

The evolution of the B2B publisher

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The World has changed

Risk


Risk
30

Combined Capability



- Market sizing
- Expenditure priorities
- Regulatory impact
- Technology / Innovation trends
- Competitive landscape
- Financial metrics
- RFP level insights
- Buy vs. build priorities
- Market segmentation

- Value proposition
- Pricing
- Functionality
- SWOT
- Technology / Architecture
- Differentiators

- Identification of key decision makers
- Content messaging for specific business units
- Data segmentation and targeting
- Best practice

- Digital / Print / Advertising
- Content creation via webcasts, research, whitepapers
- Content syndication
- Events & conferences
- Native

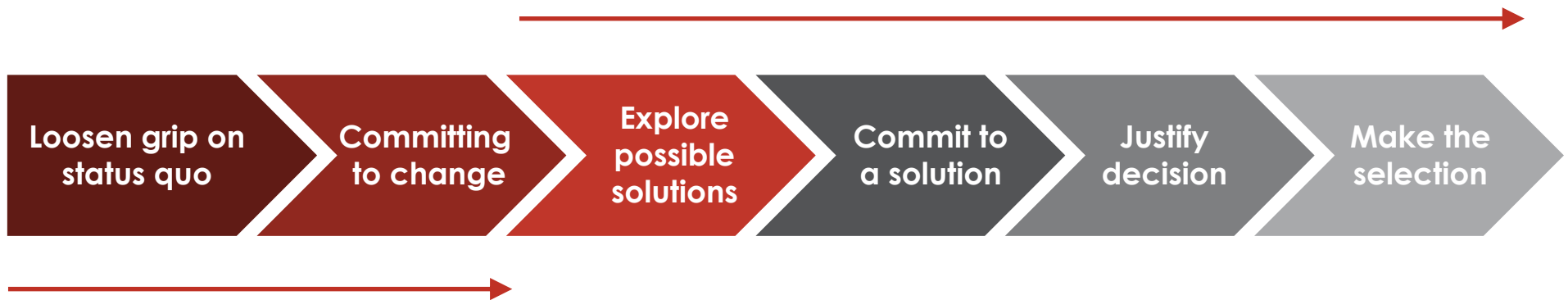
- Best practice need identification
- Aligning sales and marketing
- Identifying the outcome
- Awards & rankings

- Customer experience / feedback
- Success stories / Case studies
- Satisfaction scores and independent feedback into market intelligence

Working with you, for you

	Very Important	Somewhat Important	Not Important
Understand customer buying journey	78%	15%	3%
Educating and influencing purchase by mapping right content assets and distribution channels to key stages in the customer buying journey	77%	17%	2%
Understanding the mobile user's customer journey	37%	31%	26%
Customers' dependency on connected devices for making purchase decisions	27%	37%	28%
Integrating offline and online data points to provide consistent and enhanced customer experience	46%	39%	9%
Attributing and measuring performance of multiple channels used by customers in their buying journey	53%	37%	3%

Attraction



Aversion

Getting the message across

Client journey



Your message



Best execution

Client journey



Your message

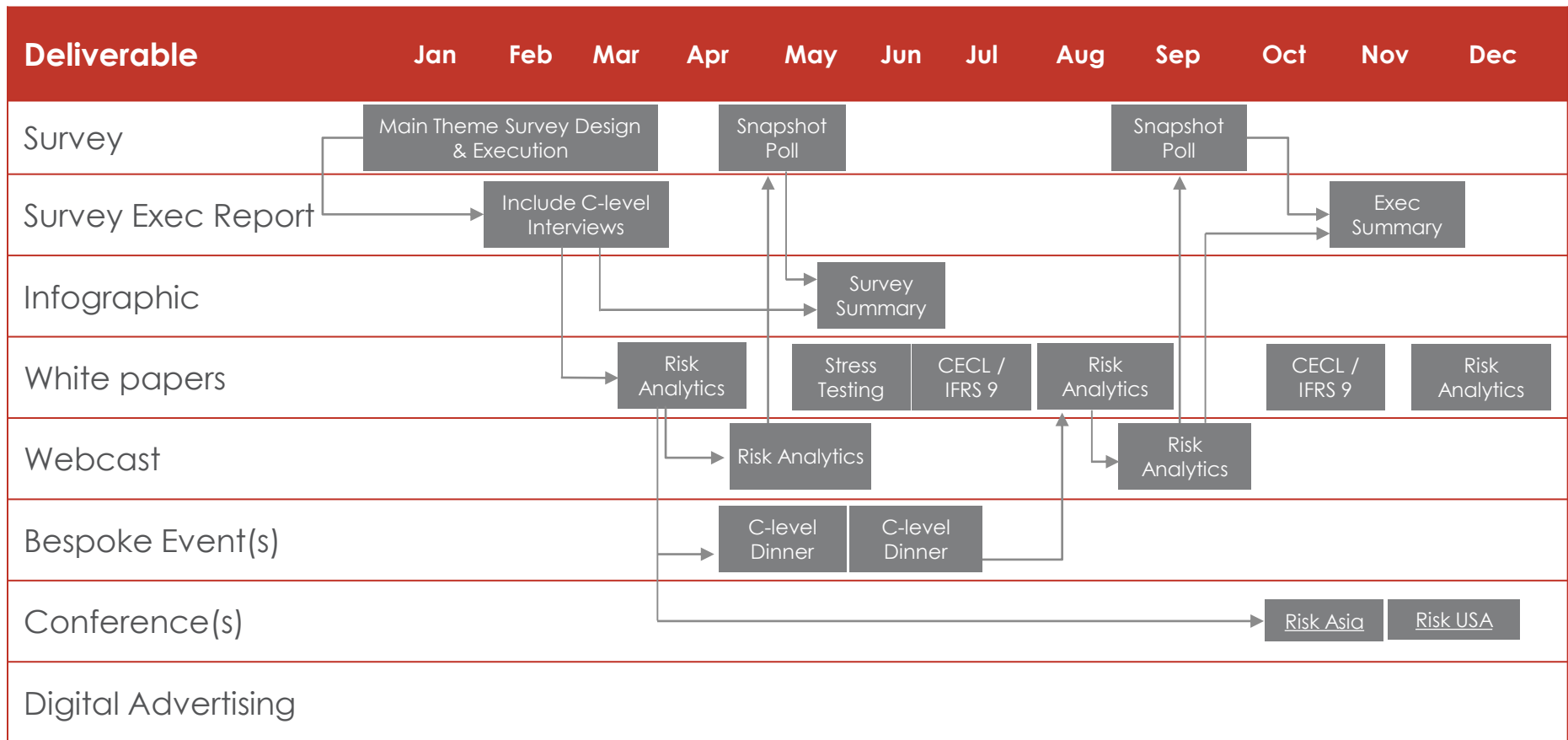


The right platform



Case study – Thematic Program

Timetable 2017



Three Success Factors for Content Based Lead Generation

1

Good content. These customers know what turns buyers on. They make problem-solving content focused on the individual buyer's needs rather than on their sales message.

2

Professional follow up. Sales teams who know how to follow up white paper leads, have realistic expectations on turnaround, and who are very familiar with the content itself.

3

Good relationships between Marketing and Sales. The teams work closely, co-operating and providing honest feedback on what is and what is not working.

