

MARKETING MARKETING STRATEGY

Today's customers spend only 17% of their buying journey talking directly to suppliers. Engage them with content that helps them learn on their own.

Marketing organizations continue to spend more and more producing content. Most of this content falls into one of three categories: general information, accepted information, or thought leadership, none of which sufficiently disrupts a customer's buying journey and moves them in a different direction. As more marketing resource is invested, it becomes increasingly difficult to prove marketing ROI.

Engaging content must disrupt how a customer thinks about their world, but in a way that's favorable to the supplier's unique capability. In other words, content must be grounded in Commercial Insight.

Only Commercial Insight disrupts the customers' purchase decision and motivates action. This is done by teaching the customer something new about their business or industry and providing them with a compelling reason to change their status quo.

We recommend injecting commercial Insight when and where the customer is learning. A sound marketing strategy ensures your content breaks through the noisy marketplace and is presented in a consumable way, allowing the customer to unpack more and more with each content piece. A customer who has traversed this learning path is a high quality lead, primed and ready for a Sales conversation.

Our consultants can help you develop a Challenger marketing strategy. **Contact us** for more information.

Proportion of Time Spent in Key Buying Activities

n = 750 B2B buyers. Source: CEB Research

