INCREASE THE SPEED OF A LEAD TO CLOSE

Now more than ever, marketers need to maximize engagement by delivering varying types of collateral that feed the need of prospects during their buying cycles.





capabilities, and RFP responses

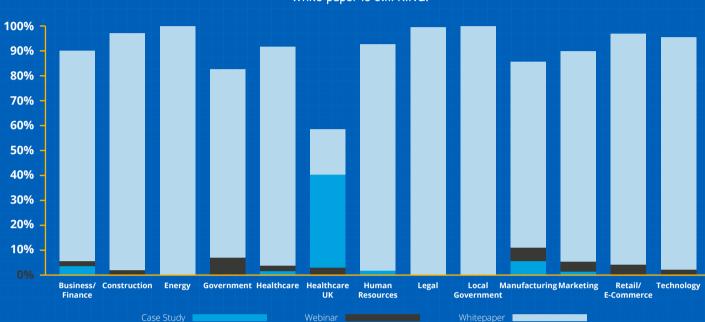


with one vendor



DISCOVERY

At what point should you use white papers, case studies, whitepapers, multimedia files, and product brochures/data sheets? Buying Cycle data shows a definite trend toward consuming more content in the initial stages of the buying cycle and that the white paper is still KING.



Technology purchasers RESPECT the white paper more than any other content, however, they're looking for something fresh. Try RETHINKING your whitepapers with:

- # A video white paper
- # Invite an analyst firm to give interesting statistics about the topic
- # Embed multimedia content
- # Break it into a series of blog posts
- # A Series of interesting topics
- # A white paper that's fully distributed via Twitter
- # Optimize for mobile
- # Link it to your Facebook page

As your prospect is evaluating the various solutions available, keep your products top of mind.

Try marketing technologies that:

- # Analyzes target customers unique behavioral intent data (topics they're interested in, where they go online, content they download & when).
- # Pushes the behavioral data into marketing automation systems to make them "smarter.
- # Targets groups of leads as they surf the internet--- for example, show display ads to a list from a trade show after they leave, or display "reminder ads" to a registered list leading up to a webinar.





Highlight your certifications



Boast your product and company awards in you collateral



publicize the results



customer support/service

Highlight your great

The purchase decision process for B2B technology involves internal upsell to executives. Here are 5 tips for arming your buyers with content that will help them secure internal buy-in

Help them to educate:

Make your documents educational and easy to distribute to

others in the office. Provide information that will help someone to build a case within their organization.

Answer why and how:

Tell the decision maker why they need your product and

Educate early:

how it solves their business pains. Create a compelling reason for them to buy, or to download your content then re-enforce value with existing customers.

Provide white papers, case studies, tips, and best practice

content, tailored to the contact's specific pain points and position in the buying cycle.

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Be relevant:
Target your content and communications based on the

decision makers role (technical decision maker vs. CEO or COO, for example), pain points, and activity history (i.e. Buyer Personas). Use personalized content in emails and get the timing right—send relevant communications based on their buying cycle. Marketing automation is a must-have!

4 Pique their interest:

Write concise headlines and titles that set expectations. Tell your

readers how they can solve a problem and use numbers.

Manage risk:

The business audience needs to manage perceived risk later in

the buying cycle, and you can help them do that by providing case studies, testimonials and strong statistics.

DECISION! Make it easy for the customer to purchase your product and maintain a strong customer relationship- keep in touch after the sale.

