

MARKETING INSIGHT DEPLOYMENT

Customers tune out the majority of content marketing and demand generation activities. Weave Commercial Insight into all touchpoints of your marketing ecosystem.

With an abundance of noise and available information, today's marketers must find new ways to influence and engage customers in the places and times sales cannot. Failing to do so results in significant content investment with little return.

It's critical to recognize that customer attention is not earned by producing more content, but by producing better content. This is why activating Commercial Insight in the form of a powerful content ecosystem is so critical, particularly when Inbound and Account Based Marketing strategies are increasingly used to engage customers.

We recommend a specific framework for embedding commercial insight in your marketing ecosystem called Spark, Introduce, Confront (SIC). This framework embeds well in Inbound and ABM strategies.

Spark pieces start by introducing the Commercial Insight to customers in a short, attention grabbing manner - like a blog or infographic.

Introduce content unpacks the Commercial Insight in greater detail - like an eBook or whitepaper.

Confront pieces personalize the customer's problem and highlight the cost and risk of status quo thinking and action - like a pain calculator or benchmarking tool.

By bringing Commercial Insight to life in a bite-sized manner where customers learn on their own, suppliers can influence and shape buying criteria, even without the presence of a sales person.

Our Challenger Messaging Foundations Program can help. **Contact us** for more information.

Customers Follow A Learning Path That Uniquely Favors You



Source: CEB Research.