



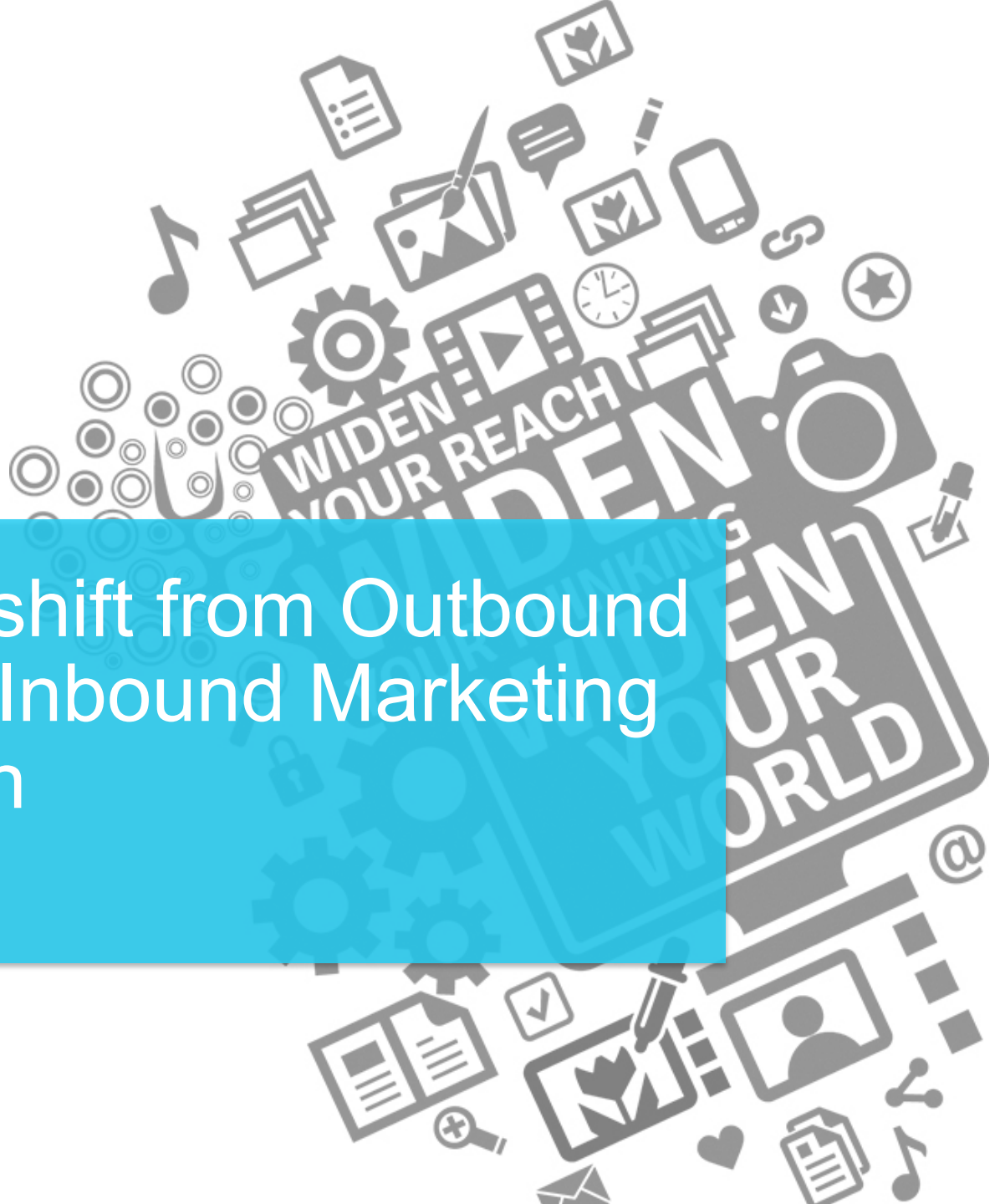
WIDEN®

Empower your digital media.

Making the shift from Outbound Sales to an Inbound Marketing Organization

January 9, 2013

www.widen.com





WIDEN®

Empower your digital media.



Jake Athey
Marketing Manager, Widen



Nina Brakel-Schutt
Brand Strategist, Widen

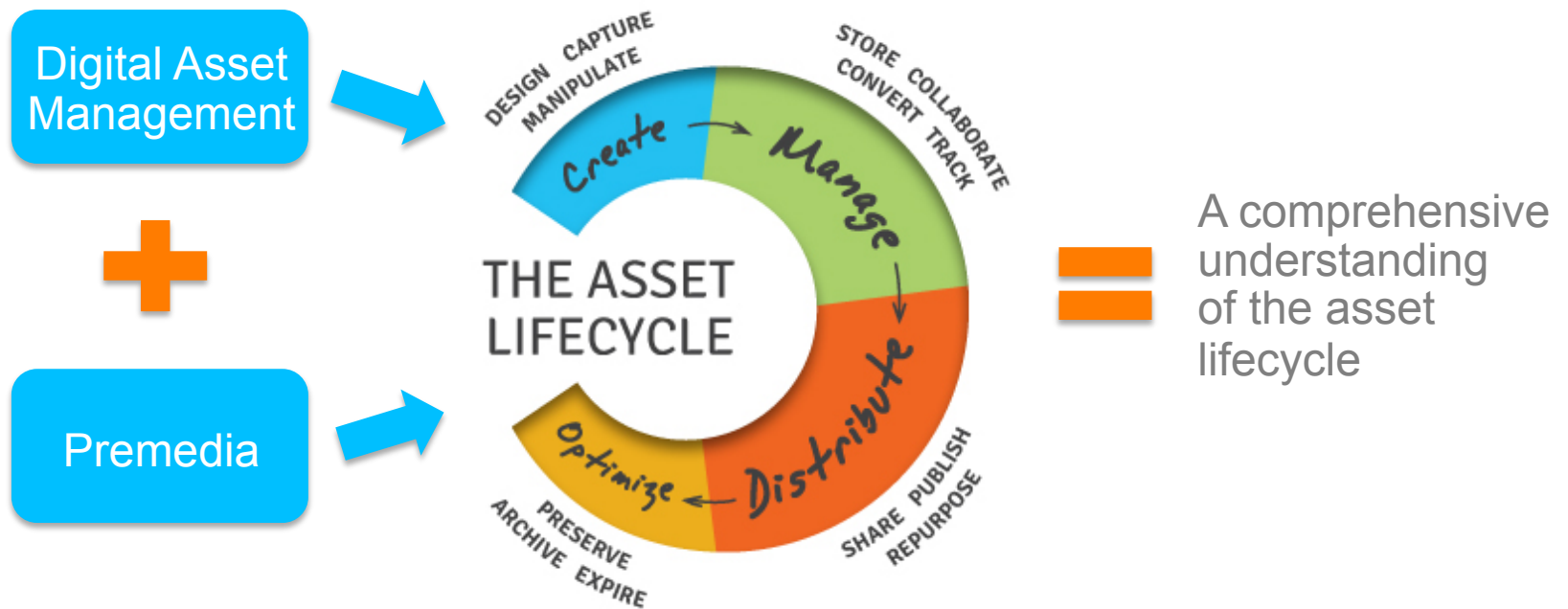
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Who is Widen?

A B2B organization

- High involvement product
- Complex sale
- Many moving parts
- Many people involved in the evaluation and selection process

Who is Widen?



Who is Widen?



Widen Before Inbound Marketing

“My dad was the first one to give me a phone book and told me to start calling. On the first day of work for my dad, he randomly selected a business and called them, booked an appointment to explore their printing needs, and told me that's how it was done. So I was given the previous Widen rep's materials (phone book, directory listings, etc.) and told to call them.

In fact, I had to go get the company car that the previous rep had... since he was fired before I started. That was weird.”

Widen Before Inbound Marketing

- Buying lists
- Making cold calls
- Sending cold emails
- Making appointments and driving all over the state/region

Making the Switch to Inbound Marketing



Making the Switch to Inbound Marketing



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“GET US
EVERYWHERE
PEOPLE GO
LOOKING FOR
DAM”



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Making the Switch to Inbound Marketing

Hired an outside
cold-calling firm to
make hundreds of
calls per week.

2006

Brought the
outbound call
effort in-house.
Started doing
Google Adwords as
an inbound tactic.

2007

Had four
marketing
coordinators and
each chose two
vertical markets
to go after via
outbound
methods.

2008

Google Adwords
led to analytics and
a more connected
way of content
creation.

2009

HOW WE MADE THE CHANGE



WIDEN®

Empower your digital media.

1. We changed our team structure

Widen's Sales Team of the past

INTERNAL STRUCTURE



Marketing
coordinator



Director of sales
and marketing



Sales rep



Sales rep



Sales rep



Marketing
assistant



Senior marketing



Sales rep



Sales rep



Sales rep

Widen's Sales and Marketing Team Today

INTERNAL STRUCTURE



Al
Video/Customer



Jake
Marketing/PR



Matthew
CEO



Chris
Advisor Mgmt



Danielle
Graphic Web Design



Kathy
CRM/Events



Nina
Biz Dev/Brand



Craig
DAM Advisor



Brenna
DAM Advisor

2. We made DAM
the core product

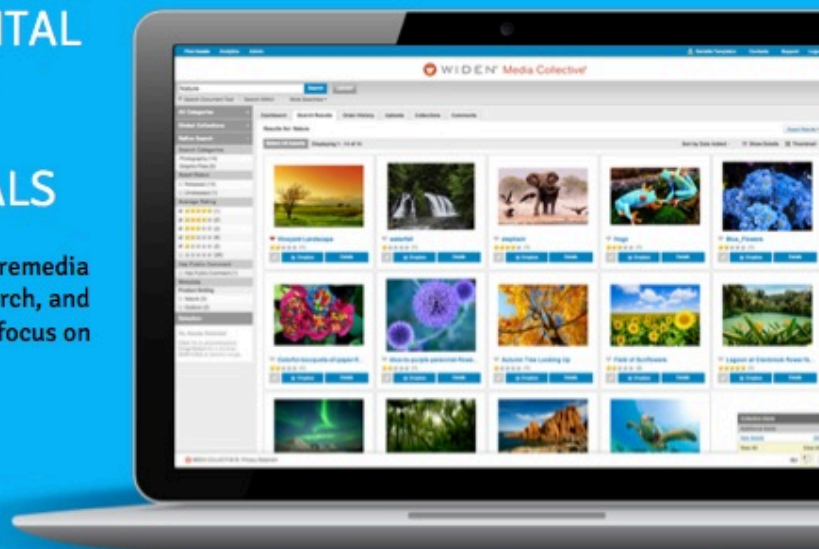
3. We put more
into marketing

4. We created
content to
drive traffic

INDUSTRY-LEADING DIGITAL MEDIA SOLUTIONS FOR MARKETING, IT, AND CREATIVE PROFESSIONALS

From digital asset management software to premedia services, we provide an easy way to store, search, and share your digital assets, empowering you to focus on the work you do best.

Watch this video and see why! ▶



“ I can safely say that of the nearly 30 DAM vendors we track closely, Widen is the lowest on the “B.S.” meter (a.k.a. the lie meter, or the excessively exaggerated sales pitch meter). ”

- Theresa Regli, Consultant, Real Story Group



Find out why our customers love working with us. ▶



Premedia

Streamline your creative, production and marketing project workflows with the help of Widen premedia services.



Web-Based DAM

Store, retrieve and share your digital assets for a low monthly subscription with Widen cloud-based DAM solutions.



Consulting Services

Get the most out of your digital asset management system with Widen's marketing & consulting services.

WEBINARS

[Version 7.0 Release](#)

[Back to School Webinar](#)

[Dropbox Integration](#)

FEATURED RESOURCES

[The DAM Decision Toolkit](#)

[Lessons learned from early adopters article](#)

VIDEOS

[Widen Is More](#)

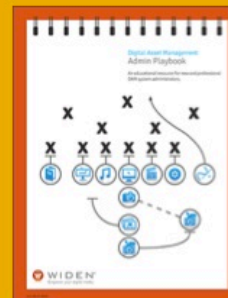
[Widen Innovates With FedEx Days](#)

[DAM Advisor Interview](#)

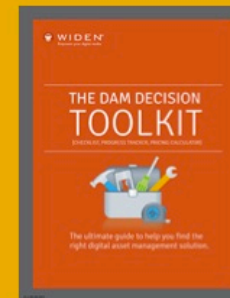
READ. WATCH. LISTEN. AND LEARN ALL ABOUT DAM.

DAM is an investment. And you don't make investments without doing a little homework. That's why we've put all these resources – with valuable insights from Widen experts, independent consultants and DAM users of all stripes – in one spot.

- Articles
- White Papers
- Videos
- Webinars



Check out the summary of the most complete guide available to being a great DAM admin!



Get the ultimate guide to help you find the right digital asset management solution.

Featured Resources

– Select your Level –

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Article

Your Complete Guide To The Widen Customer Experience

We walk you through the steps from implementation and launch to ongoing support and advocacy.

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Article

Using digital asset management to give creative agencies a competitive edge

From Widen Enterprises

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Article

Lessons Learned About Digital Asset Management (DAM) from Early Adopters

From Widen Enterprises

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Article

Higher Education Article: Digital Asset Management Streamlines School Spirit

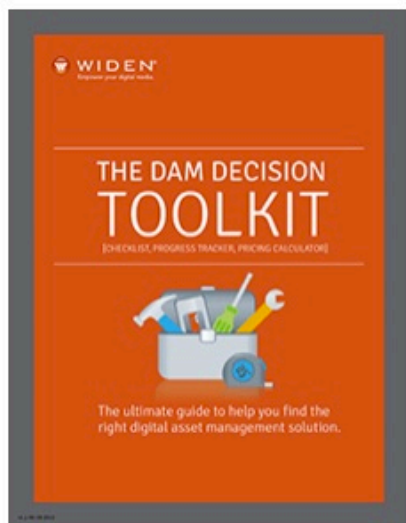
From Widen Enterprises

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[Home](#) > [White Papers, Videos, Webinars, Newsletters, and more](#) > **DAM Decision Toolkit**

DAM DECISION TOOLKIT

The DAM Decision Toolkit: The ultimate guide to help you find the right digital asset management solution.



You've taken the plunge. You're searching for a digital asset management (DAM) solution. The task can be confusing, daunting, and overwhelming. That's why we've created the DAM Decision Toolkit — a group of select resources from Widen to help keep your DAM project on track.

Every DAM initiative starts with a problem that needs solving. That problem isn't a creative problem, marketing problem, or IT problem. It's a business problem and the better you are at defining that problem up front, the easier it will be to find a "right-fit" DAM solution that meets your needs.


First Name







Last Name

Phone

Email

[Get the Toolkit](#)





More ▾



WIDEN®

Attention: Advisers,

A new Lead has been created from the "DAM Decision Toolkit" form.

Name: Dan Wiggle

Company: [not provided]

Title:

Phone: 441904322047

Email: dan.wiggle@york.ac.uk

Message (for Inbound Widen.com forms):

Demo Request Type:

Request a Demo? 0

Self-Guided Tour (Guest Pass)? 0

Planning a DAM Project?

Request Addl. Resources? 0

Have a DAM System? 00

How they heard of Widen?



SOLUTIONS



VENDORS



ROI



NEWS



CONTACT



DEMO

Educational Resource for Digital Asset Management

The purpose of digitalassetmanagement.com is to educate personnel responsible for purchasing [digital asset management](#) systems with information on what it is, what it does for organizations, and what needs to be taken into consideration when pursuing and purchasing a [digital asset management](#) product or service.



D.A.M. Solutions

[Benefits](#)

[Options: Hosted vs. Software](#)

[Enhancements: Other Applications](#)

[System Integration](#)

[Demonstration](#)

Selecting a Vendor

[Authoring an RFP](#)

Return on Investment

[ROI Calculator](#)

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We value your input!

Answer a few questions and get a \$10 Amazon gift card. ▶



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DAM Basics

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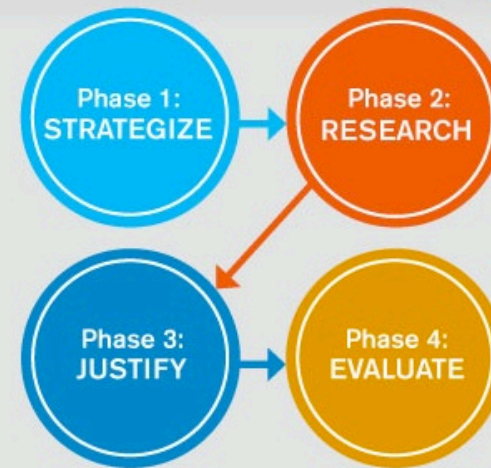


You are here: Home

Get the Free DAM Decision Guide HERE

Download this free one-page guide to learn about the 4 phases in the DAM decision process.

Get it Now! ▶



Next >

What *is* this DAM thing?

Digital Asset Management (DAM) is the management, organization, and distribution of digital assets from a central repository.

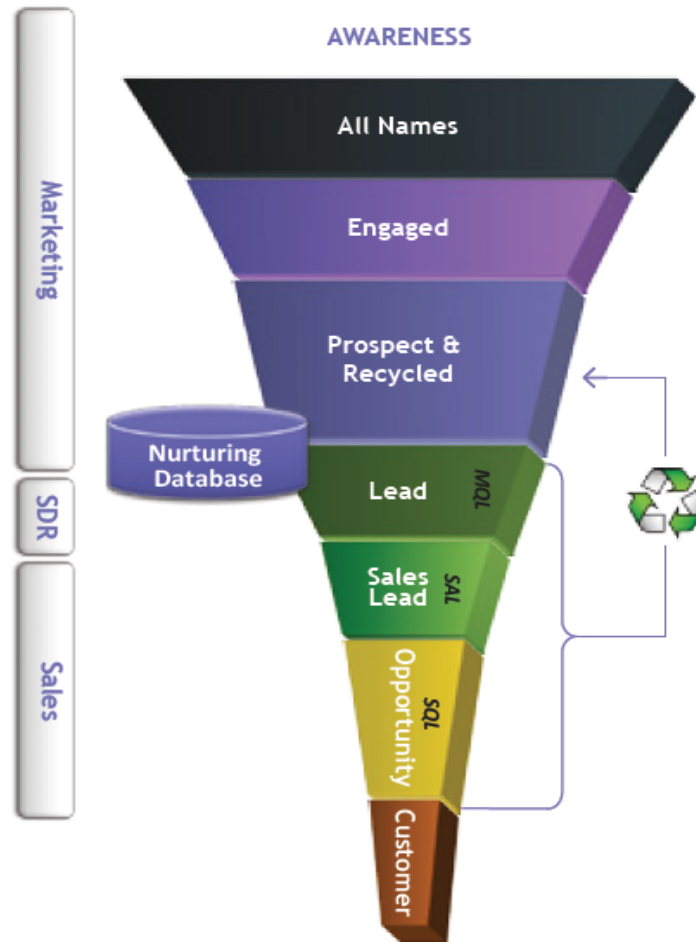
DigitalAssetManagement.com is the place to learn everything you need to know about DAM, what DAM systems can do, and how you and your organization can capitalize on their capabilities.

Digital Asset Storage

Digital assets include all kinds of files: product images, stock photos, audio, video, presentations—you name it. If it's on a drive and can be useful, it's a

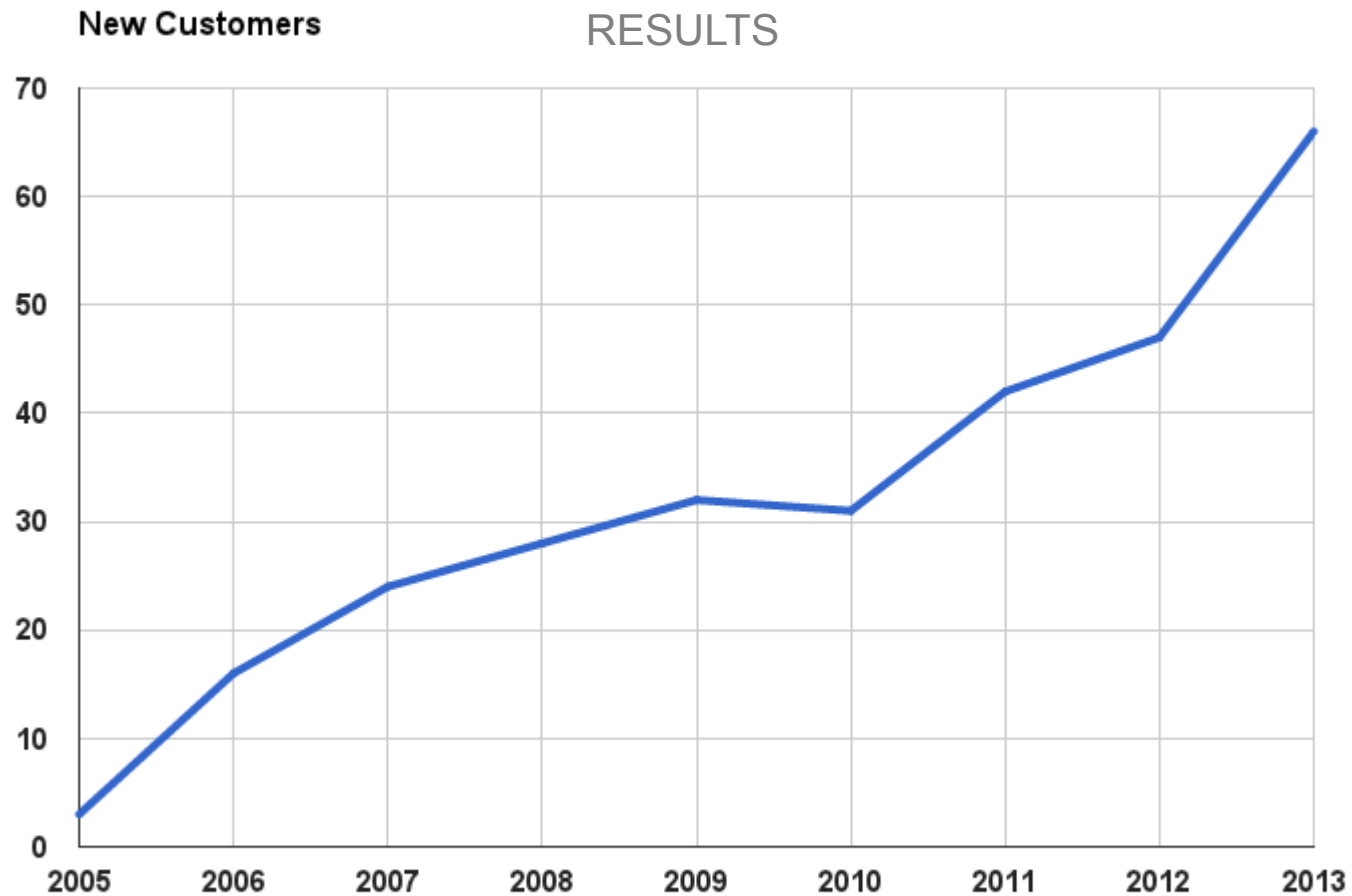
5. We put systems
in place to
support inbound

Widen Post-Inbound Marketing



Source: Marketo

Widen Post-Inbound Marketing



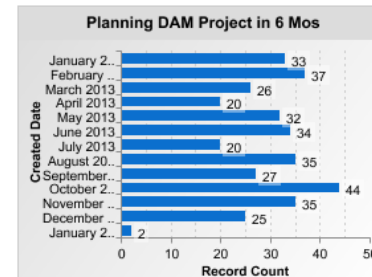
Widen Post-Inbound Marketing



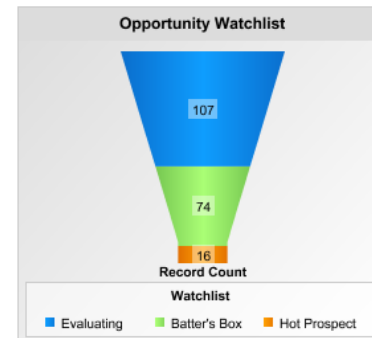
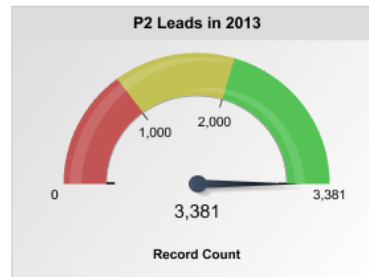
Google Adwords, Contact Us, Request Demo, Request DAM Consult, Let's Talk



Google Adwords Request Demo, Contact Us, Request Demo, Request DAM Consult, Let's Talk



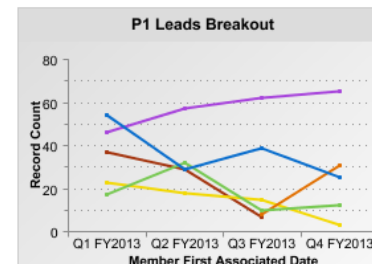
Created in Current and Previous FQ



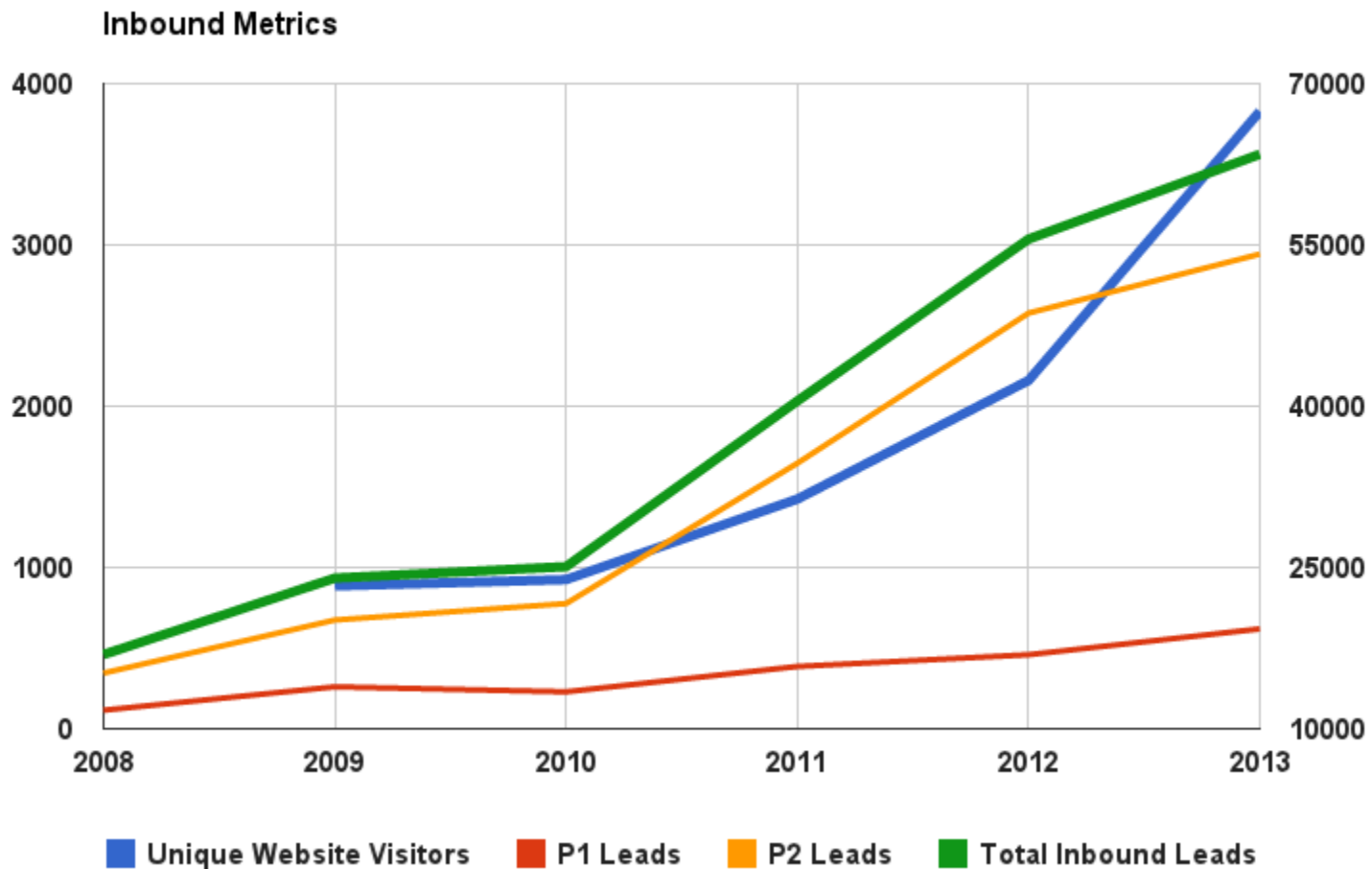
Evaluating, Batter's Box and Hot Prospect Watchlist



Evaluating, Batter's Box and Hot Prospect Watchlist

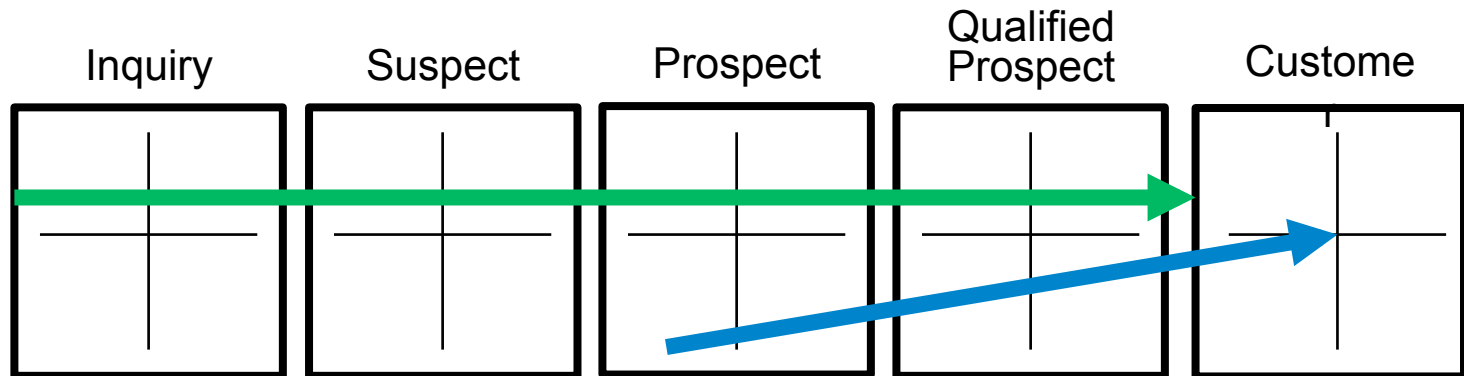


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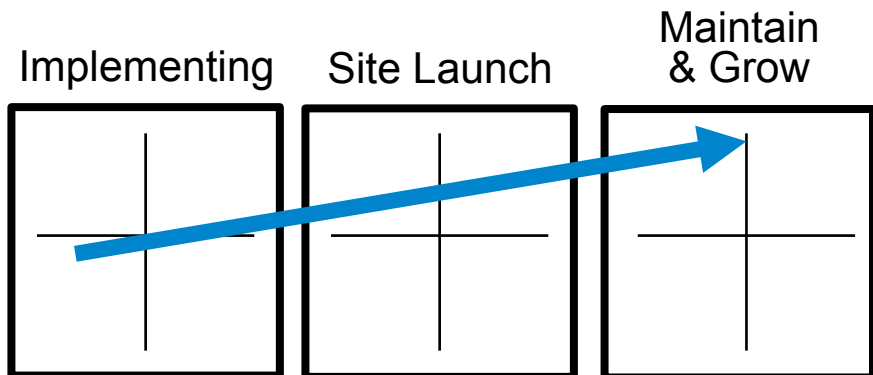
Widen Post-Inbound Marketing

WIDEN CUSTOMER LIFECYCLE MAPS



Nurturing

Educating



Lessons Learned

Timing and positioning
are critical.

Lessons Learned

Surround yourself
with the right people.

Lessons Learned

People won't buy it
if they don't need it.

Lessons Learned

**Know who
you're talking to.**

Lessons Learned

Be helpful,
not hypeful.

Lessons Learned

Be everywhere,
so people find you.

Lessons Learned

Be prepared to
change and evolve.



Companies Who Can Help You Make This Happen

- Salesforce.com (CRM)
- Google adwords (PPC), analytics and webmaster tools (IT, Marketing or both)
- ExactTarget/EMMA/Constant Contact (email marketing)
- Compendium (a blogging platform that's a marketing engine)
- Marketo, Pardot, Right On Interactive (If what you're selling is high involvement, you need to have a drip marketing campaign)
- Hubspot (One-stop shop, out of the box)
- Wider Funnel
- Stream Creative ☺



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Empower your digital media.

Thank you!

Contact Widen:
marketing@widen.com

See our blog posts:
blog.widen.com

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