

PLAYBOOK FOR CONTENT MARKETING



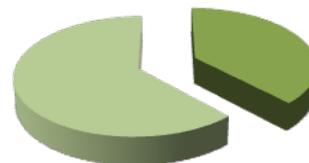
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Content marketing & the stepping stones on the path to purchase

RESEARCH DEMAND DRIVERS

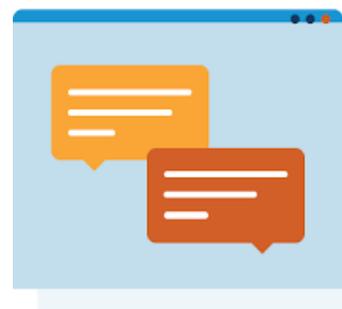
BY HARNESSING THE CONCERNS OF YOUR PROSPECTIVE BUYERS THROUGH EMPIRICAL SURVEYS, WE DEMONSTRATE THE BUSINESS VALUES IN CONCRETE TERMS

EFFECTIVE DATA DRIVEN CONTENT



CONTENT CREATION & CREDIBILITY

NUMERICAL DATA PRODUCED BY 3RD PARTY RESEARCH COMBINED WITH AUTHORATIVE SECONDARY RESEARCH ENHANCES CREDIBILITY & ENGAGEMENT



MULTICHANNEL CONTENT DISTRIBUTION

DISTRIBUTE THE CONTENT THROUGH MULTIPLE MEDIA CHANNELS TO THE CORRECT AUDIENCE COORDINATED TO MAXIMIZE IMPACT



SALES TRAINING

LTM PROVIDES SALES ENABLEMENT ASSETS & SALES TRAINING TO CREATE A SUPERIOR "FIRST" CALL CUSTOMER EXPERIENCE



The opinion of the buyers that make up your target market is the most important element in capturing digitally empowered B2B buyers



PATH TO PROFIT

Engaging Content

Multichannel Messaging

Sales Enablement & Empowerment

Constant Campaigning: “It Never Stops”

Capturing the voice of the people we wish to sell to creates explosive growth in revenue

Getting started with LTM in 5 easy steps

1. Identify your target market and build a list of companies with executive titles that match the target list criterion.



2. Identify the business problems you solve for customers and numerically justify the seriousness of the business impact via survey.

3. Use the information to create marketing collateral that can be distributed through multiple media channels

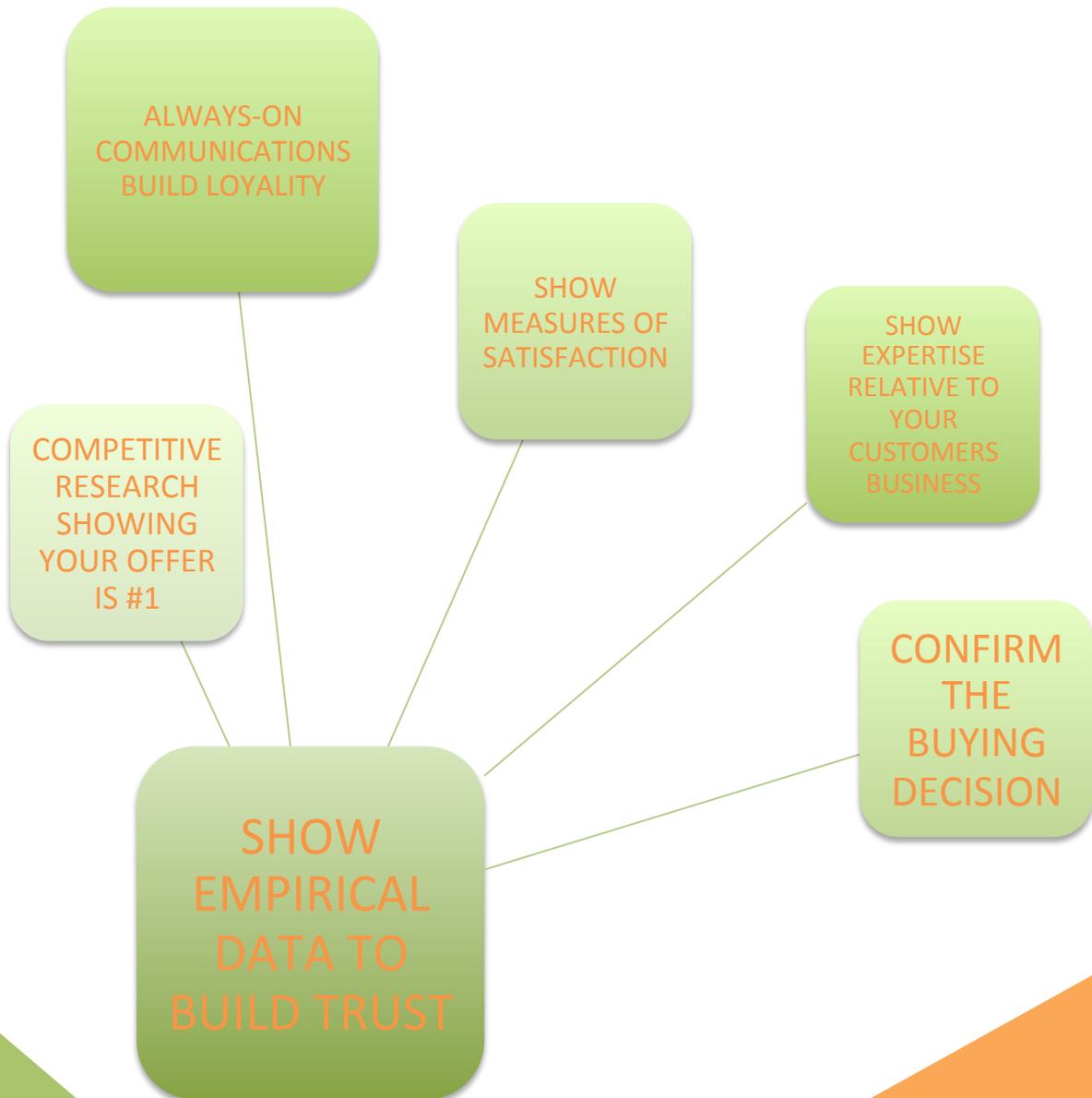


4. Engage customers in an educational discussion set around research findings.

5. Convert 33% more of initial leads to sales qualified opportunities.

A large, 3D red '33%' graphic.

Retaining customers by confirming the decision to buy



LTM provides you a strong partnership for content marketing success

The “Content Marketing” Checklist



<p>PLANNED</p> <p>Are you using an editorial calendar?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Content owner(s) assigned <input type="checkbox"/> Inclusion in a broader theme <input type="checkbox"/> Variety of distribution channels <input type="checkbox"/> Sales team awareness and support
<p>ENTICING</p> <p>Is the content understandable and readable?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Brief, compelling headlines <input type="checkbox"/> Exec summary lead-ins <input type="checkbox"/> Short, succinct copy blocks & bulleted list <input type="checkbox"/> Consideration of audience/persona <input type="checkbox"/> Consistent grammar in plain English (no jargon) <input type="checkbox"/> Strong, eye-catching visuals
<p>ACTIONABLE</p> <p>Will the reader want to take the next step?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Primary call to action <input type="checkbox"/> Secondary calls to action (2 max) <input type="checkbox"/> Direct summary of what to do <input type="checkbox"/> Links to related content
<p>SHARABLE</p> <p>Will the reader be compelled to share the content?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provokes an emotional response <input type="checkbox"/> A reason to share <input type="checkbox"/> An ask to share <input type="checkbox"/> Easy ways to share
<p>FINDABLE</p> <p>Can readers find the content easily?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> An h1 tag and at least two h2 tags <input type="checkbox"/> Metadata including title, descriptors & keywords <input type="checkbox"/> Links to related content <input type="checkbox"/> Alt tags for images
<p>MEASURED</p> <p>Is the content tracked for success?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Goals & objective sets <input type="checkbox"/> Tracking applied <input type="checkbox"/> Dashboard comparison

About Lead to Market and our core process

Lead to Market was formed in 2007 as an inside sales organization which coincided with Steve Jobs launching of the iPhone 1 and a revolution in marketing. As firms invested in marketing automation, adopted data-driven lead scoring models, and flooded every channel with messaging, it became clear that successful “campaigns” were driven by great content delivered over multiple channels.

By using survey techniques that quantified what is important to customers now and by presenting content as peer-based research, LTM breaks through the marketing clutter. Empirical data-driven content transmitted through multiple marketing channels increases our response rate by over 30% on average. This is *critically* important in B2B markets with limited numbers of possible buyers and even fewer “in-market buyers.”

LTM is pleased to say that we have learned a lot along our journey and have grown to over 125 people, with offices in USA, Israel, and India. Our method has been widely adopted by numerous clients; we are known by the company we keep:



HAVE TIME TO LEARN MORE?

CONTACT:

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