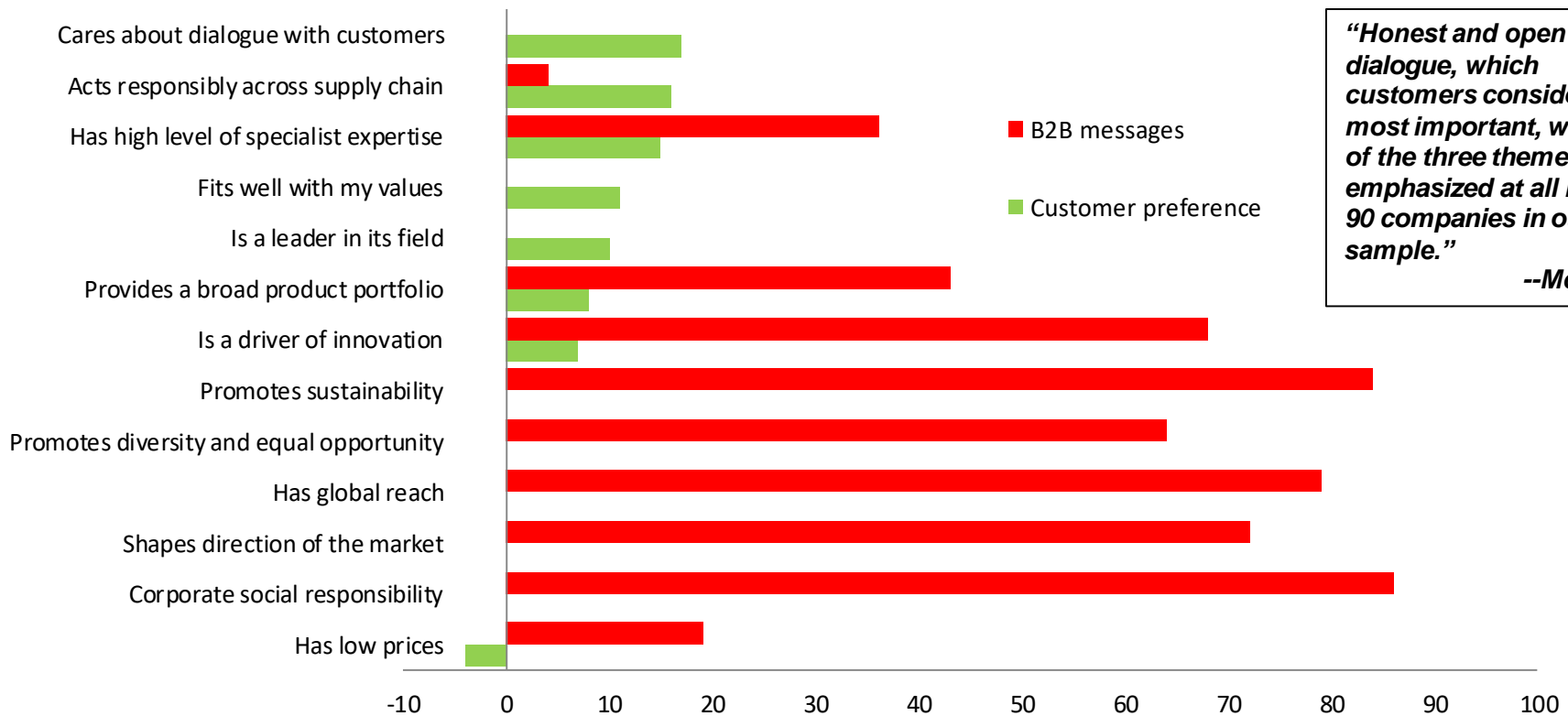


Failure to Communicate

B2B Market Messages and Customer Preferences



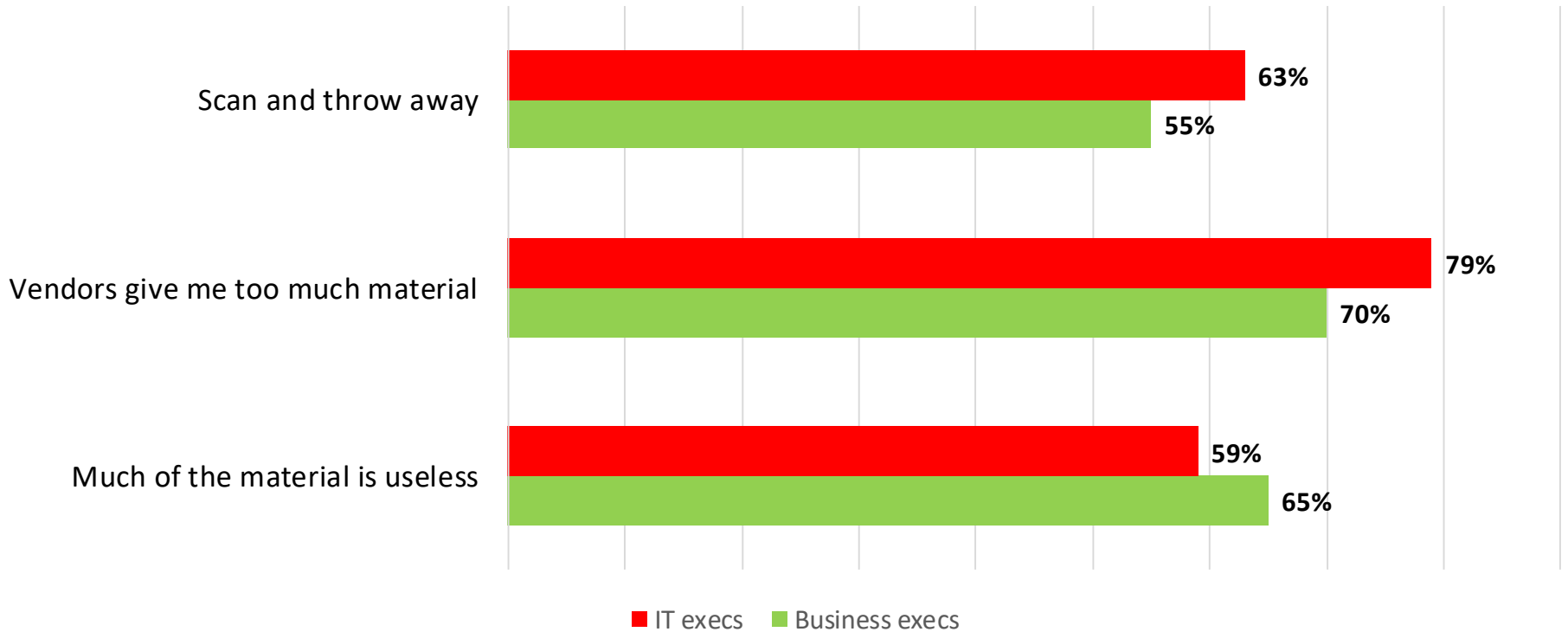
“Honest and open dialogue, which customers considered most important, was one of the three themes not emphasized at all by the 90 companies in our sample.”

--McKinsey

[Source: “How B2B companies talk past their customers,” McKinsey & Co., October, 2013](#)

Circular File

How much do you agree
with the following statements about the content salespeople provide?"



Source: ["Valuable Message Development For B2B Marketing In The Context Of Sales Enablement," Forrester Research, September, 2015](#)

Why content misfires

Aimed at wrong person

Aimed at right person in the wrong stage of the buying cycle

Poorly matched to buying motivations

Poorly described

Hard to find

Boring

Hard to understand

Too general

Match Tools to Customer Type	Offer	Newsletter	Blog	Ebook/ Webinar	Tech Explainer	Demos	Testimonials	Community
Awareness	✘		✘					
Research	✘	✘	✘	✘	✘			
Comparison		✘			✘	✘	✘	
Purchase		✘	✘					✘
Loyal Customer		✘	✘					✘
At-risk Customer	✘	✘						✘

Segment Customer Behavior

Who are your high-value customers?

How do they typically enter your sales funnel?



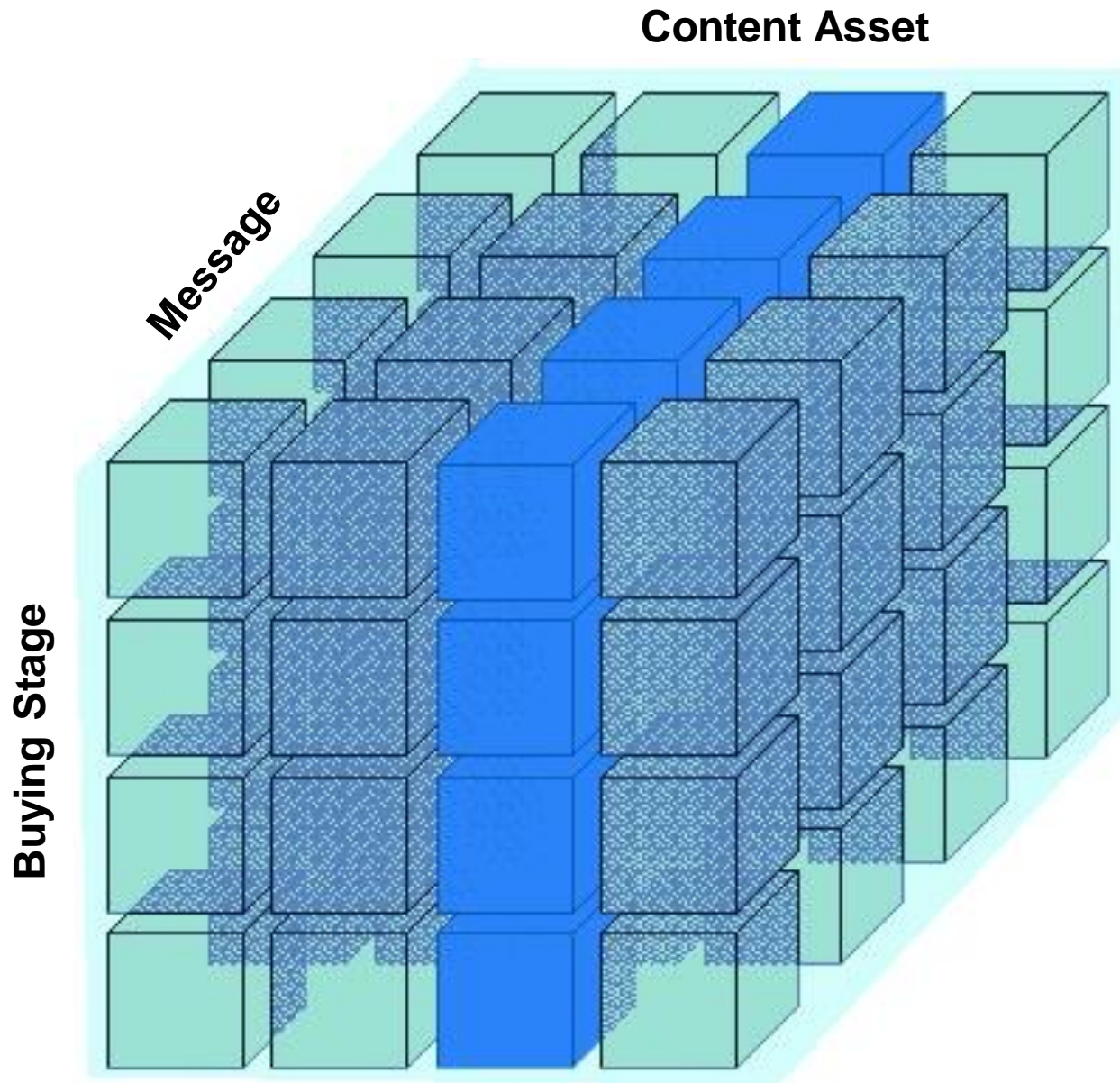
Develop Content for Each Stage

Topic: Choosing a Cloud Service Provider	
Awareness	The Ease and Flexibility of Cloud Computing
Research	Create Your Cloud Needs Assessment
Consideration	Questions to Ask Prospective Cloud Providers
Purchase	Success Stories from the Field
Loyal Customer	Getting More from Your Cloud Investment
At-Risk Customer	Free Cloud Development Webinars

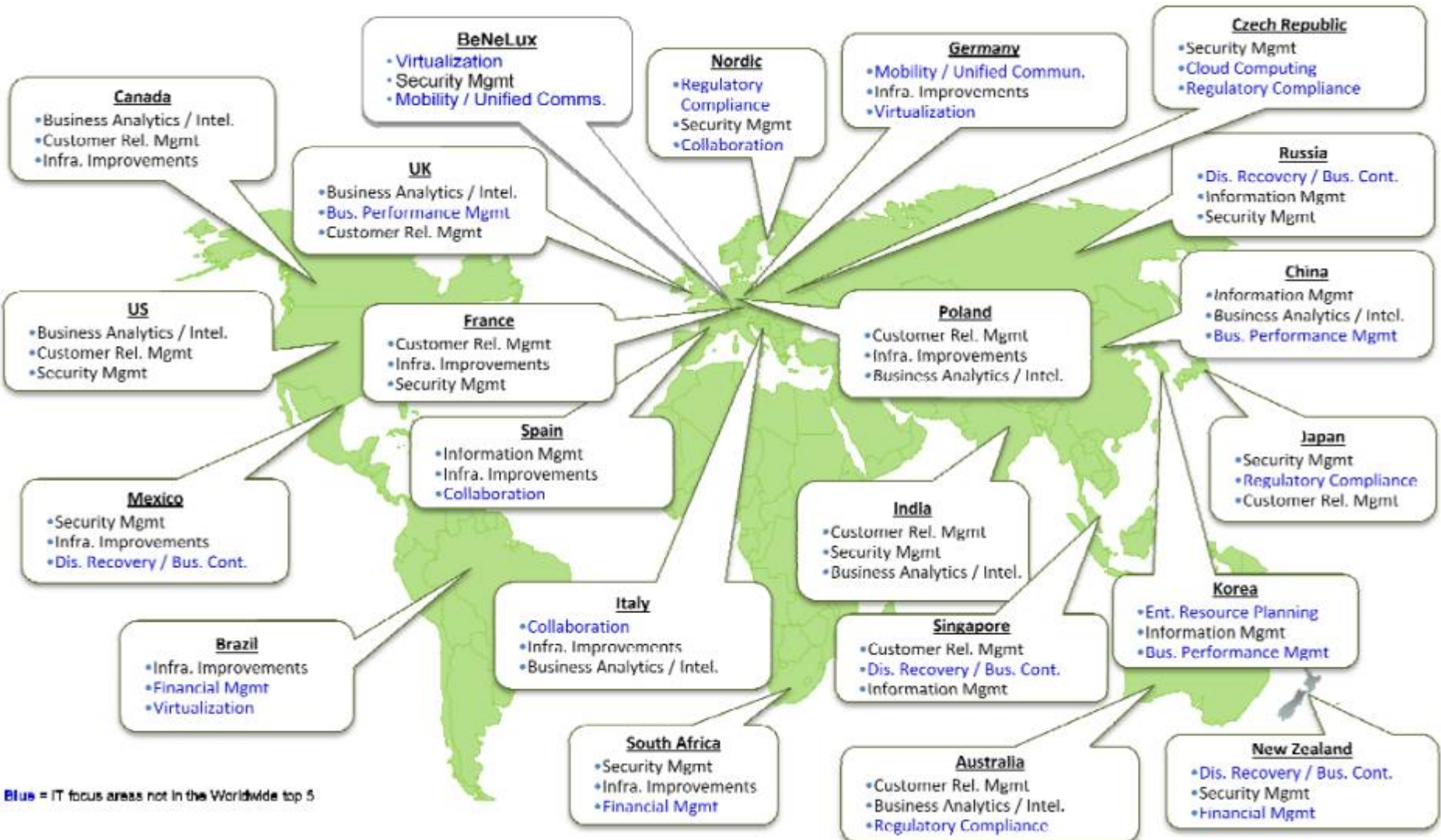
Use Multiple Media

Content: What to Ask Prospective Cloud Providers White Paper	
Blog	Series: 10 Questions to Ask
Video/Audio Podcast	Expert Explains Questions to Ask
Media Placement	The Questions Businesses Fail to Ask
SlideShare	10 Questions PowerPoint
Visual	10 Questions infographic
Interactive	Checklist and worksheet

The Content Cube



Why Not Flickr-ize This Graphic?



Blue = IT focus areas not in the Worldwide top 5

20 Ways to Tackle a Topic – Online Privacy

1. **Quiz:** Test Your Privacy IQ
2. **Skeptic:** You Don't Control Your Privacy Anymore
3. **Explainer:** The Privacy Debate in Plain English
4. **Case Study:** How One Person Got Control Over Privacy
5. **Contrarian:** Why Online Privacy Concerns Are Rubbish
6. **Definitional:** Common Privacy Terms Explained
7. **How To:** Five Ways to Strengthen Your Online Privacy
8. **How NOT To:** Five Ways to Screw Up Your Online Privacy
9. **First Person:** My Personal Privacy Horror Story
10. **List:** 10 Important Facts about Online Privacy
11. **Comparison:** How Privacy Protection Services Measure Up
12. **FAQ:** Your Privacy Questions Answered
13. **Q&A:** What One Expert Says About Privacy
14. **Data:** Roundup of Survey Data
15. **'Man on the Street':** We Ask People Around the Office about Online Privacy
16. **Outrageous:** There's No Such Thing as Online Privacy
17. **Poetic:** Online Privacy Haiku
18. **Musical:** The Ballad of Online Privacy
19. **Historic:** What Shakespeare Would Have Said
20. **Humorous:** Debate in the form of Abbott and Costello's 'Who's On First?'

Think modular



What you could break out of this white paper

- Defining social innovation in transportation & mobility
- 10 trends shaping the future of cities (series)
- Impact of changing vehicle ownership patterns
- Growth opportunities in rail
- Defining intelligent mobility
- Social benefits of smart cities
- Sizing the market opportunity
- Video interviews with authors
- Video summary of results

Each of these is a potential content asset