

THE SECRET TO CREATING SALES ENABLEMENT CONTENT THAT DRIVES RESULTS FOR SALES AND MARKETING TEAMS

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Influence&Co.

INFLUENCEANDCO.COM/INBOUND-2018



THREE KEY TAKEAWAYS:



THE VALUE OF SALES
ENABLEMENT AND THE
EXACT KIND OF CONTENT
YOUR TEAM NEEDS



A STEP-BY-STEP GUIDE TO
CREATING A PROCESS THAT
ALIGNS MARKETING AND SALES
TEAMS TO CREATE THIS
CONTENT OVER AND OVER AGAIN



UNIQUE WAYS YOUR SALES
REPS CAN USE CONTENT TO
SAVE TIME AND CLOSE
BETTER LEADS



THE VALUE OF SALES ENABLEMENT AND THE EXACT KIND OF CONTENT YOUR TEAM NEEDS

WHY IS SALES ENABLEMENT IMPORTANT?



Only 46%

of companies say that their sales and marketing teams are well-aligned.



61%

of well-aligned teams expect their budgets to grow.

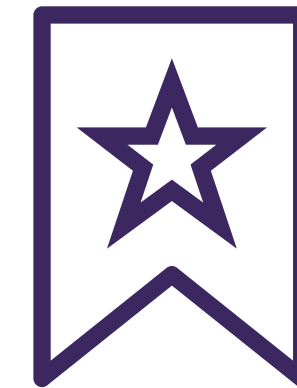
WHY IS SALES ENABLEMENT IMPORTANT?



SHOWS YOUR LEADS
THAT YOU KNOW
YOUR STUFF



HELPS WITH
TRAINING



BUILDS YOUR SALES
REPS' THOUGHT
LEADERSHIP

WHY IS SALES ENABLEMENT IMPORTANT?



ADDS CONSISTENCY TO
THE SALES PROCESS



HELPS REPS SET
EXPECTATIONS



REPS CAN FOCUS
ON SELLING

THE ROLE OF CONTENT IN THE SALES PROCESS



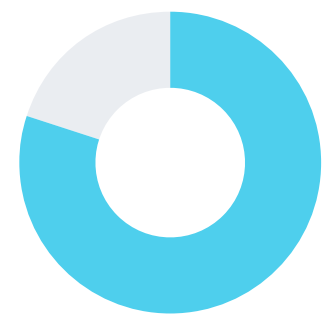
20% of organizations are extremely engaged in content marketing.



24% feel their content is successful.



65% do not even measure their ROI on content marketing.



80% of content is totally untouched by sales teams.



54% of purchase decisions are made before a buyer even contacts your company.

WHAT DOES SALES ENABLEMENT CONTENT LOOK LIKE?



WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

BLOG ARTICLES

Articles that offer unique insights from your subject matter expert(s) published on your company blog



The Ultimate Guide Marketing

By Kelsey Raymond

Consistent, high-quality content marketing is one of the most important goals for any company's goals. From brand building and lead generation

WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

GUEST POSTS IN OUTSIDE PUBLICATIONS

Articles that offer unique
insights from your subject
matter expert(s) in
publications your
audience reads

HubSpot

Software ▼

Pricing

MARKETING | 5 MIN READ

10 Ways to Distribute One Piece of Content (Besides Social Shares)



Written by Kelsey Meyer
[@Kelsey_M_Meyer](#)



Long gone are the days of the old publish-and-pr
content distribution. And even if it ever did work -
effective.

Today, planning the actual distribution of the cont
many hours and resources expertly creating is just
marketing strategy as the quality of the content its

WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

GATED CONTENT

Content on your site —
housed behind a form —
that people can download in
exchange for personal
information, such
as an email address



THE ULTIMATE GUIDE TO Content Marketing for Thought Leadership

Presented By:

Influence&CO.

WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

CASE STUDIES

Content that showcases the
results that your company
has achieved for your
customers

YETI.CO

Our team works with Yeti to showcase Yeti's product strategy and design expertise, particularly in cutting-edge technologies such as chatbots, virtual reality, augmented reality, and more.

TARGET AUDIENCE

Senior-level decision makers for products, technology, and innovation at Fortune 500 companies.

ABOUT YETI

Yeti builds products that connect the physical and digital worlds by partnering with organizations that seek to solve customers' problems through technology. Yeti specializes in product strategy, software design, and research and development. The company works with clients to develop products — from ideation to launch — and provide training and post-launch support to users.

WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

INFOGRAPHICS

Visual images such as a
chart or diagram used to
represent information or
data



ESTABLISH YOUR WHY

The first step in creating great
content is a great strategy.

In fact, 62 percent of the most
successful content marketers
have a documented strategy.¹



Join the ranks by first outlining your goals and identifying
why you're using content marketing in the first place. At
Influence & Co., we've noticed our clients' content
marketing goals generally fall into one of three buckets:



WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

WEBINARS

Educational seminars that
are broadcast over the
Internet

Influence&CO.

FREE WEBINAR

LET'S GET VISUAL: HOW TO INCORPORATE
MORE VISUALS INTO YOUR CONTENT
STRATEGY (AND WHY YOU SHOULD)

LET'S GET VISUAL: HOW TO INCORPORATE MORE VISUAL
CONTENT INTO YOUR CONTENT STRATEGY (AND WHY YOU
SHOULD) WITH BRITTNI KINNEY AND MATT
WELLSCHLAGER

EVENT DETAILS

Date: July 25, 2018

Time: 12 p.m. CDT

It's easy to get into a rut with your content. Some can coast by creating the same types of content day in and day out. If that works for you, great! But if you're looking

COMPLETE
FOR THE W

FIRST NAME*

WORK EMAIL*

JOB TITLE*

MONTHLY CONTENT

- Please Select -

We collect and store
your information to
provide you this offer via email

WHAT DOES SALES ENABLEMENT
CONTENT LOOK LIKE?

EMAIL DRIP CAMPAIGNS

Series of emails that
automatically follow up
with a lead after he or she
downloads an offer on
your website

Influence&CO.

What is Content Marketing?

Hey Friend of Influence & Co.,

Surprisingly, there are many people involved in the online marketplace who don't fully understand the potential impact of a solid content marketing strategy. There are days when I wish I could get in front of everyone trying to reach potential customers online and break it all down for them — I'm sure you can relate.

Do me a favor, and read [this article we wrote on content marketing](#). If you like it, share it with a friend who's still struggling to grasp the importance of content in the digital age.

Content marketing is in our DNA here at Influence & Co., and the more people we can educate on this topic, the more enjoyable online publications will be

WHAT DOES SALES ENABLEMENT CONTENT DO?

Overcomes Objections

during the sales process

Educates Prospects

about your company, your processes, ROI, etc.

Primes Your Prospects

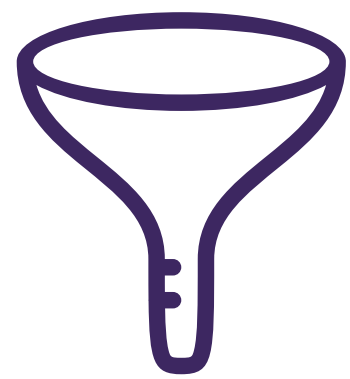
to become good customers down the road

Provides Valuable information

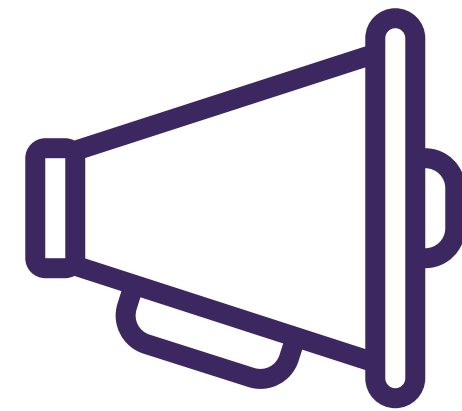
that your prospects can pass along to other decision makers on their teams

WHO DOES IT HELP?

THE TYPES OF SALES REPS THAT CAN BENEFIT
FROM SALES ENABLEMENT CONTENT ARE:



INBOUND



OUTBOUND



SDR



INSIDE SALES

**A STEP-BY-STEP GUIDE TO CREATING
A PROCESS THAT ALIGNS MARKETING
AND SALES TEAMS TO CREATE THIS
CONTENT OVER AND OVER AGAIN**



HOW SALES AND MARKETING CAN WORK
TOGETHER TO CREATE THIS CONTENT

1. MAKE COMMUNICATION EASY

- Create Slack channels.
- Have sales and marketing teams work near each other.

Jump to...

All Unreads

All Threads

Starred

saint-louis

Channels

account-strategy

core-support

general

marketing

pods

sales

stl-book-club

the-knowledge-bank

theleadsarehot

Direct Messages

slackbot

Ela (you)

fgordon

jamieeldredge

matt, nslyman

Michael Dormagen

nslyman

nslyman, taylor, nickie, ...

robertmwatson



taylor 9:19 AM

Good morning! I have some really exciting news for you guys, on Content Marketing Awards!! They'll announce the winners at the end of the month, so we're updating our collateral, website, etc. and around creating promotional materials now in case it's helpful for any upcoming conversations/ outreach with winners/.

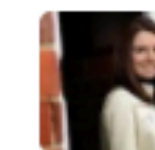
Content Marketing Awards

2018 Finalists and Winners - Content Marketing Awards

Congratulations to all our award winners and finalists. PDF v...
Winners List 2018 Finalists and Winners PROJECT OF THE YEAR
Beyond Silence - Sunovion Pharmaceuticals Inc. by Biosector
company AWOL inspired by Qantas - Junkee... (15 kB)



We also were a finalist for Best Blog post, which is another great achievement. It should go with us for blog content 😊



nstezovsky 9:21 AM

Yay! How many years in a row have we been a finalist?



taylor 9:21 AM

We've been on 3 out of the last 4 years! Hopefully that means the



morenemouser 10:18 AM

Third time's the charm. I am feeling really good about this year!!!



Message #sales

HOW SALES AND MARKETING CAN WORK
TOGETHER TO CREATE THIS CONTENT

2. HOLD BRAINSTORM SESSIONS TOGETHER

Have your marketing team ask your sales team questions like:

- What sorts of questions do your leads most often ask?
- What is it that we do that your leads find the most confusing?
- What are the biggest reasons that leads pass on working with us?
- What part of our process could use some sort of visual representation?



Content Doesn't Take Vacations: Why You Should Capitalize on Writing This Summer

By **Melanie Janisse**

As summer approaches and your mind wanders from your office to pools, baseball games, and backyard barbecues, it can be tempting to procrastinate and push off [guest posting](#) for another time. But while it might be appealing to take the summer off to enjoy the warmer weather, year-round guest posting is essential to a [consistent content strategy](#). In fact, based on our research, summer is one of the most opportune times to publish your content in online publications.

Earlier this year, Influence & Co. published "[The State of Digital Media 2018](#)," which gathered and analyzed responses from online publication editors across industries about contributed content. When asked which months were light on content, editors said they could use more submissions in June, July, August, and December.

Download your copy of "[The State of Digital Media 2018](#)" for more insights from editors to fuel your content marketing strategy.

If you want to ensure you'll see results from your content marketing efforts, you have to capitalize

3. CREATE AN OUTLET FOR THE SALES TEAM TO EASILY SUGGEST CONTENT TOPICS

- We use Typeform for this.
- Ask questions on the submission form like:
 - Would you like to be the author of this piece?
 - Why is this a valuable topic for us to cover?

Are you interested in submitting an idea for the Influence & Co. blog? Fill out this form to share your thoughts with the marketing team.

Let's Go! press ENTER

HOW SALES AND MARKETING CAN WORK
TOGETHER TO CREATE THIS CONTENT

4. HAVE THE MARKETING TEAM SHADOW THE SALES TEAM ON CALLS

- See firsthand what questions prospects have and how they are answered.
- Really immerse the marketing team in the sales process.



HOW SALES AND MARKETING CAN WORK
TOGETHER TO CREATE THIS CONTENT

5. USE KNOWLEDGE EXTRACTION TO CREATE CONTENT BYLINED BY THE SALES TEAM

- This makes it easy for people are not natural writers to create content.
- It allows each team to focus their energy on what they do best.
- It builds your sales reps' credibility.



Don't Neglect Inbound Sales for Outbound Sales

By Matt Kamp

In my experience, achieving great things requires balance. You can't play hard if you don't work hard. You can't win your fantasy league with only wide receivers and no running backs. And you can't scale a modern business to its maximum potential without both outbound and inbound sales.

Most mature companies have a good grasp on their outbound sales approach. They're sending teams out into the field to meet people one on one and create opportunity for the business by hand(shakes). These salespeople are traveling across the country, going to conferences, and setting up calls and meetings one at a time to connect with people and push the company message out there.

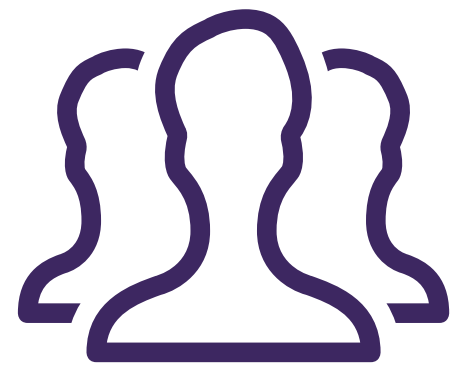
But technology affects every industry, and sales is no exception. Today, your company can't rely on outbound sales exclusively for maximum impact. You need to pair that outbound "push" with an inbound "pull."

Why It's Time to Make Inbound Sales a Priority

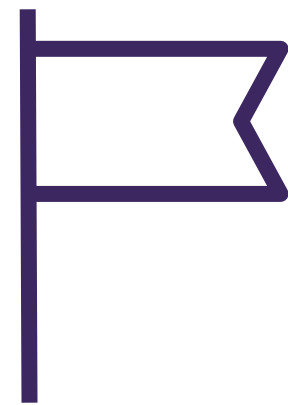
Plenty of sales teams prioritize their outbound approach while putting inbound on the back burner (or sacrificing it entirely). But a successful modern business development team needs to be using both approaches or it's leaving a huge opportunity on the table.

That's something the Influence & Co. sales team learned firsthand last year when our first inbound sales specialist joined the team. Instead of us focusing on outbound opportunities or only speaking to inbound leads when we had the time, we created this new role whose sole responsibility is to nurture and close leads that are coming to us. We can already say this was the right decision – it [doubled our number of inbound sales calls](#) in less than six months.

TIPS FOR ALIGNING SALES & MARKETING TEAMS



BUILD TRUST
THROUGH TEAM
BUILDING



ALIGN THE GOALS OF
YOUR MARKETING
DIRECTOR WITH YOUR
HEAD OF SALES



SHARE WINS



MAKE SURE THEY
UNDERSTAND EACH
OTHER'S MOTIVATIONS

HOW TO MAKE IT EASY FOR YOUR SALES TEAM TO USE THIS CONTENT



HOW TO MAKE IT EASY FOR YOUR
SALES TEAM TO USE THIS CONTENT

SEND UPDATES ABOUT PUBLISHED CONTENT

- Give shoutouts to the salespeople who helped byline content or contribute ideas.
- Give the team suggestions on how they can use the content in the sales process.


Weekly content - 2/23

Natalie Slyman <nslyman@influenceandco.com> Feb 23 (11 days ago)

to Sales

Hey sales team!

I know you're all super busy sharing out the latest [State of Digital Media report](#) on social and with your leads/important contacts, but please take a break to read this week's content 😊



John's -

Inc. - [Build a Loyal Audience Through Content and the "Watering Hole Advantage"](#) - This article talks about how content can turn you into that "sure bet", or someone that your audience can always rely on to quench your content thirst (see what I did there?)

Blog -

[Cryptocurrency: Social Media Influence and Digital Marketing Pitfalls](#) - So I don't know about ya'll, but I'm still confused by bitcoin and cryptocurrency. This article was written by a contributor and does a pretty good job of at least talking about it. It will be interesting to see how this performs and if this tells us this is a topic we should be talking more about.

Hope you all had a killer week. Be safe out there!

SENDRATEP.COM

HOW TO MAKE IT EASY FOR YOUR
SALES TEAM TO USE THIS CONTENT

CREATE A SALES RESOURCE BANK

- Keep the bank updated.
- Make it easily searchable.
- Make it easily accessible.
- We just put it on our website so the team can bookmark it and access it on the go.

MAKE A CASE FOR CONTENT

Need buy-in in order to move forward with content marketing? Check out our library of free resources that help make a case for partnering with the Influence & Co. team.

CASE STUDIES

WORKING WITH US

OUR SOFTWARE

HELPFUL TOPICS

CASE STUDIES

Trying to envision what it would be like to work together? Check out these case studies to get a taste of what it's like to work with our team, learn what goals we can help you accomplish and see examples of our work.

BUILD EXECUTIVE BRANDS



ICo + Hawke Media

Influence & Co. worked with leaders at Hawke Media to lead conversations in their industry, build their executive brands, and publish content in

GENERATE OPPORTUNITIES



ICo + Yeti.co

We worked with team members at Yeti to generate awareness about their service offerings, take their owned media to the next level, and

COMMUNICATE EXPERTISE



ICo + Gravity Media

Although Gravity had already developed a successful client base and received numerous press mentions, Yuriy teamed up with the Influence & Co.



UNIQUE WAYS YOUR SALES REPS CAN USE CONTENT TO SAVE TIME AND CLOSE BETTER LEADS

UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

ANSWER COMMON QUESTIONS

- Save your team from having to answer the same questions over and over again.
- Give a quick answer on the phone and send an article via email.
- Snippets on HubSpot's CRM make it super easy to streamline this.

New Message

Recipients

Subject

Hey Colin,

I'm glad that we got to catchup this week. I really enjoyed the conversation and learning more about how we might be helpful. I've gone ahead and included some resources for you as discussed, see below:

[CONTENT MARKETING ASSESSMENT](#)

This is the interactive document that I mentioned on the phone that will showcase where you currently are and where you want to be when it comes to content. If you want to fill this out prior to our next conversation, it will help us guide our next steps.

You mentioned you were trying to determine if you wanted to keep this internal or hire a firm like ours. We just wrote an article about that exact conversation:

[SCALING YOUR CONTENT EFFORTS: HIRE OR OUTSOURCE?](#)

Next Steps

You can go ahead and book a time to review the assessment and determine next steps by [booking a time to chat with me at that link.](#) Feel free to loop in any over your other team members.

Looking forward to it and have a great weekend!

Natalie

Send



UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

AN EXCUSE FOR FOLLOW-UP

- **Deliver your leads something of value.**
- **This sets you apart from the typical “Just checking in” messages that your leads are getting from other reps.**

New Message

Recipients

Subject

One of our clients has been producing some great PR--like this piece for INC and we've been leveraging their CTO for by-lined articles on topics like The Future of Cyberattacks.

The cyberattack piece had a **300% engagement increase** over other pieces on site and **reached 68.3K** information security professionals. The INC mention saw **1,866%** more shares than average and had a **social reach of 1.5M.**

With the goal of **qualified lead generation** I think pieces like these need to be included in your strategy.

Are you still focusing efforts on lead gen in the coming months? If so, let's connect this week and chat strategy.

Are you available Wednesday?

Brittni Kinney

VP | [Influence & Co](#)

#72 Forbes' "America's Most Promising Companies"

**Inc.
500**

Send



UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

STAY TOP OF MIND WITH A DRIP CAMPAIGN

- Educate your leads.
- Send information about your product/service.
- Stay top of mind with your leads and show them why your company is an expert.

Influence&CO.

What is Content Marketing?

Hey Friend of Influence & Co.,

Surprisingly, there are many people involved in the online marketplace who don't fully understand the potential impact of a solid content marketing strategy. There are days when I wish I could get in front of everyone trying to reach potential customers online and break it all down for them — I'm sure you can relate.

Do me a favor, and read [this article we wrote on content marketing](#). If you like it, share it with a friend who's still struggling to grasp the importance of content in the digital age.

Content marketing is in our DNA here at Influence & Co., and the more people we can educate on this topic, the more enjoyable online publications will be for contributors and readers alike.

UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

SHOWCASE YOUR SALES REPS' CREDIBILITY VIA BYLINED CONTENT

- Your reps should be thought leaders.
- This helps build trust with your audience.



Don't Neglect Inbound Sales for Outbound Sales

By **Matt Kamp**

In my experience, achieving great things requires balance. You can't play hard if you don't work hard. You can't win your fantasy league with only wide receivers and no running backs. And you can't scale a modern business to its maximum potential without both outbound and inbound sales.

Most mature companies have a good grasp on their outbound sales approach. They're sending teams out into the field to meet people one on one and create opportunity for the business by hand(shakes). These salespeople are traveling across the country, going to conferences, and setting up calls and meetings one at a time to connect with people and push the company message out there.

But technology affects every industry, and sales is no exception. Today, your company can't rely on outbound sales exclusively for maximum impact. You need to pair that outbound "push" with an inbound "pull."

Why It's Time to Make Inbound Sales a Priority

Plenty of sales teams prioritize their outbound approach while putting inbound on the back burner (or sacrificing it entirely). But a successful modern business development team needs to be using both approaches or it's leaving a huge opportunity on the table.

UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

UPSELL CUSTOMERS INTO BIGGER PACKAGES

- Use content to help educate your audience on why they need more of what you offer.
- Use content to drive awareness about all your capabilities.

EXAMPLE CONTENT MARKETING EXAMPLE'S GOAL: INCREASE REVENUE WITH C

	TACTIC	COMPANY STATUS	CURRENT CA
TOP OF THE FUNNEL REACH A NEW AUDIENCE	GUEST- CONTRIBUTED ARTICLES	N/A	0/year
	PRESS MENTIONS	- Utilizing XYZ PR company - Carrie oversees - Spending \$5K per month	1/month
MIDDLE OF THE FUNNEL EDUCATE AND CONVERT	ON-SITE CONTENT	- 2 freelance writers ghostwriting blog posts - Carrie oversees freelance writers	8/month
	GATED CONTENT	N/A	0/year
BOTTOM OF THE FUNNEL NURTURE AND ENGAGE	EMAIL DRIP CAMPAIGN	N/A	0/year
	EMAIL	- Carrie creating and promoting	

UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

SET EXPECTATIONS AND OVERCOME OBJECTIONS

- Save your sales team team time.
- Unify your prospects' experience with your team.
- Provide education during the sales process.

New Message

Recipients

Subject

Hi Christian,

Thanks for reaching out. Based on your description, it sounds like you're looking for an influencer platform to join. We're not in influencer marketing, despite our name. Here's more on the [differences between what we do and what an influencer marketing platform offers.](#)

A complete overview of our services can be found [on our website.](#)

Let me know how I can be helpful,
Brittni

Brittni Kinney

VP | [Influence & Co](#)

#72 Forbes' "America's Most Promising Companies"

**Inc.
500**

Send



UNIQUE WAYS YOUR SALES REPS CAN
USE CONTENT TO SAVE TIME AND
CLOSE BETTER LEADS

EDUCATE OTHER KEY STAKEHOLDERS

- **Arm your prospects with content that helps them answer their boss's questions.**
- **Get buy-in from the entire team without talking to them.**

New Message

Recipients

Subject

Ken + Jerry,

I hope you're both having a solid start to the week. On the upside, it's no longer Monday. On the downside our office has run out of it's "endless" supply of peanut M&M's and I fear mutiny.

@Ken, I'm looking forward to meeting you and answering any questions you may have. I've attached the original proposal here if you'd like to print it off and write questions or draw mustaches on the team members.

Below are some examples pieces of content for by-lined articles, PR mentions, blog articles and whitepapers to give you a better scope of our capabilities. I've also added some case studies and the public profiles of two of our clients so you can peruse their work in its entirety.

BY-LINED ARTICLES:

- 3 Entrepreneurial Lessons I Learned on the Streets of Cambodia
- It's not you ... except when it is: A guide to getting promoted
- The Surprising Truth About Humility and Leadership
- Lessons Every Leader Can Learn From a Dying Woman's Letter to the World
- Are They Employees or Widgets? The Results of People-as-Commodity Cultures
- Hate Meetings? That's Because You're Doing Them Wrong
- Taylor Swift and Pope Francis Have at Least 1 Thing in Common. Can You Guess What?

PR:

- 5 Reasons To Ignore The Naysayers And Pave Your Own Pathway To Success
- 10 Apps and Tools to Make Your Small Business Better and More Efficient
- Using AI To Innovate Business, Life and The World
- 5 Companies Bringing The Future To Us

THINGS TO DO WHEN YOU GET BACK TO YOUR OFFICE TO TEST THIS OUT



THINGS TO DO WHEN YOU GET BACK TO YOUR OFFICE TO TEST THIS OUT



Survey your sales team on the most common questions they get.



Schedule a knowledge extraction meeting with sales and marketing where the marketing team interviews the sales team on these questions / gets their input on topic ideas.

THINGS TO DO WHEN YOU GET BACK TO YOUR OFFICE TO TEST THIS OUT



Create 3 pieces of content that answer your clients' most pressing questions.



Ask your sales team to use these 3 articles as much as possible over the next 30 days and report back to the marketing team if they saved them time / helped close deals.

WANNA TALK CONTENT?

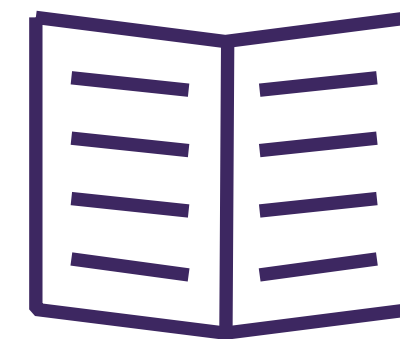


LET'S GRAB SOME COFFEE! I'M
AVAILABLE TODAY FROM 5 TO 7 P.M.

Westin Hotel Waterfront

Starbucks

425 Summer Street, Boston, MA



SO MANY SALES ENABLEMENT
RESOURCES

For more content on this subject, access to
my slides from today, and a whitepaper on
sales enablement, check out:

www.influenceandco.com/inbound-2018

QUESTIONS?

