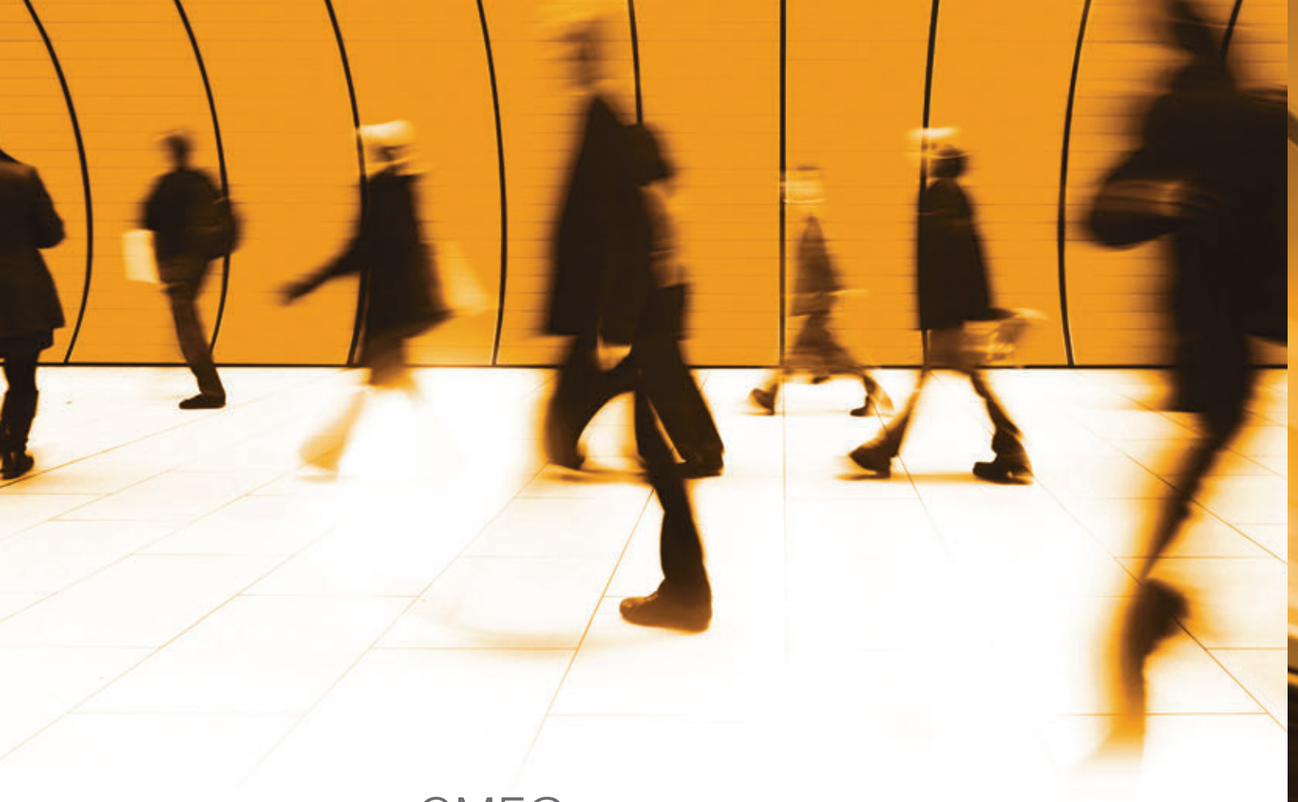

CMFG -
Marketing that sells

CMFG is a b2b marketing agency; a team of creatives, planners, techies, writers and project managers that help create and deliver standout campaigns. We help clients sell!

If you are looking for a marketing agency that understands business to business sales and can help you achieve your targets, get in touch with us now.

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2. Planning content
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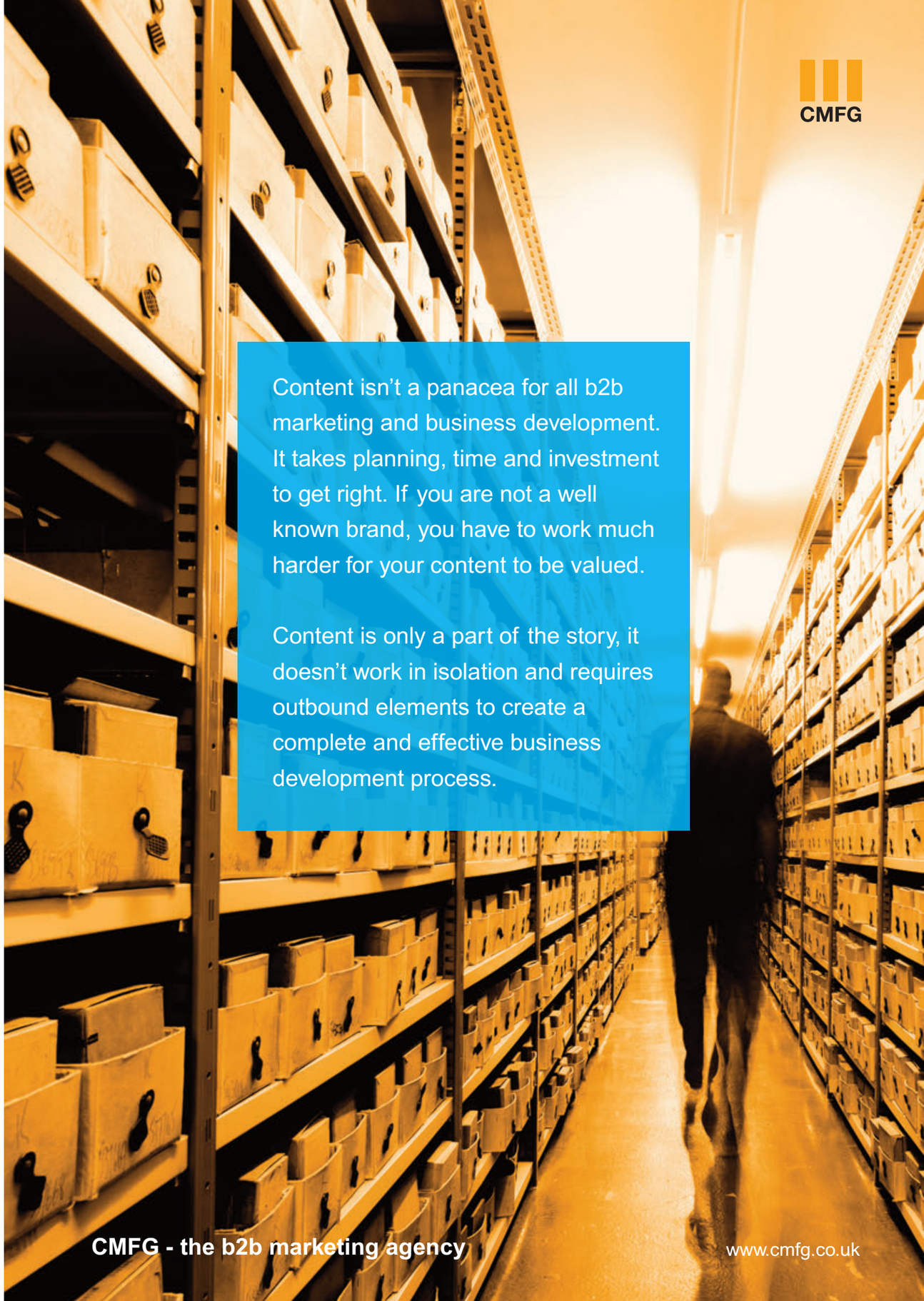
Why Content?

Why is content so important? Because it reflects the way b2b customers buy today. Buyers educate themselves about their requirement and review their options before the seller is ever aware. They do that through filtering content of value to them gained directly or via 3rd parties.

Content also give you “permission to talk” with prospects directly. Without the added value of quality content, you’re just a nuisance.



Content
that works

Content is an integral part of your lead nurture and lead conversion plans. Each piece of content should support specific planned marketing objectives, so start with being clear about what you want to achieve:

1. Awareness
2. Increase traffic
3. Data capture
4. Active leads
5. Sales

Increasing difficulty

Be realistic, awareness and increased traffic are reasonably achievable objectives. To generate active leads and sales you will need a very strong brand and remarkable content.

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Gated versus ungated

There is a temptation to ‘gate’ all content so that prospects hand over email details and sales qualification data. However download rates for content can be up to 95% lower for gated content, than for the same content, ungated.

Make most of your content as accessible as possible. And if you believe a piece of content is valuable enough to trade for prospect information, ask for the minimum data necessary.

95%

Planning content

Content can take many formats and be distributed or accessed through a wide range of channels, so how should you approach your content planning? Within the context of your overall marketing plan, you should first establish your objectives (awareness, leads, etc) and what that means in terms of numbers.

Once that is completed, look at planning your content in terms of the type of interaction you intend to have with your prospects and customers:

- Real time content
- Short term content
- Long term content

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Real time
24hr – 48hr

Reacting to events in the news and feedback from other social channels. Short, tactical, often linked to PR, with an emphasis on a ‘conversation’

Short term
1 week – 2 months

Often linked to events or specific campaigns. Content not always permanent and may subsequently be withdrawn from website / channels

Long term
2 months plus

Key positioning content and relationship building content. Long term relevance, unlikely to be removed from channels or website

Creating content for sales success

Quality content takes effort and investment but is essential if your content is going to be valuable to customers and prospects. How do you balance the need for quality with the need to new content over a huge range of channels? There are a number of options to creating content that allows you to focus on quality:

Created content
An expert within your business writes the content to your brief. Helps positions your business as expert in this field.

Commissioned content
An external expert outside of the business write the content for you. Saves time and allows you to provide a credible ‘industry expert’ view.

Curated content
You search and aggregate the best of the existing content on the web and point your prospects to it (make sure it’s not from your competitors!).

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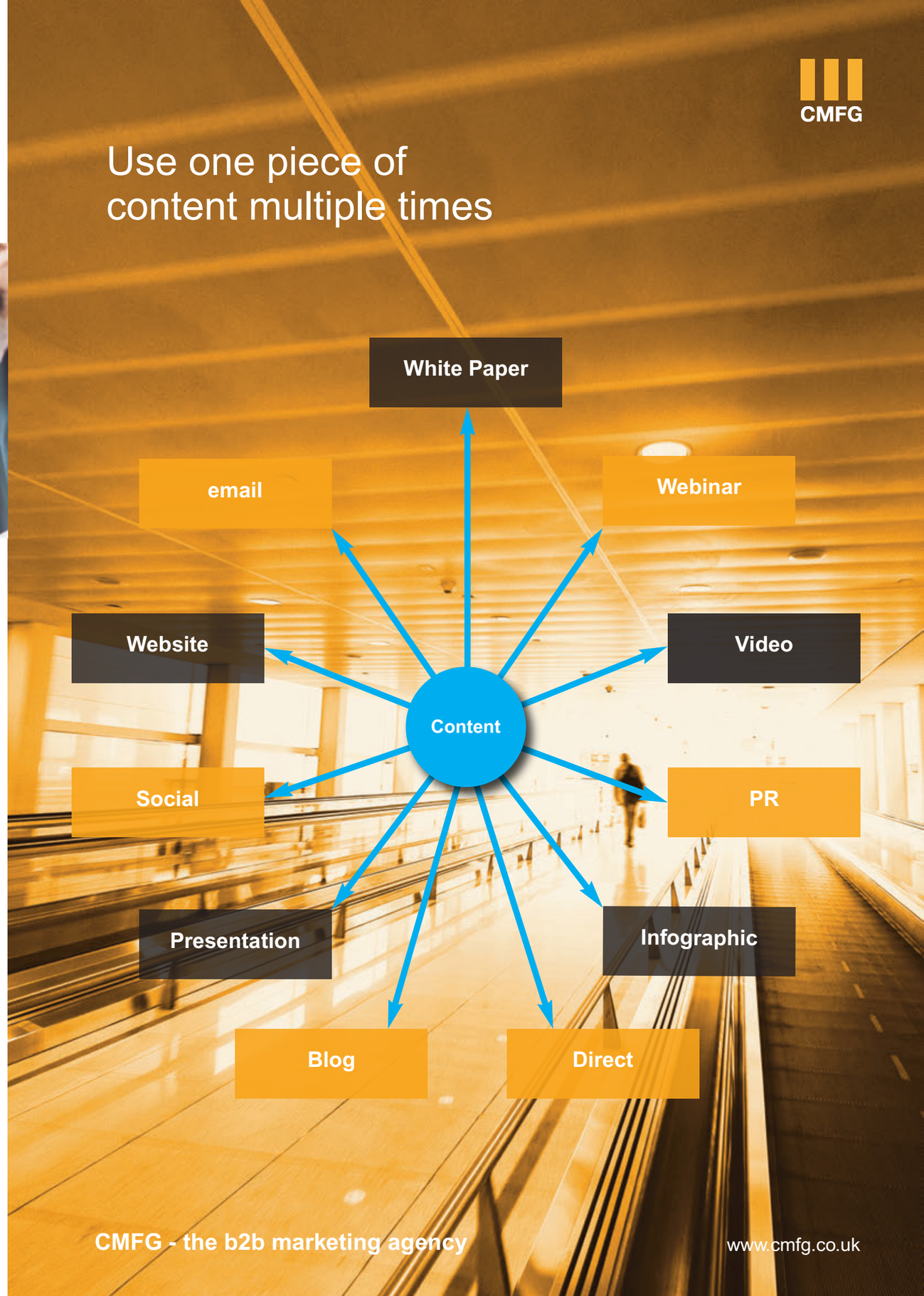
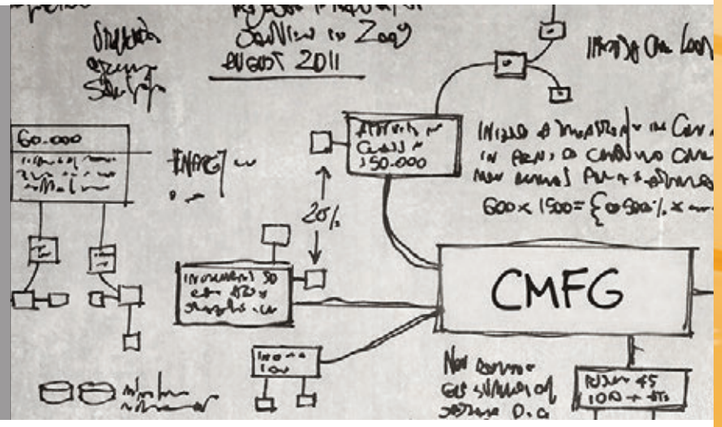
Use one piece of content multiple times



The right content at the right time



The type of content prospects look for isn't static. It changes as they progress along their buying cycle. You don't necessarily know where they are on the cycle so need to make sure that all types of content are available to them.

There are 4 broad content stages that reflect the buying cycle. In the early stages prospects are educating themselves about the current and future market place and forming a picture of what type of vendor they are looking for. Only later do they look more closely at product information and company information.

Remember, not all stages are equal, in terms of total time, the 'Educate' phase can be up to 85% of the buying cycle.

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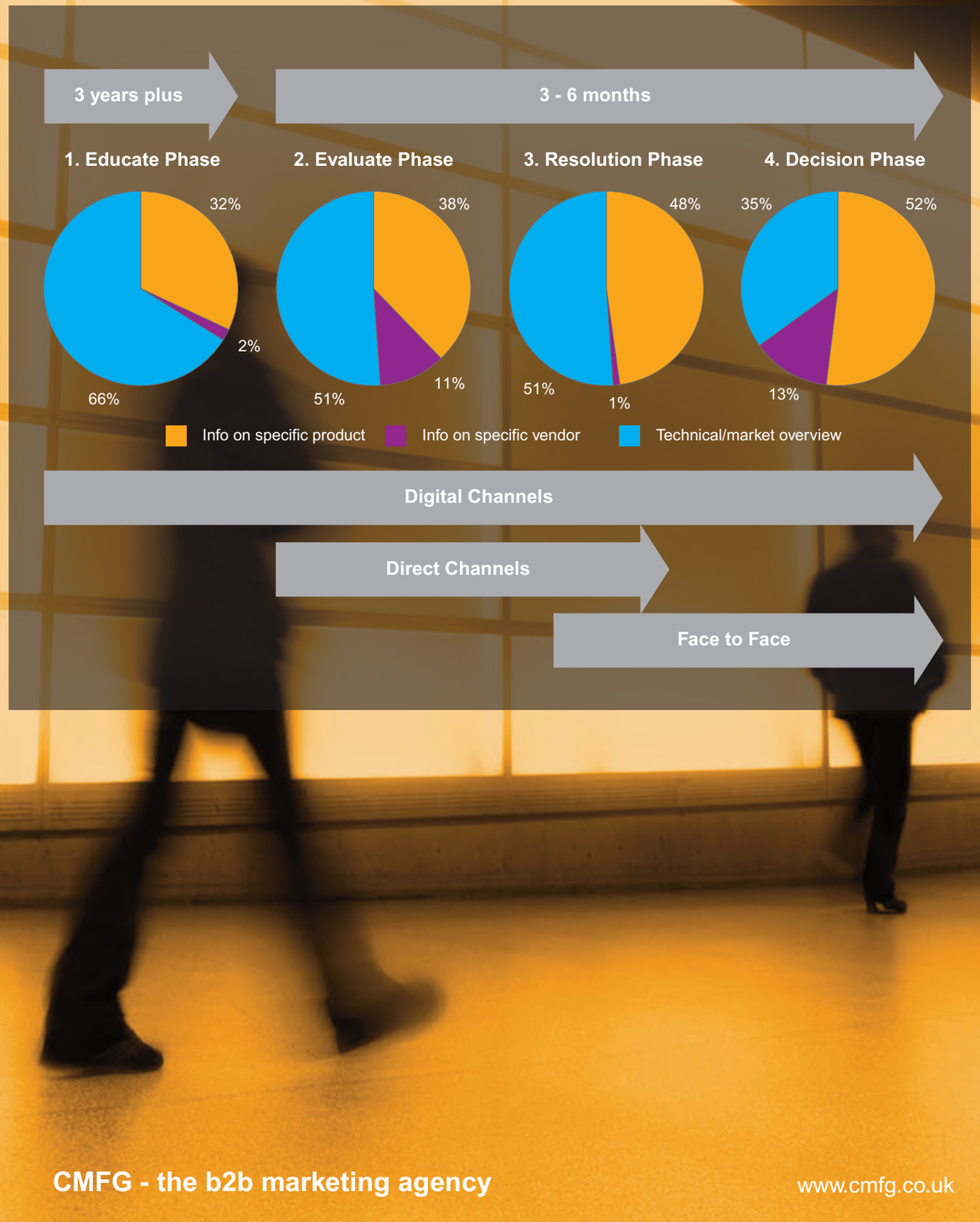

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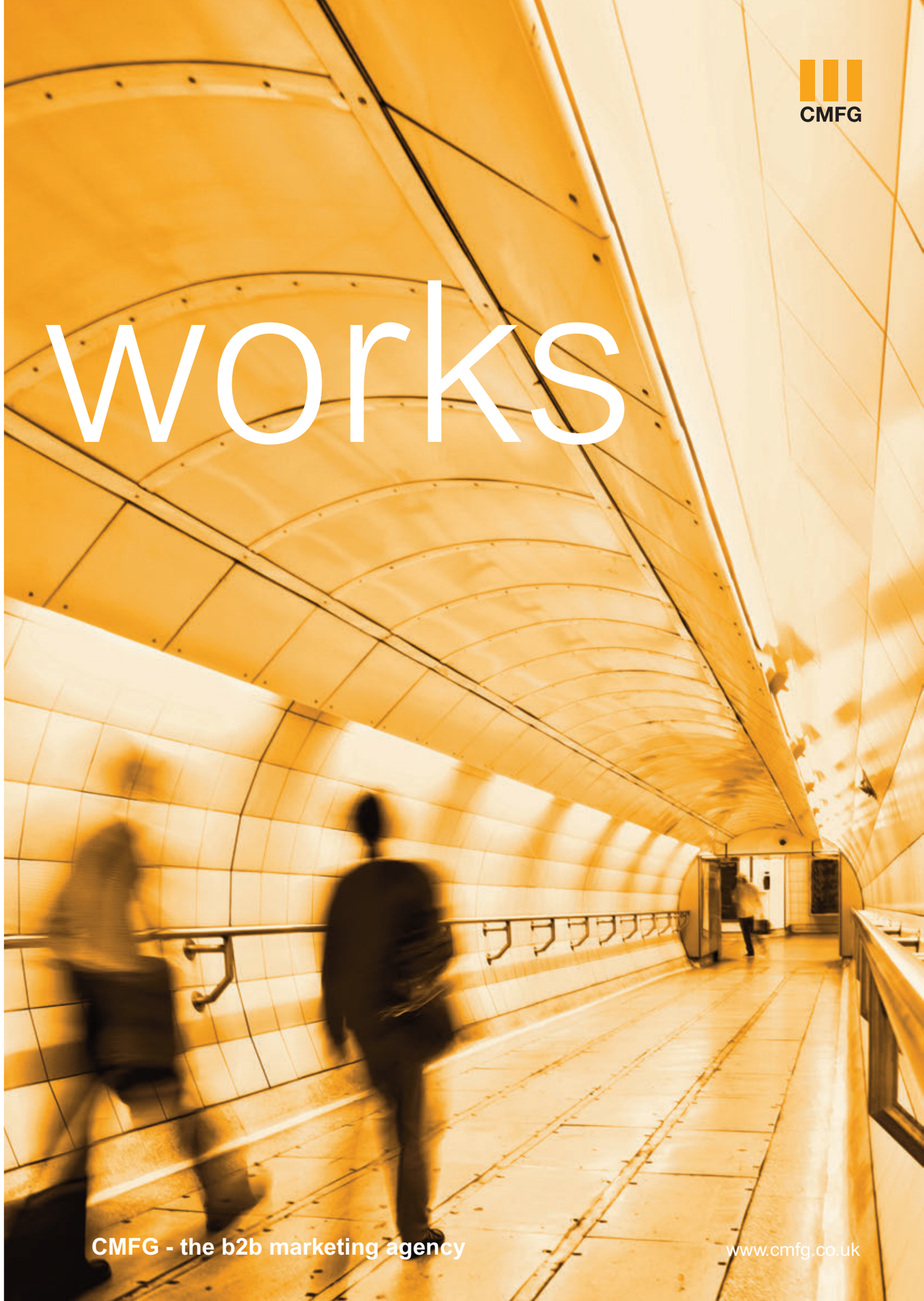
Content works

Content is the foundation of your lead nurture and lead conversion marketing campaigns. Without content you won't be considered by prospects you have no relationship with and you won't have 'permission to talk' with those you are aware of. This Snapshot Guide gives a simple set of criteria to allow you to plan and measure effective content as part of your overall marketing plan.

For other Snapshot Guides from CMFG visit our website www.cmfg.co.uk



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