



# Seven Steps to Generating ROI with B2B Content



# Table of Contents

<b>EXECUTIVE SUMMARY</b>	<b>3</b>	<b>STEP 5</b>	<b>20-25</b>
<b>BEYOND LEAD GENERATION</b>	<b>4-5</b>	Strategize a full-funnel, multi-channel content framework and nurture track.	
<b>DRIVE B2B GROWTH</b>	<b>6</b>	Client Story: 100% Increase in Downloads Follows Integrated Funnel Approach for HighGround's Gated Content	
<b>STEP 1</b>	<b>7-9</b>	<b>STEP 6</b>	<b>26-28</b>
Define and align marketing objectives, strategies and tactics.		Establish key performance indicators and launch campaign	
Client Story: Solid Objectives, Strategy and Tactics allow CompTIA to Tackle the Underrepresentation of Women in Tech		Client Story: Clear KPIs drive \$2.7M and an Acquisition by Salesforce for CloudCraze	
<b>STEP 2</b>	<b>10-12</b>	<b>STEP 7</b>	<b>29-33</b>
Conduct audience research to develop buyer personas.		Iteration is key — nurture and improve campaigns with data.	
Client Story: Targeting Core Audience Drives High Conversion Rates for Essendant		Client Story: Over Half a Billion Impressions Follow Iterative Marketing for Agile Software	
<b>STEP 3</b>	<b>13-14</b>	<b>SUMMARY</b>	<b>33</b>
Perform a content audit.		<b>DO AS GOOGLE DOES</b>	<b>34-36</b>
THE SALES FUNNEL		<b>NEXT STEPS</b>	<b>37-39</b>
Client Story: Content Audit Results in #1 Google Search Ranking for AIT		<b>ABOUT WALKER SANDS</b>	<b>40</b>
<b>STEP 4</b>	<b>15-19</b>		
Fill in the missing gaps.			
THE BUYER FUNNEL			
Client Story: #ImAnEngineer Platform Fills Content Gaps and Results in 13,500 Unique Monthly Visitors			



## SUMMARY

### BEYOND LEAD GEN.

### DRIVE B2B GROWTH

#### STEP 1

#### STEP 2

#### STEP 3

#### STEP 4

#### STEP 5

#### STEP 6

#### STEP 7

### DO AS GOOGLE DOES

### NEXT STEPS



# Executive Summary

Content is more valuable than ever. In fact, 87 percent of American B2B companies use digital content marketing, with adoption expected to approach total saturation in just a few years, according to recent data by [eMarketer](#).

But not all marketers are sure how to use content strategically to increase revenue, and fewer understand how to measure content's true return on investment.

Common mistakes include:

- Overwhelming prospects with irrelevant content
- Not speaking to or addressing a customer's direct need
- Churning out promotional materials instead of valuable assets
- Publishing content without a conversion strategy in place

As the buyer journey continues to evolve, marketers need to use customer insights to maximize their content's impact and implement promotional strategies across the entire funnel, from awareness to re-purchase. An integrated content marketing plan generates bottomline growth when B2B brands market the right content to the right people through the right channels.

In this guide, marketers will learn how to strategically develop and deploy content to successfully convert leads, increase profit margins and strengthen customer loyalty. This is our proven methodology — one that you can adapt to your organization no matter your content goals, resources and experience.





## SUMMARY

### BEYOND LEAD GEN.

### DRIVE B2B GROWTH

#### STEP 1

#### STEP 2

#### STEP 3

#### STEP 4

#### STEP 5

#### STEP 6

#### STEP 7

### DO AS GOOGLE DOES

### NEXT STEPS

## BEYOND LEAD GENERATION:

# Using Content to Transform Sales

Content can tackle many challenges on the business spectrum, including raising brand awareness, keeping existing customers happy and opening doors to future upselling opportunities. B2B brands must take the following into consideration if they hope to see a positive return on their content program.

### Engage buyers on a frequent basis

A lengthy B2B sales process calls for continuous interactions between buyers and sellers. With targeted assets like webinars and videos, marketers cut through an increasingly saturated content landscape, capturing prospects' interest from start to finish. Non-promotional content in the form of helpful tipsheets or newsletters should also be leveraged to maintain relationships even after customers commit to a purchase.

### Integrate engagement across all channels

Buyers are unpredictable — and brands must be prepared to engage with prospects via multiple channels at any given time; for example, if buyers enter the middle of a sales funnel via an organization's social media channels. Regardless of where prospects are in their journey and what medium they choose to engage brands with, content needs to be prepared to nurture prospects through the sales process.

### Improve retention, cross-sell and upsell

When executed correctly, B2B content can be repurposed for upselling and cross-selling in every stage of the sales funnel. Content should be used for more than securing a high-quality lead. Great content, like data studies and product how-to guides, should be recycled to nurture prospects through channels and to improve customer retention. Each data point from a large data study can be made into its own tweet, and a helpful how-to guide makes for great infographic content for networks like LinkedIn.

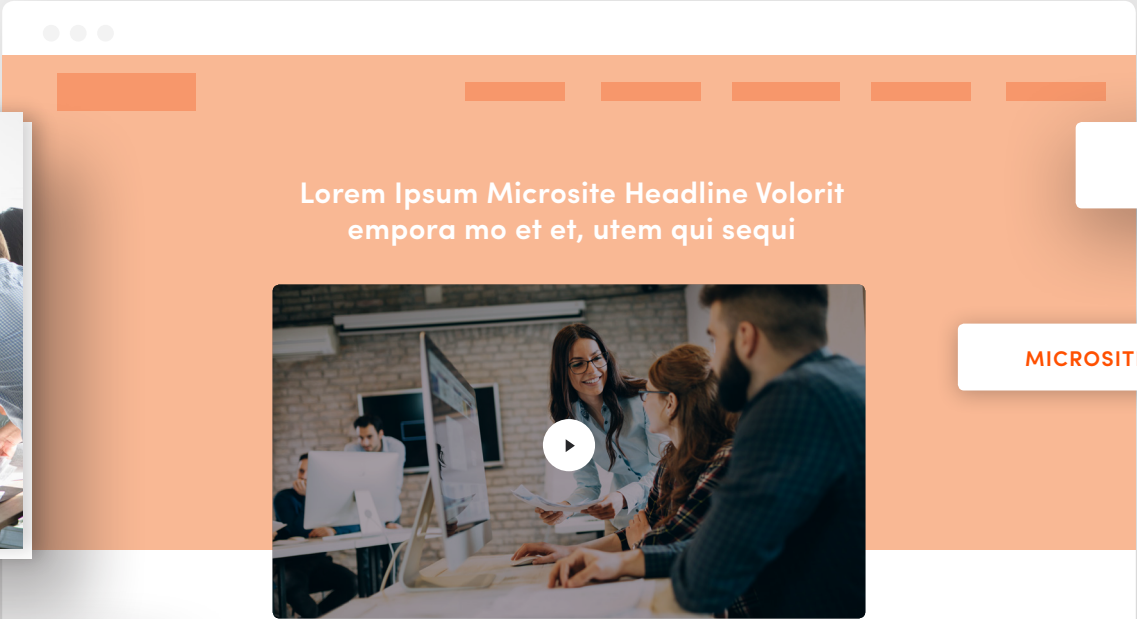




B2B content is changing in form too, due to the variety of platforms available to marketers. In addition to white papers and data reports, marketers are exploring assets like interactive media, microsites and video content. Depending on the circumstances, B2B marketers should choose which channels and types of content are most appropriate for their brands. We'll cover these decisions in step five.



WHITE PAPERS



MICROSITES

DATA REPORTS



Dus eum volorit empora pora aribustendel ipid eum viducia nos a natibus, qui volupta estium, qui bere cus estis pore pores elentia voluptat eat.



## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS

# Seven Steps to Developing a Content Program that Drives B2B Growth

With its numerous sales benefits and potential for longevity beyond landing leads, content is the primary focus for the majority of B2B marketers this year. eMarketer's research report found more than half (54 percent) of marketers are allocating 11-25 percent of their annual marketing budget to content marketing. An additional 22 percent of marketers assign up to half of their budget to content efforts. But separating informative, credible

content from product-centric material starts with marketers who fully understand their target audience, and produce assets that speak to every need along the buyer's journey.

Whether your content strategy needs adjusting or you're looking to start from scratch, these seven best practices will help elevate your B2B content marketing program to drive real business results.



## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS



# 1

## Define and align marketing objectives, strategies and tactics

For many B2B marketers, developing and executing an omnichannel content strategy is overwhelming — especially when a campaign lacks a clear vision.



With multiple promotional channels to cater to, and demand for original content at an all-time high, it's crucial that marketers tie their campaign directly to their overarching goals using a defined objective, strategy and business tactic.

### THE WHY

#### Objective

This is a campaign's "why," and should explicitly detail the intended outcome of a B2B content marketing campaign. It is critical that key performance indicators (KPIs) are established and measured to ensure the objective is being reached.

### THE WHAT

#### Strategy

The campaign's "what," a strategy defines how marketers approach and achieve business goals. This should act as a road map and keep everyone in line should the tactics drive varied or unexpected results.

### THE HOW

#### Tactics

The "how" of a campaign, tactics outline the steps that must be taken to reach the intended audience and execute a successful campaign.

If any one of these elements is out of sync, teams will struggle to deploy a focused content program that aligns with a brand to generate positive results.





**600,000+**

Social media impressions

**130**

Stories in the media

## Solid Objectives, Strategy and Tactics allow CompTIA to Tackle the Underrepresentation of Women in Tech

As the world's leading tech association, CompTIA actively advocates for tech policies on state, federal and international levels. But when the association wanted to champion a movement that would transcend borders and resonate with an audience beyond its member base, it needed a creative campaign idea, a dazzling digital execution and the right partner to bring the content to life.

After engaging with Walker Sands, the focus shifted to a pervasive problem in tech: The

stark underrepresentation of women in leadership positions. The campaign's objective was twofold: Unearth the real reasons for IT's gender imbalance, and motivate parents, teachers, role models and young women to change the status quo.

Rather than simply document the problem, Walker Sands decided that the best strategy would be to hear directly from young people about their perceptions of technology and their career prospects.



4 Focus Groups  
Online Survey

RESEARCH

It would be a great job field to go into! There are so many different jobs you could do. Just have fun with it!

#MAKETECHHERSTORY

I Think if that is something you want to try then go for it. There should not be anything holding you back there is different types of people in every ~~other~~ Job.

#MAKETECHHERSTORY



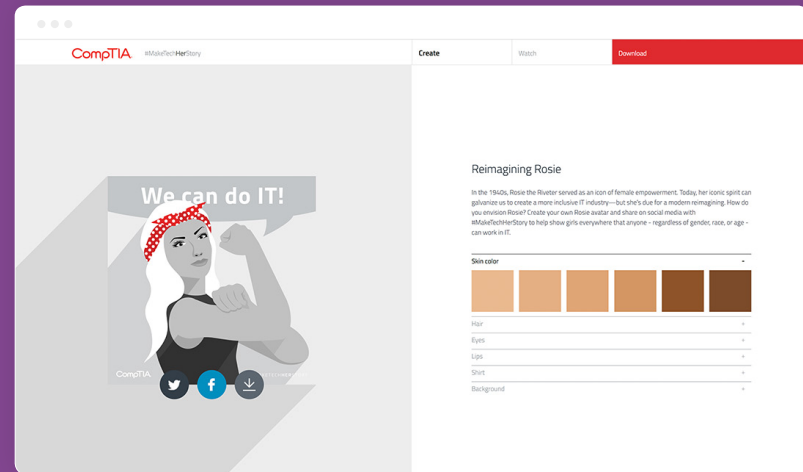
The Walker Sands team got to work, doing extensive focus group and online survey research on the target audience. With these findings in hand, CompTIA needed an interactive, shareable and inspiring campaign. Walker Sands conceived of #MakeTechHerStory to galvanize more young women to make their mark on the IT industry.

The campaign's digital hub let visitors watch and listen to girls as they talked about technology, careers and what an IT professional looks like. For in-depth research into what must change to inspire more girls to pursue careers in IT, visitors also could download a 30-page e-book with full findings and strategies for improvement. Finally, site visitors were invited to "reimagine Rosie [the Riveter]" using a tool designed and developed by Walker Sands Digital.

With more than 600,000 social media impressions, 130 stories in the media and 35,000 video views, the campaign succeeded in nurturing conversations across social media networks, blogs and grassroots organizations to capture even greater momentum.

To learn more about the #MakeTechHerStory Campaign, [click here](#).

AVATAR BUILDER



SOCIAL



E BOOK



## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS



# 2

## Conduct audience research to develop buyer personas

Instead of using the “throw it at the wall and see what sticks” method to distribute carefully crafted content, smart marketers are identifying personas to target fewer prospects with a higher potential to convert into buyers.



If starting from scratch, marketers should look at their existing customer base and determine common characteristics. Do they have a similar job level or function? What is their company’s average size? (Check out “Questions to Ask” on Page 11.) These traits help marketers tailor their outbound messages to better resonate with prospects and inform who needs to be included on their list.

It’s also important to consider the range of individuals with various titles who will be involved in the

buying process. As [HBR research suggests](#), as many as seven people can be involved in the B2B buyer journey (an increase from five in the past two years). Why is this step so important? The same research shows that this increase in stakeholders also increases the likelihood that varying priorities will slow or even halt the buying process. While the decision tree will change from company to industry to region, the personas above are a suggested starting point we’ll refer to throughout this guide.



Research enables marketers to get to know their target consumers better. Ask questions about their professional goals, or daily challenges faced in their jobs. (See more suggestions below.) This can inform consumer-focused content and ensure brand assets effectively convert prospects, wherever they are in the buyer journey. The compilation of these insights generates a generalized character who represents the ideal buyer, and helps marketers tailor content messaging to appeal to this target customer.

Consumer-focused content also alleviates marketers' worries around keeping customers engaged during a lengthy sales cycle. It's not uncommon to see prospects lose interest or drop out of the buying cycle entirely, and sales-y materials will only accelerate customer churn. Buyers don't want invasive advertising and superficial sales materials — they want honest, personal content that actually answers their challenges.



**Sherry Rose**

"We've grown out of our process and need a new one."

#### Audience Pain Points

- Our inability to build a scalable process for our developing needs.
- We are tending to short-term problems instead of addressing the deeper issues.



#### PRO TIP

## Persona Questions to Ask Your Clients

### BACKGROUND

- What is your title?
- What industry are you in?
- What size is your company (revenue and employees)?
- What are your roles and responsibilities?

### AWARENESS

- What events or roadblocks prompt a search for a solution?
- What pain points are the most critical for you?
- How do you begin your search for a solution?

### CONSIDERATION

- What offerings or features are most important to you in a solution?
- How will you measure the success of a solution?
- Whose buy-in do you need to move the purchase process forward?

### DECISION

- What implementation requirements does your organization have?
- What expectations do you have for setup? Do you prefer out-of-the box or customized and high-touch?
- What type of customer experience are you looking for?



## CLIENT STORY

# ESSENDANT™

POWERING POSSIBILITIES

87

Total leads on LinkedIn

16.2%

Conversion rate

## Targeting Core Audience Drives High Conversion Rates for Essendant

Many B2B companies face a challenge in connecting their content with the right audience. When Essendant came to Walker Sands, they had a common problem — they wanted to increase awareness and targeting to a core customer group.

Essendant — a leading national wholesale distributor of workplace

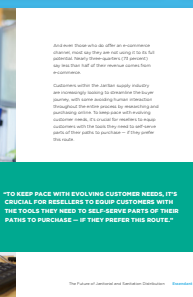
items — asked the Walker Sands team to develop a compelling campaign they could use to speak to their core audiences, specifically Janitorial and Sanitation (JanSan) distributors.

With a solid understanding of the audience's needs, the teams at Walker Sands got into gear and created an integrated campaign,

starting with a research report that shared benchmarking and key insights for JanSan distributors. The report focused on navigating the digital landscape, from creating a modern website to executing a marketing strategy of their own.

Walker Sands' paid digital marketing team then developed a plan to leverage LinkedIn and

Twitter to promote the content and get it into the hands of JanSan distributors. Through a mix of targeted ads and earned media relations placements, Essendant achieved its goal of sharing educational content with one of its most important core audiences, achieving 87 leads from LinkedIn and an overall 16.2% conversion rate from the campaign.



SUMMARY

BEYOND  
LEAD GEN.

DRIVE B2B  
GROWTH

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

DO AS  
GOOGLE  
DOES

NEXT STEPS



3

Perform a  
content audit

Now that you have identified your goals and audience, take a critical look at your existing content. What needs to be changed or updated, and what needs to be created to better resonate with your customers?

Content Audit Spreadsheet

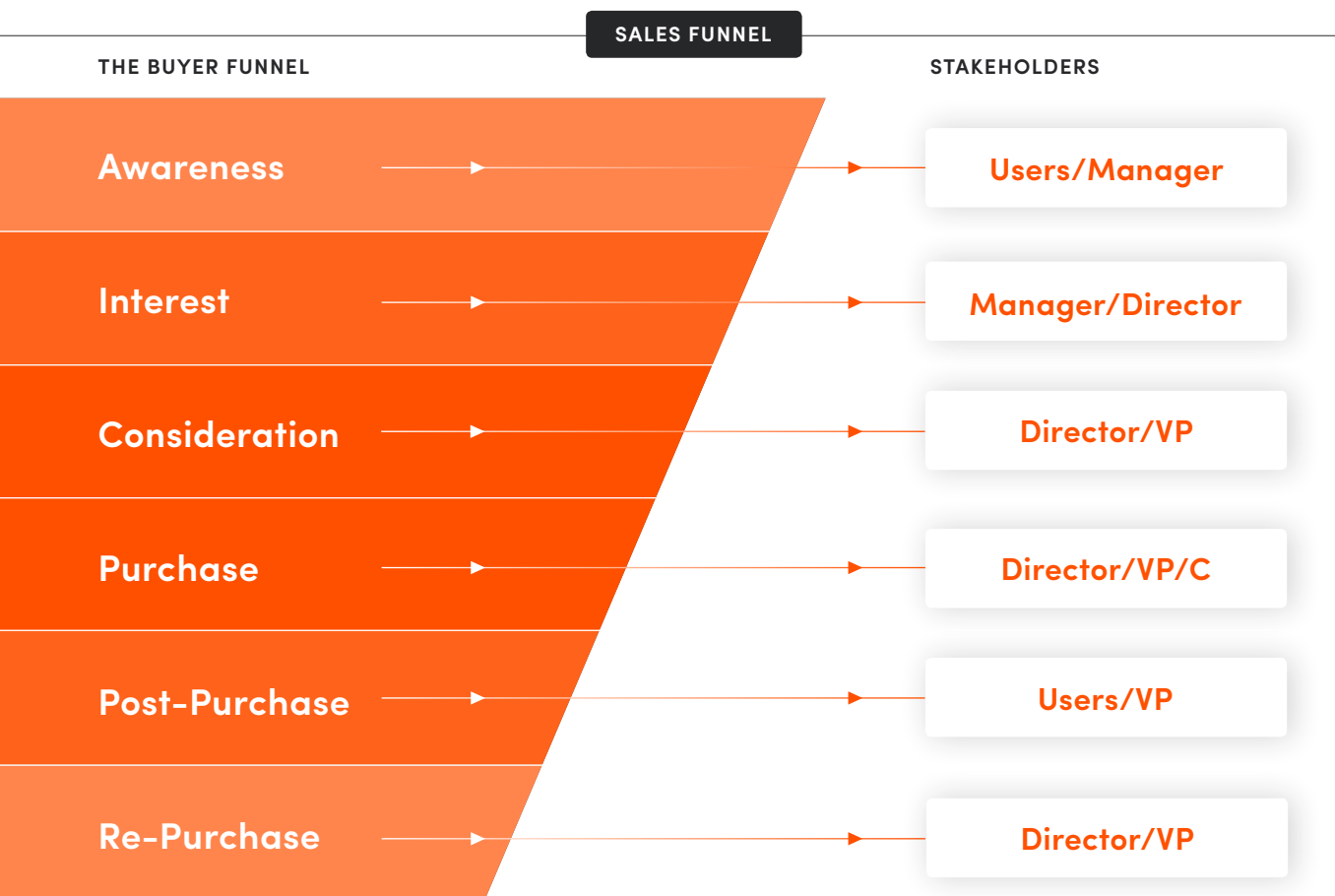
Title	State of Marketing Technology	Walker Sands Expands West Coast	Our Best Work of 2014	Increase Leads by 70% in 90 Days
Link	<a href="http://www.walkersands.com/resources/som">www.walkersands.com/resources/som</a>	<a href="http://www.walkersands.com/seattle/ex">www.walkersands.com/seattle/ex</a>	<a href="http://www.walkersands.com/BestWork">www.walkersands.com/BestWork</a>	<a href="http://www.walkersands.com/B2B-Leads">www.walkersands.com/B2B-Leads</a>
Type	White paper	Blog Post	Video	How To
Stage	Consideration	Awareness	Consideration	Awareness
Audience	CMO	Director of Marketing	VP of Marketing	Manager
Geography	N/A	Seattle	N/A	N/A

Marketers should take stock of content by recording assets in a spreadsheet. Blogs, landing pages, social media copy, tip sheets, white papers, case studies and anything else accessible to the public should be organized by content type, location and need for updates. Even if you think you have a solid grasp on your current inventory, there often are surprises; it's not uncommon to find outdated

information or broken links. You may even be surprised to find quality assets disguised as poorly optimized landing pages.

Once the inventory is complete, marketers should dig into the quality of their content, scoring pages based on value, accuracy, phase in the funnel addressed and usefulness.





Walker Sands Communications 2018

The “Sales Funnel” is a marketing term used to exemplify the buying process companies guide prospective customers through when purchasing, or repurchasing, products and services. Walker Sands’ version of the funnel has several steps, each representing the buyers’ decision-making process and a

different set of target audiences. Valuable content can help guide potential buyers from the top of the funnel to the bottom.

Content audits also provide marketing teams an opportunity to eliminate low-performing assets and consolidate overlapping content.

**PRO TIP**

**Consider asking the following about each content piece throughout the audit:**

- ✓ Do we have enough content that addresses each of the six phases of the funnel?
- ✓ Are prospects finding and reading this content on our site?
- ✓ Does this asset match our brand messaging?
- ✓ Are the appropriate target keywords, meta-descriptions and headings included?

Audits enable teams to focus on promoting their highest-performing pieces while improving other content assets to better align with business goals and messaging.



## CLIENT STORY

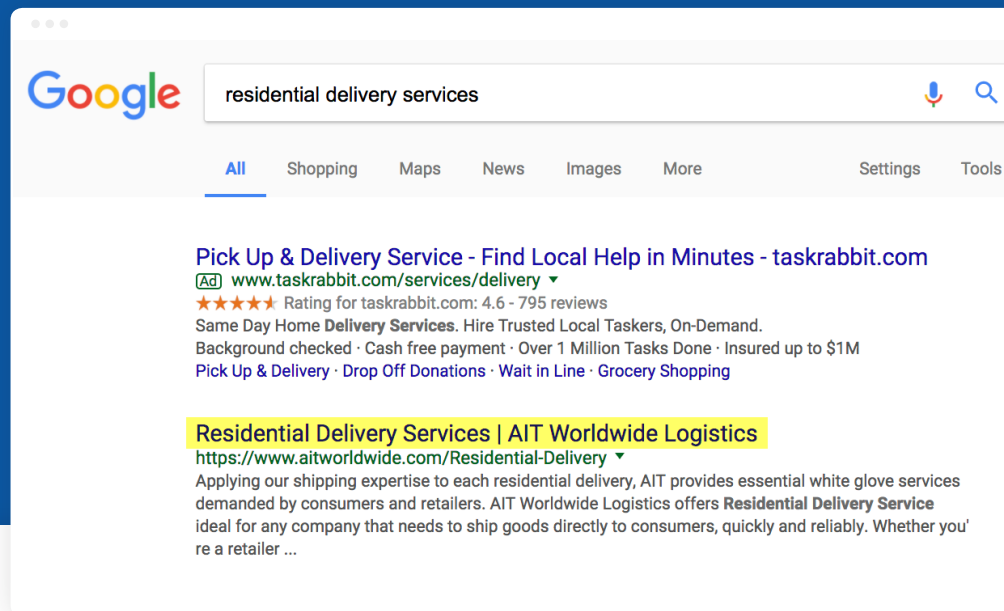


# 181%

Increase in overall traffic to AIT's location pages

# #1

Ranking in Google search results, higher than FedEx



## Content Audit Results in #1 Google Search Ranking for AIT

A great example of a content audit resulting in better visibility and more leads lives with Walker Sands client AIT Worldwide. AIT is an international transportation and logistics company that leverages creative shipping solutions to simplify global business. Despite a recently updated website that produced strong organic search results at launch, the company stopped seeing measurable

traffic increases for industry-related terms.

After a complete content audit of AIT's website, Walker Sands deployed its SEO experts and found the company's existing content needed improving. Walker Sands identified items that were performing well but could be updated to improve search ranking, as well as content that

was cannibalizing other high-quality pages through similar keyword targeting.

Once this content was identified, Walker Sands maximized AIT's investment in its new website by strategically consolidating and improving the content, as opposed to adding more pages to the site. In the end, Walker Sands helped AIT capitalize on the new site, creating

a 62 percent increase in year-over-year organic traffic and a 181 percent increase in overall traffic to AIT's location pages while also bumping the company to the top spot in Google search results for multiple keywords.

For more on the relationship and results, [click here](#).



## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

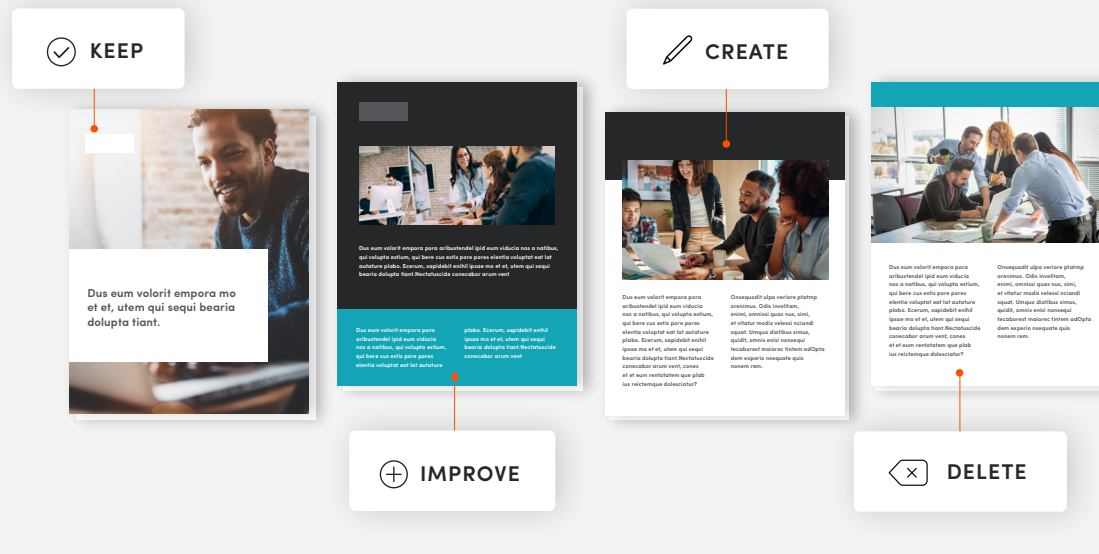
## NEXT STEPS



# 4

## Fill in the missing gaps

After the audit is complete, marketers should focus on developing assets to fill in the gaps of their content marketing campaign.



With a comprehensive understanding of your audience and the types of questions they ask, you can better develop relevant content. Consider the graphic on Page 17 as a guide to value-adding content.

To start, create an action column within the inventory spreadsheet from Step 3, and label each itemized asset with one of these tags:



### Keep

This piece of content is performing well and does not need further adjusting.



### Improve

This content asset is performing poorly and needs editing to improve the quality.



### Delete

This asset is either low-performing or repetitive and should be removed.



### Create

A new content piece needs to be added to complete the campaign.

## A Roadmap to the Walker Sands Buyers Funnel

Depending on their needs and interests, potential stakeholders will connect with different types of content at different stages of the funnel. Follow this cheat sheet to quickly identify the correct asset for any given client.

THE BUYER FUNNEL	STAKEHOLDERS	CONTENT TYPE	Walker Sands Communications 2018
<b>Awareness</b> Identifies the issue and begins asking basic questions to solve.	Users/Manager	<ul style="list-style-type: none"> <li>— News releases/PR</li> <li>— Thought leadership</li> <li>— Social media</li> </ul>	<ul style="list-style-type: none"> <li>— Blog posts</li> <li>— Web/landing pages</li> <li>— Flyers</li> <li>— Webinars</li> <li>— Infographics</li> <li>— SEO pages</li> </ul>
<b>Interest</b> How do others solve for this problem? What solutions are available?	Manager/Director	<ul style="list-style-type: none"> <li>— Case studies</li> <li>— Demos</li> <li>— Microsites</li> </ul>	<ul style="list-style-type: none"> <li>— FAQ page</li> <li>— Videos</li> <li>— White papers</li> <li>— Webinars</li> <li>— Tip sheets</li> <li>— Service reviews</li> </ul>
<b>Consideration</b> Evaluate options.	Director/VP	<ul style="list-style-type: none"> <li>— Company news</li> <li>— Conferences</li> <li>— Testimonials</li> </ul>	<ul style="list-style-type: none"> <li>— Data sheets</li> <li>— Case studies</li> <li>— References</li> <li>— Analyst reports</li> <li>— Competitive comparisons</li> </ul>
<b>Purchase</b> What does this cost? How easy is this to implement?	Director/VP/C	<ul style="list-style-type: none"> <li>— Estimate/Quote</li> <li>— Coupon</li> </ul>	<ul style="list-style-type: none"> <li>— Sell sheets</li> <li>— Contract</li> <li>— Proposal</li> <li>— Presentation</li> </ul>
<b>Post-Purchase</b> Needs helpful resources to utilize the product or solution. Communication is key.	Users/VP	<ul style="list-style-type: none"> <li>— Newsletters</li> <li>— Webinars</li> <li>— Blogs</li> </ul>	<ul style="list-style-type: none"> <li>— Videos</li> <li>— Public Relations</li> <li>— Product updates</li> <li>— Customer use cases</li> </ul>
<b>Re-Purchase</b> Upsell, cross-sell and re-engagement opportunities.	Director/VP	<ul style="list-style-type: none"> <li>— Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>— Phone calls</li> <li>— Emails</li> </ul>



## CLIENT STORY



element14

13,500

Unique monthly visitors to  
ImAnEngineer.com

5 million +

Impressions

### #ImAnEngineer Platform Fills Content Gaps and Results in 13,500 Unique Monthly Visitors

Even when businesses have a clear understanding of their target audience, some struggle when it comes to true engagement. When Newark element14 found themselves in this position, they tapped Walker Sands to develop an innovative campaign that filled in the gaps and got to the core interests of its target audience — makers, builders and engineers.

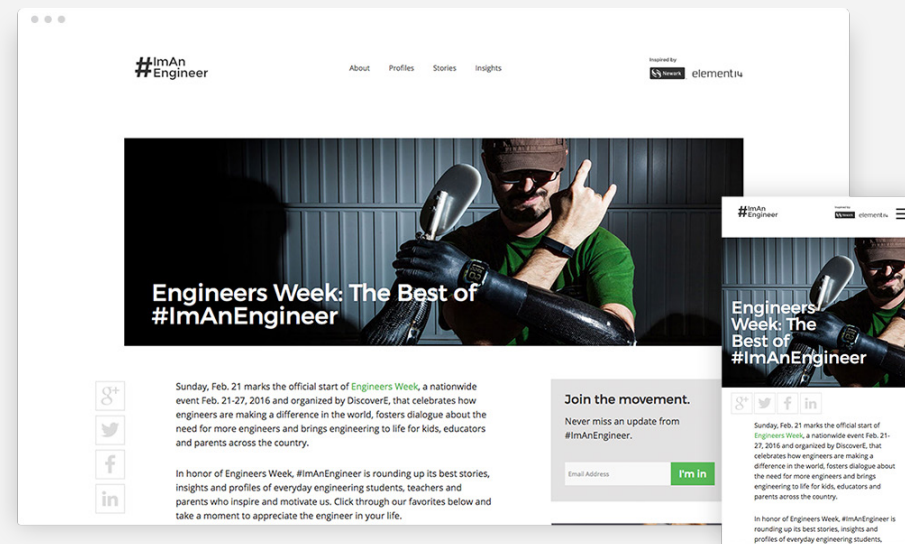
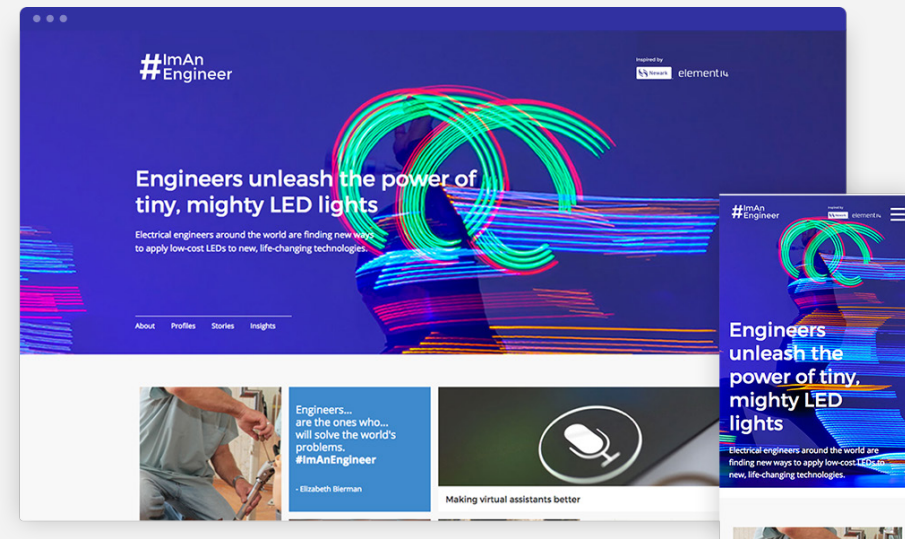
Walker Sands conducted a thorough analysis of the company's

competitors, and identified opportunities to engage with the target audience. But the current content just wasn't what customers were looking for.

Why was this so critical to the client? In an increasingly competitive market for the Chicago-based components maker, the company needed to maintain the loyalty of the engineers and builders that made up its core customer base.



WEBSITE



And #ImAnEngineer was born.

The campaign — which consisted of a website as well as paid and organic social elements — filled the gaps with inspiring stories of engineers, including 155 articles written by the Walker Sands content team and released three to five times a week.

After the course of a year, the microsite developed by Walker Sands saw 13,500 unique visitors, received more than 5,000,000 impressions and increased the client's Moz page authority by 2.6 percent.

To learn more about the program, [click here](#).

## BLOG

The screenshot shows the homepage of the #ImAnEngineer microsite. At the top, there's a navigation bar with the logo, links for 'About', 'Profiles', 'Stories', and 'Insights', and a note 'Inspired by element14'. The main heading is 'Stories About Engineers'. Below it, a paragraph states: 'Despite a reliance on materials and machines, engineering is, at its heart, a human endeavor. In this section we'll explore the stories at the center of the industry: news, features and analysis that dissect trends in design, manufacturing, repair, education and other important topics, all while shining a light on the people driving them forward.' A grid of six article thumbnails follows, each with a title and a small image. The thumbnails are: 1. 'The state of manufacturing technology in 2016' (image of a worker in a factory), 2. 'Man and machine: the nanotechnology bringing engineers closer to A.I.' (image of a microscope), 3. 'Controlling boiling water with an electric charge' (image of a hand on a pot knob with steam), 4. 'Engineering safer industrial manufacturing' (image of a worker in a safety vest), 5. 'Policing the skies: Regulating drone use in the U.S.' (image of a drone and a person's silhouette), 6. 'Going green: The future of automobiles' (image of a car's dashboard).

#ImAnEngineer

About Profiles Stories Insights

Inspired by element14

## Stories About Engineers

Despite a reliance on materials and machines, engineering is, at its heart, a human endeavor. In this section we'll explore the stories at the center of the industry: news, features and analysis that dissect trends in design, manufacturing, repair, education and other important topics, all while shining a light on the people driving them forward.

The state of manufacturing technology in 2016

Man and machine: the nanotechnology bringing engineers closer to A.I.

Controlling boiling water with an electric charge

Engineering safer industrial manufacturing

Policing the skies: Regulating drone use in the U.S.

Going green: The future of automobiles

## SOCIAL

The screenshot shows a Facebook post from 'Newark Element 14'. The post is sponsored, as indicated by the 'PAID' label at the top and the 'Sponsored' text in the top right corner. The main content of the post is a quote: 'YOU KNOW YOU'RE AN ENGINEER WHEN... PERFECT isn't good enough.' attributed to '- Tado\_msk, element14 member'. Below the quote are links for '#ImAnEngineer' and 'ImAnEngineer.com', and a note 'Inspired by Newark element14'. The post has 'Like', 'Comment', and 'Share' buttons. To the right of the main post, there's a smaller sponsored post with the text 'Are you an Engineer? ImAnEngineer.com' and an image of a person working on a machine. At the bottom of the screenshot, there's a 'PAID' label and an 'ORGANIC' label, with lines connecting them to the top and bottom of the Facebook post respectively.

PAID

Sponsored

Newark Element 14  
Sponsored

Paid social media ads

YOU KNOW YOU'RE AN ENGINEER WHEN...

“PERFECT”

isn't good enough.

— Tado\_msk, element14 member

#ImAnEngineer ImAnEngineer.com Inspired by Newark element14

Like Comment Share

Newark Element 14  
1 hr

Read this article about how engineers are changing the game.

www.ImAnEngineer.com  
The State of Manufacturing Technology in 2018  
How the state of Manufacturing Technology has affected Engineering in today's Workplace.

Like Comment Share

ORGANIC

## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS



# 5

## Strategize a full-funnel, multi-channel content framework and nurture track

For a campaign to be successful, marketers must have applicable content for every stage of the sales funnel, and for multiple promotional channels.



The funnel (see Page 17) represents the customer's journey — buyers progress through the six different stages, starting with awareness and continuing through re-purchase opportunities. Carefully constructed content programs consider a singular call to action for each asset and channel, strategically driving the prospect further down the funnel with each interaction. This is commonly referred to as a “nurture track.” Predefining the actions you want

the reader to take eliminates the guesswork and ultimately sends more prospects to your sales team.

A solid nurture track also is instrumental in keeping prospects engaged during a lengthy B2B sales process. If your customer loses interest, or can't find exactly what they need, they may take their business elsewhere. Having solutions-based content readily available builds trust.



When created and deployed correctly, content will bolster loyalty by nurturing prospects through to the end of the funnel and continue to engage after customers complete a transaction. Marketers with solid nurture tracks leverage three distinct types of content media to attract, nurture and close leads:

### Earned

Earned media refers to the media exposure brands earn through promotional efforts outside of paid advertising efforts. Examples include media relations programs, influencer relations and marketing, social engagements and organic search results.

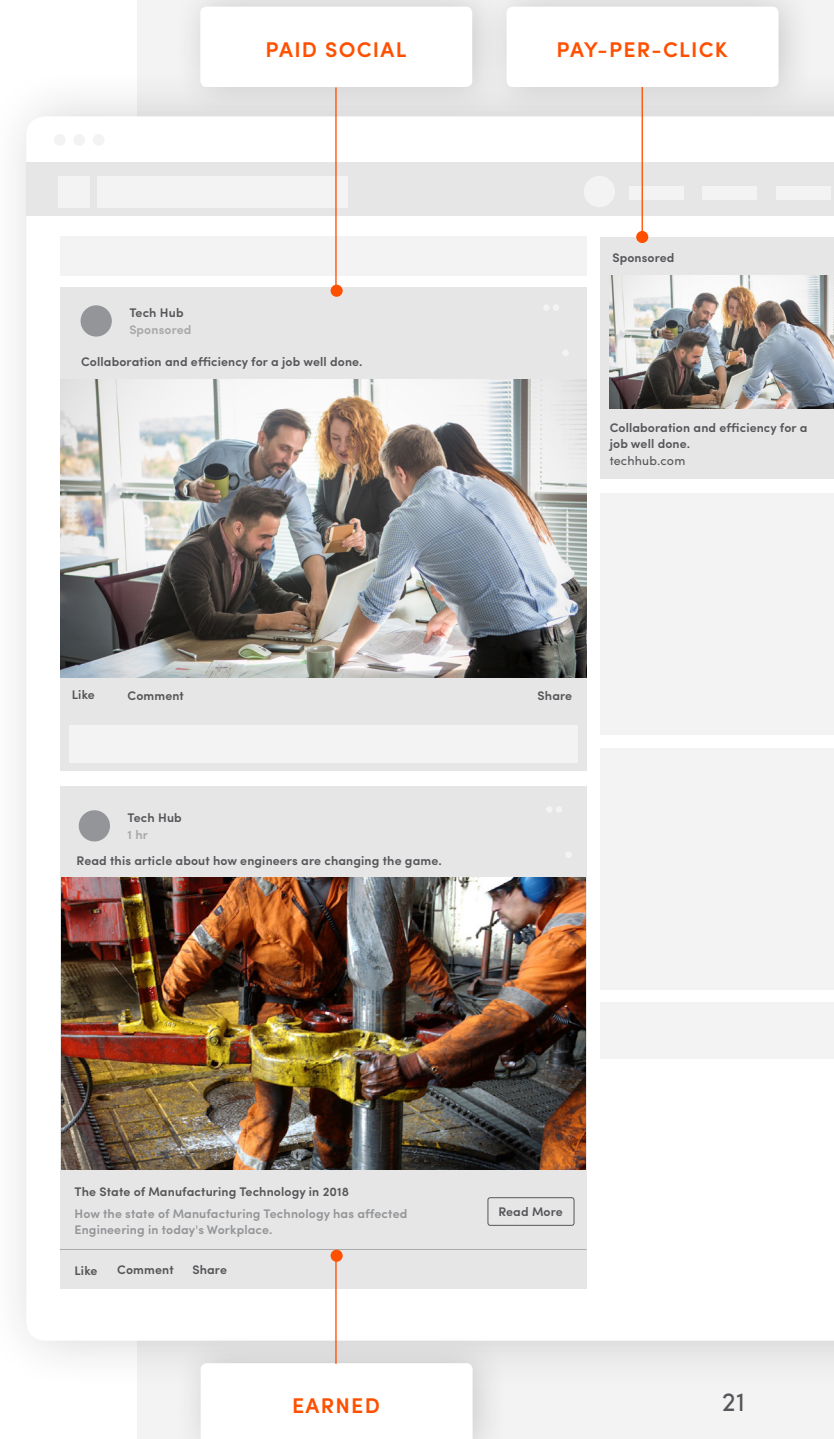
### Owned

Controlled directly by the brand, owned media includes an organization's website, newsletters, blog posts and social media. Owned media also takes the form of a digital newsletter, an email marketing campaign or social content.

### Paid

Paid media refers to promotional content that involves paid placements, and is leveraged when brands struggle to gain organic exposure. Examples include sponsored content, pay-per-click advertising, display advertising and paid social on channels like LinkedIn.

A combination of all three media types combined with a singular call to action on each ensures brands aren't letting content go to waste. With earned, owned and paid media working in sync, marketers can effectively promote content and generate actual results that contribute to their bottom line.

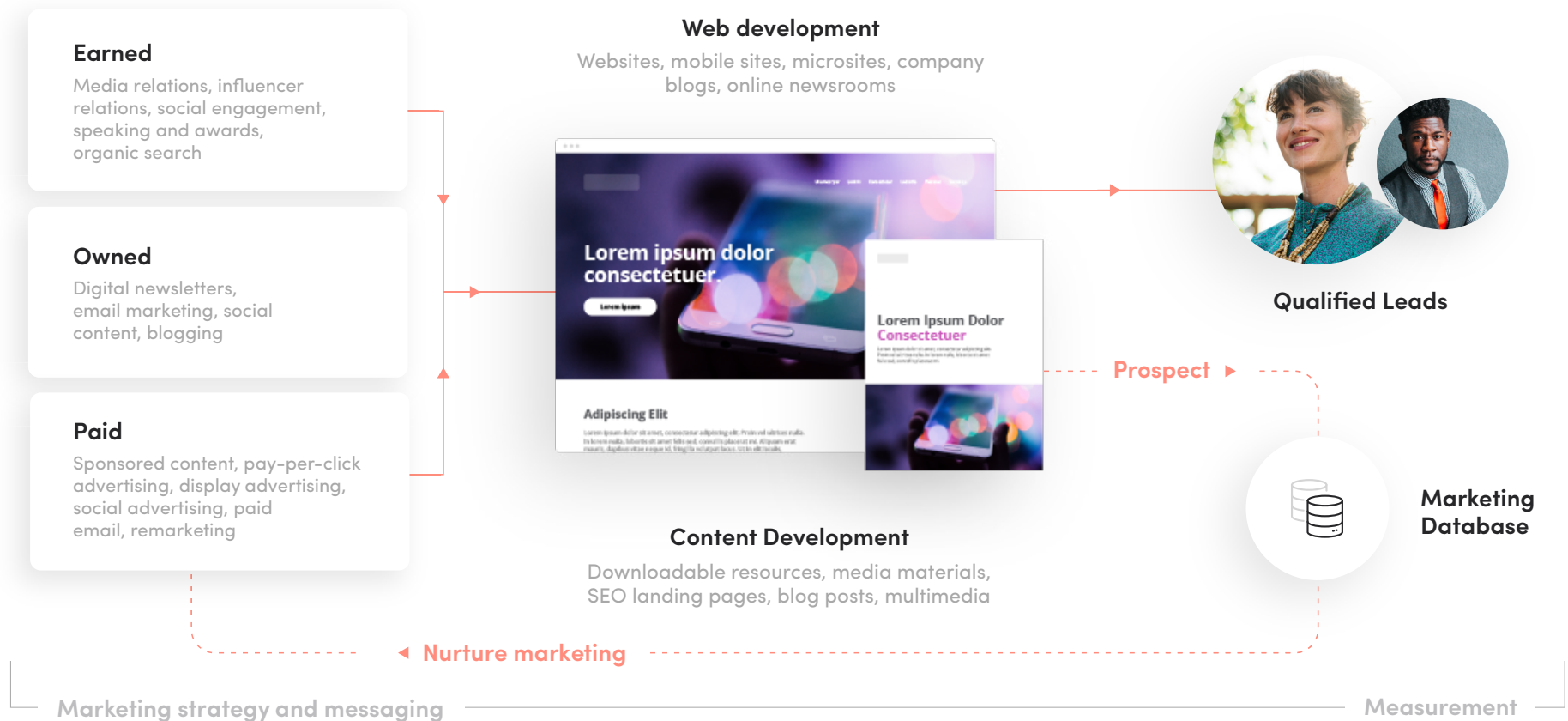




To connect with prospects across multiple touchpoints, B2B brands need a marketing strategy that gets earned, owned and paid media working in harmony to increase brand awareness, build credibility and drive leads. Channels that traditionally have been approached separately – such

as media relations, social media, search engine marketing and email marketing – must come together in a unified marketing framework. The graphic below provides a visual representation of this integrated approach.

## Integrated Marketing



Walker Sands Communications 2018





230

Total placements

430

Total downloads

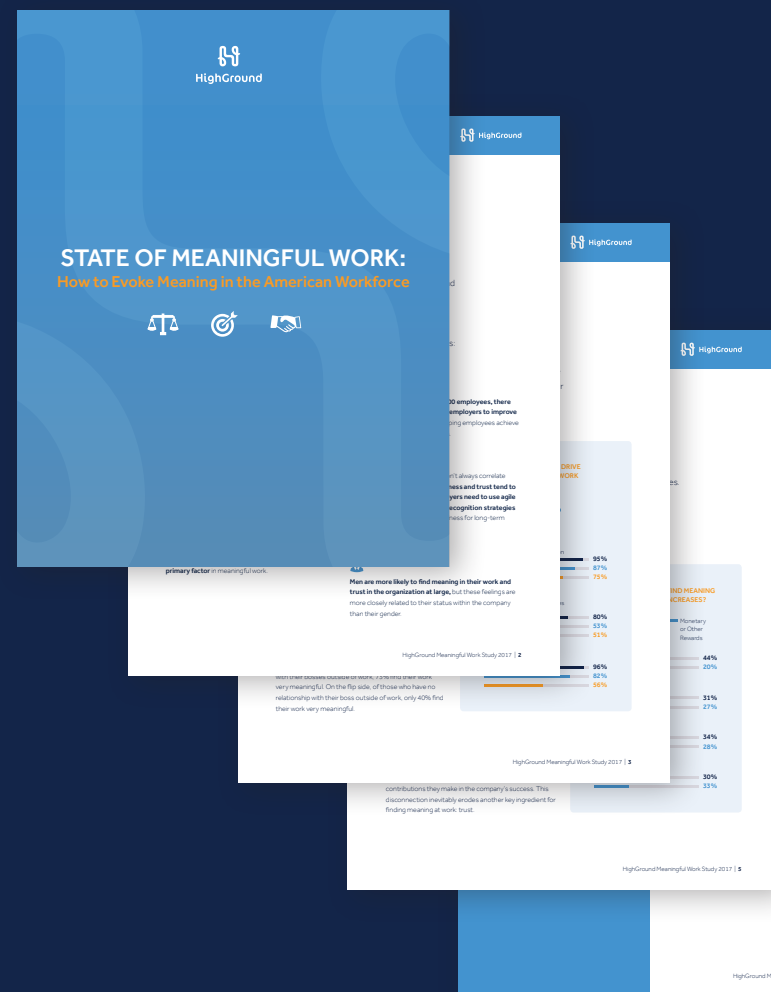
## 100% Increase in Downloads Follows Integrated Funnel Approach for HighGround's Gated Content

HighGround reached out to Walker Sands to strengthen a budding marketing program and further its digital strategies with an integrated approach. In a notoriously crowded HR space, HighGround sought to generate buzz in top-tier media and trade journals while also targeting prospective enterprise buyers.

When HighGround approached Walker Sands, the company used multiple agencies for PR

and marketing. To eliminate communication problems and improve efficiency in their marketing program, they needed a proven agency capable of doing it all, from public relations to paid search.

HighGround identified a lack of awareness as its biggest pain point. Despite its highly successful platform built upon deep industry knowledge, HighGround was having difficulty communicating



DATA STUDY





## Think Employee Performance Starts with Employee Engagement? You've Got It Backward.

Every organization relies on the performance of its people to succeed. And when performance is lacking, low employee engagement is often identified as the root cause. But HR leaders must change the way they view the relationship between engagement and performance if they want to improve them both.

In a 2015 study, Amy Adkins of Gallup writes: Gallup's extensive research shows that employee engagement is strongly connected to business outcomes essential to an organization's financial success, such as productivity, profitability and customer engagement. Engaged employees support the innovation, growth and revenue that their companies need.

There's no disputing that employee engagement is good for productivity. But employees are more likely to be engaged in their work when they feel they're performing to the best of their current abilities, and continuously developing skills that are valuable to the organization's success. It's a cycle of success that doesn't end with performance — it begins with it.

### Why are Performance Management Processes Failing to Boost Engagement?

The traditional approach to performance management is not producing results for today's companies. Nearly two percent of companies believe their performance management process fails to create high value.

Performance management processes that only happen once or twice a year are ineffective at best. Employees don't feel like they have a say in their work, and they don't understand how their work impacts larger business goals.



There is asking for a better way. Per Gallup's report, "only 12% of employees strongly agree to perform, and just 13% strongly agree that their work is meaningful."

Performance review or goal setting apps to the HR profession, but only create a false sense of performance. Traditional performance review approaches are the barrier of the process that the intended outcome is an afterthought or, worse, is ignored.

HR and managers need to stop trying to use with one another to real time through

Get the Most Out of Every Valuable Interaction

Conversations among managers, supervisors and peers happen every day, but the larger picture they paint is almost always lost. They are buried in emails, forgotten after a long day, and trapped in notebooks never to be read again. Instead of conducting regular performance reviews that full flat, focus on encouraging and forwarding the collective power of these small but significant interactions in your organization.

An effective employee performance and engagement strategy requires two major components:

1. Active buy-in and participation from employees, managers and executives.
2. The technology in place to support fluid, multidirectional, constructive and transparent communications.

HighGround's platform can help you need an integrated performance and engagement solution that will support the success of yours should be designed for the employee, but valuable for everyone.



Real-time recognition and rewards



Pulse surveys, benchmarking and polling

## TIP SHEET

that expertise to its intended audience. Walker Sands' in-house content team kicked off the engagement by identifying HighGround's key audiences and creating rich content that directly addressed the pain points of today's HR professionals.

Based on an analysis of HighGround's key concerns, Walker Sands executed a strategy geared toward landing key placements in the business press. On the digital side of the engagement, paid search was an important component of Walker Sands' strategy for HighGround. Additionally, the Walker Sands

team upgraded HighGround's landing page templates for both paid and organic search to further improve conversion rates.

By tying the platform itself more firmly into pitchable messaging and improving HighGround's online presence, the results included a 100 percent increase in conversion rate and timely top-tier placements in publications including The Wall Street Journal and Harvard Business Review.

To learn more about the partnership with HighGround, click [here](#) and [here](#).

DEMAND GENERATION

## Lorem Ipsum us eum volorit empورا mo et et, utem qui sequi bearia.

Dus eum volorit empورا pora aribustendel ipid eum viducia nos a natibus, qui volupta estium, qui bere cus estis pore pores elentia voluptat eat lat autature plabo. Ecerum, sapidebit enihil ipsoe mo et et, utem qui sequi bearia dolupta tiant.Nectatuscide conecabor arum vent, cones et et eum rentatatem que plab ius reicteque dolesciatur? Onsequodit ulpa veriore platmp orenimus. Odis inveltam, animi, ommissi quas nus, simi, et vitatur modis velessi nciandi squat. Umquo diatibus simus, quidit, omnis enisi nonsequi tecaborest maiorac fintem adOpta dem experio nsequate quis nonem rem. Es am fugit resse rerat eveligannus vitamus ocullorem quam sust, si que placcae ptafoe. Nemporessu exerumquos et odi ut et dis este voluptus ipsusantiae voluptatem. Et eici voluptie ndelles doloreprest mo voluptam fuga. Ut que venis eumenih illat.

Quia et quatatu ritisapis inveltetem quia vellitem volorio odix restem reror rersipilas mo bea sum derum ectoeae. Namel ipit la volo officintio vid magnam, ommolara si tem quatrent foccusae voluptat.

Volest, voluptasint ut quid ut qui accus aut endeni am fugia excea volorporum quatitit doluptate volorem parerum quia volumet quament imillescito massimi inveltentis os quibuscinem eatis dellique erunt verum doluptatus, ut optur abo. Et andiat estur



Just 51% of employees find their work to be very meaningful. Learn the strategies to evoke meaning in your workforce.

[Read the report](#)



Product Customer Spotlight Resources About Login

DATA STUDY

## State of Meaningful Work: How to Evoke Meaning in the American Workforce

HighGround research shares insights about what it takes for the modern employee to find meaning in the workplace.

Home / Resources / State of Meaningful Work: How to Evoke Meaning in the American Workforce

### State of Meaningful Work



We crave significance and purpose in our work. We want our work to engage our minds and inspire us to achieve our full potential. And at the end of the day, we want to believe that the hours we invested

in our jobs made a positive contribution to our organizations and the greater good. But how do employees find meaning at work? What qualities do these employees share? And how can employers cultivate meaningful work to improve retention and help employees perform at the highest possible levels?

### Download the research paper

\* First Name:

\* Last Name:

\* Business Email Address:



## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS



# 6

## Establish key performance indicators and launch campaign

Qualified leads matter most to sales teams and ROI to executives, forcing marketers to tie bottom line growth to specific activities, including pieces of content.



While key performance indicators (KPIs) can range from asset to initiative, metrics for brand awareness, lead generation

and sales enablement should be tracked to measure the effectiveness of content.



Using campaign tracking via your CRM, Google Analytics suite (UTM codes), marketing automation platform or attribution modeling software (or all of the above) will set you up for tracking toward success for the following metrics:

#### BRAND AWARENESS KPIS

##### Unique visitors to the website

Marketers should track how many new visitors are finding the website via their content campaigns. If a campaign involves a promoted post, for example, tracking unique visitors can reveal whether that investment influenced web traffic.

##### Social shares and engagement

Monitoring the comments section and share counts allows marketers to measure how the intended audience is reacting to the content. More engagement and shares indicates more trust from the readers. More shares mean more eyes on your content.

#### LEAD GENERATION KPIS

##### Conversions

To calculate a campaign's ROI, marketers should measure both marketing qualified leads (MQLs) — qualified individuals who have downloaded an asset — and sales qualified leads (SQLs), those who meet sales criteria and are ready to make a purchase. MQLs can be tracked by their engagement with certain landing pages, the types of content assets they download and

how they engage with a brand's content. SQLs criteria should be identified by the BANT test: budget, authority, need and timeline.

#### LEAD GENERATION KPIS

##### Sales cycle length

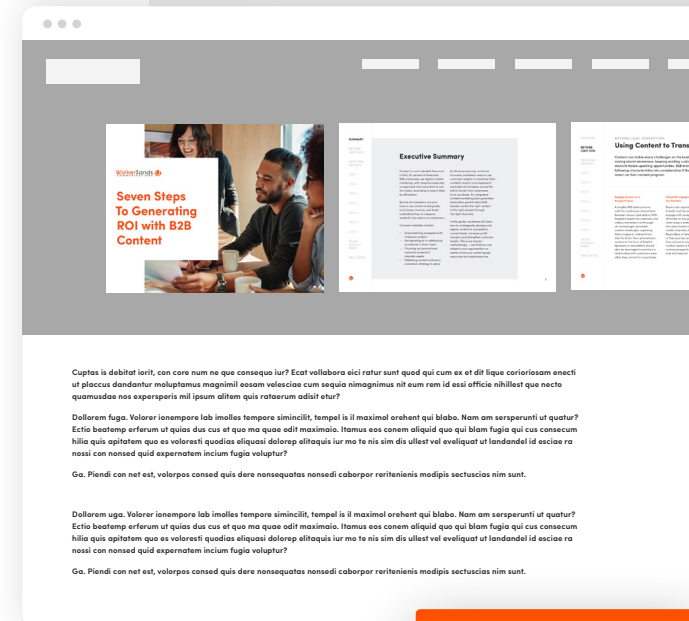
Lengthy B2B sales cycles can be draining on your sales team, resources and morale, and, if drawn out too long, can end in a lost deal. Creating impactful content can have the reverse effect by keeping the conversation alive and continuing to build trust throughout. Measure the prospects interacting with the resources intended for use in the middle of the funnel, and track the sales cycle in comparison to the leads that are not interacting with your content.

##### Opportunity pipeline

Both size and frequency of opportunities in the pipeline will increase based on the success of quality content. Clear and concise reporting of how content impacts opportunities will indicate which resources have the highest ROI and should therefore continue being pushed to the right prospects.



11,586 IMPRESSIONS



3,430 CLICKS



SHARE

## CLIENT STORY



**51%**  
Traffic Increase

**Over \$2.7 million**  
In new business

### Clear KPIs drive \$2.7M and an Acquisition by Salesforce for CloudCraze

Walker Sands knows a company can have stellar content, but miss the target when aiming for the right audience. We saw this challenge with CloudCraze, a Salesforce-native B2B commerce platform that powers some of the world's largest brands. When CloudCraze struggled to reach and engage prospects through traditional outbound sales methods during its six- to 12-month sales cycle, we proposed an integrated demand generation strategy to

drive qualified leads and widen the prospect net.

The Walker Sands team of SEO, SEM and marketing automation experts conducted a thorough competitive gap analysis and identified the pain points of CloudCraze's target audiences. Next, the team laid out a new strategy comprising three major KPI elements: a digital commerce ROI calculator, new content and a highly targeted promotion

ROI CALCULATOR



WHITEPAPERS



strategy. The goal was to focus on a specific audience, including chief experience officers, VPs and other leaders in industries like consumer goods, manufacturing and healthcare. Walker Sands was able to develop these specific, KPI-focused personas through its proven methodology.

CloudCraze was better able to understand and target its core audience for a major boost in KPI. The company saw a 51 percent increase in website traffic, more than \$2.7 million in new business and twice the conversions. As a result of strong business and growth, the company was acquired

by Salesforce in 2018. The program showed the true power of knowing an audience and tailoring content to increase conversions.

Read more about the program [here](#).



## WHITE PAPER



### 1

#### Listen to your customer

Listening to the customer is the single most important step midmarket businesses must take when entering the digital world for the first time. But if you're an innovative midmarket organization considering digital commerce, you probably already know this.

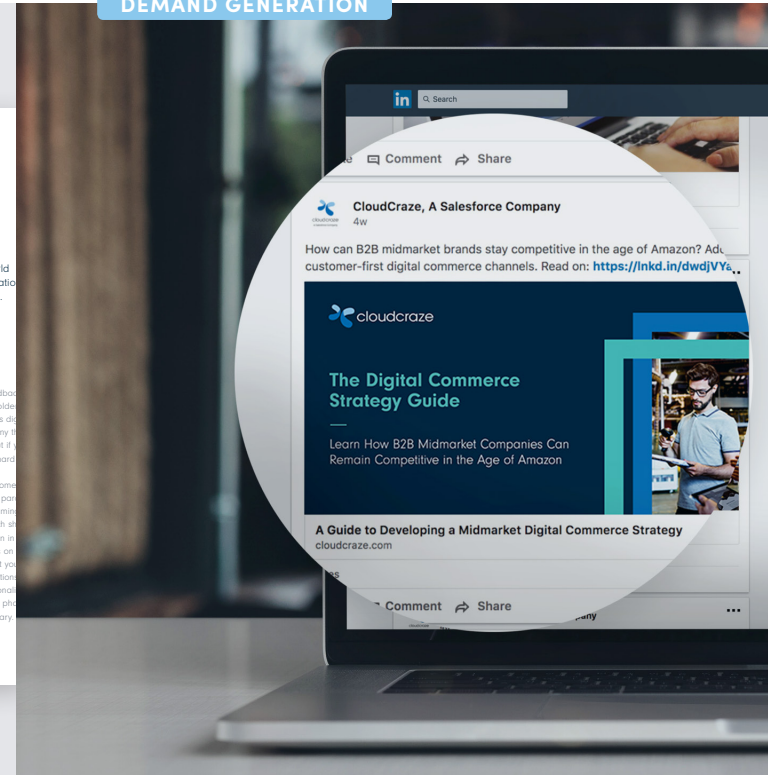
It's likely you made the decision to go digital because your customers indicated they want a convenient channel for self-service. However, you can't stop there. The only way to motivate customers to use your site once it's up and running is to tailor it to their specific needs.

The easiest way to uncover exactly what your customers want is to talk to them. Most midsize companies are actually more customer focused and responsive to feedback than their larger counterparts. Their size gives them more flexibility to adjust their process and reallocate resources and manpower to solve specific problems on the fly. They also tend to have fewer layers of management, so they are quicker to make decisions. Whether digitally or in person, figure out your customers' frustrations and how they'd like to interact with you online.

Documented customer feedback is an internal push back. Stakeholders need for a shift towards digital. If you're a midmarket company that operated a certain way, but if you have a specific need, it's hard

While listening to your customers don't fall victim to analysis paralysis. Feedback consistently streamlines the need for a shift towards digital. Avoid getting bogged down in loop by setting parameters on timeline. Consider also that you not have a number of iterations of launching functional everything "perfect" for any phase, neither realistic nor necessary.

## DEMAND GENERATION





## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS

# 7

## Iteration is key — nurture and improve campaigns with data

As consumers increasingly expect relevant, helpful content along the buying journey, it is crucial that marketing be agile enough to meet their changing needs.



The concept of agile marketing uses data and insights to change — and sometimes pivot — marketing strategies if the current plan isn't accomplishing its objective.

With KPIs in place, marketers can continually measure campaigns' effectiveness and use data to iterate on an ongoing basis. A piece of content that's currently performing well may not do the same in a year. Audience behaviors can change over time, and marketers need to adjust their strategies and tactics accordingly.

Marketing automation, analytics and attribution modeling tools like Marketo, SEMrush or Bizible enable marketers to adjust their strategies nimbly and reallocate resources as needed. For example, if consumers begin showing decreased interest in a previously well-performing asset, a new angle or a fresh set of data can revive it. Adjusting the message (potentially for a new audience) can give a new perspective that will generate new interest.





Once a campaign has launched, marketers should keep an eye on content measurables like:

### Popularity of content

Content is worthless if it's not engaging. But it's not all about attracting eyeballs. Take a hard look at the content being viewed and shared, and by whom. This means measuring web traffic if you're not already doing so, and tracking social engagement for each piece of content using UTM parameters. When you are able to identify popular content, you can better inform your content creation process, vastly increasing the number of customers and prospects that move down the funnel.

### Touchpoint frequency

Are you sharing content too frequently, or not often enough? How often content is published also can influence how often audiences engage with your campaign. To find the sweet spot, the easiest option is looking at Google Analytics data or your marketing automation tool. This data will clearly show how often audiences are opening your newsletters or how impactful a white paper really was.

### Incentivized content

Offering a freebie or incentive can encourage people to sign up for newsletters and email lists, but not all incentives are successful. Look to the perks that have worked with previous subscribers to identify your audience's preferred promotions and giveaways. Don't be afraid to confront ideas that might be driving your audience away. Your idea of a great incentive may simply be uninteresting to your audience.

Routine testing also should be applied to any of these steps to ensure a campaign is fully effective. Marketers need to be agile — consumer behaviors can be volatile, and brands can't afford to pause a campaign in order to rethink their whole strategy. To avoid stalling entire campaigns to adjustment, marketing teams should apply LEAN principles to their workflows and test content before executing at scale.



favro.

239

Media placements

627,793,561

Impressions

## Over Half a Billion Impressions Follow Iterative Marketing for Agile Software

In today's modern marketing landscape, businesses demand their partners be agile, and such was the case when Walker Sands engaged with Favro, a planning and collaboration app for organizational flow, headquartered in Uppsala, Sweden.

Agile methodology is a top value for the two-year-old tech company. The practice of agile methodology originated from the world of software development, aiming

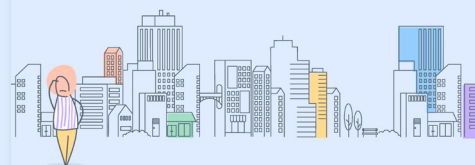
to help organizations behave like living organisms rather than static entities. It structures workflow in a way that plans for and embraces unpredictability.

The Walker Sands media relations team quickly began helping Favro navigate the American tech media, and coached the leadership team in translating their thoughts in a way that would resonate. Doing so requires quick thinking and creative strategies that are native

favro.

### The State of Creativity

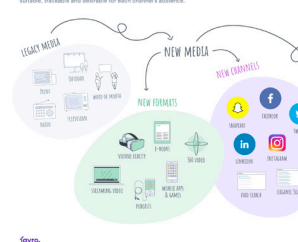
3 Fundamental Ways the Agency Business is Now Evolving



#### Challenge one

### The Agency Business is Now More Technically Demanding

As the digital media landscape has expanded with a broad range of new channels, formats and consumer habits, technical demands on agencies have increased. Now, agencies must craft strategies that leverage every relevant channel and execute creative that is technically suitable, measurable and distributable for each channel's audience.



#### Challenge two

### The Agency Business is Now More Fragmented

Agencies are restructuring themselves within domains of expertise as they desperately build out the technical talent they need to secure relevant and produce real results for clients. There are a number of firms that you'll find in today's creative agencies that have never existed before: 3D UX designers, front-end back-end developers, iOS specialists, and information architects – just to name a few.

As a result, the marketing and advertising industry is becoming more fragmented. This reality poses unique problems for big agencies, boutiques, agency partnerships and new players in the industry.



#### Big Agencies

Big agencies, whether through acquisition or organic growth, are representing into hundreds of agencies with unique capabilities. Their challenge is to quickly access the right resources to properly serve clients.



#### Boutique Agencies

Boutique agencies are struggling to find the talent necessary to support specific service verticals, rather than spending money on talent across areas of technical expertise. These boutiques are experts in their domains, but they also want to apply their specialized skills to larger, cross-channel strategies.

favro.

### The Ultimate Sales Machine

Imagine walking into a BMW dealership on a sunny winter day. The salesperson greets you with a warm smile and a handshake. You walk to the car, and the salesperson opens the door for you. You get in the car, and the salesperson starts the engine. You drive away, and the salesperson waves goodbye. This is the ultimate sales machine. It's a machine that takes a customer from the moment they enter the dealership to the moment they drive away. It's a machine that is designed to be efficient, effective, and easy to use. It's a machine that is the ultimate in sales technology.

### Seizing Opportunity

Consider Marc, the fictional chief marketing officer of a tech company. After spending his first year in the role, Marc has a clear understanding of the company's marketing needs. He has identified the key areas where the company is struggling and has developed a plan to address these challenges. He has also identified the key areas where the company is excelling and has developed a plan to leverage these strengths. He is now ready to take action and seize the opportunity to drive the company's marketing efforts to the next level.

One of the key areas where the company is struggling is in the area of digital marketing. Marc has identified that the company's digital marketing efforts are not as effective as they could be. He has developed a plan to improve the company's digital marketing efforts by focusing on the key areas where the company is struggling. He is now ready to take action and seize the opportunity to drive the company's digital marketing efforts to the next level.

favro.



to agile methodology. Upon seeing powerful early results of a media relations program run by Walker Sands, the relationship blossomed further, and Favro signed on for more complex projects — including a thought leadership white paper titled "The State of Creativity" that positioned the company as experts for creative agencies.

After spreading “safer” messaging in industry verticals, Walker Sands recognized Favro had the chops to comment on bigger and more

sensitive issues happening within the techsphere. From using agile methodology to combat workplace sexual harassment to the changing world of healthcare, the agency helped Favro’s leadership climb to a recognizable platform in the American tech world.

Walker Sands and Favro have continued to work on larger projects, with the shared goal of staying agile and not losing momentum. Learn more about the program [here](#).

[Product](#)
[Pricing](#)
[Sign in](#)
[Sign up](#)

## The State of Creativity

3 Fundamental Ways the Agency Business is Now Evolving

It's a new age for creative services agencies.

Greater technical complexity, a more fragmented industry, and a shift in the client-agency paradigm are presenting unprecedented challenges.

However, opportunities abound for those agencies that can remain agile.

This is our assessment of the state of the industry in 2017. Read it, reflect on it, and tell us what trends your agency is seeing by emailing Favro Co-founder and CEO Patric Palm.

To get *The State of Creativity: 3 Fundamental Ways the Agency Business is Evolving*, simply fill out the form to the right.

Get the Report

Download Now

DEMAND GENERATION

It's a new era for the creative services industry. **Is your agency reacting, or adapting?**

[Get the Report](#)

It's a new era for the creative services industry. **Is your agency reacting, or adapting?**

[Get the Report](#)

It's a new era for the creative services industry. **Is your agency reacting, or adapting?**

[Get the Report](#)

## In Summary

Refining B2B content marketing strategies takes time, but the payoff is worthwhile. From filling the pipeline with high-quality leads to converting prospects into loyal customers, content is one of the most valuable tools a B2B marketer can employ. As with any marketing tactic, content must also be deployed strategically, or B2B brands can say goodbye to potential revenue.

Investing time today to create a high-quality content program will pay dividends in the long run. Not only will content like white papers and data reports land revenue-

generating leads, it can also increase business sales. A separate Content Marketing Institute report found 51 percent of marketers saw an increase in such sales as a result of content marketing efforts.

Above all, your content program needs a core brand message that brings together disparate assets. Content, no matter where it falls in the buyer journey, should always direct prospects to an action that fulfills the brand's objective. Misaligned messages, coupled with channel inconsistencies, can derail content programs and jeopardize further investment.





## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

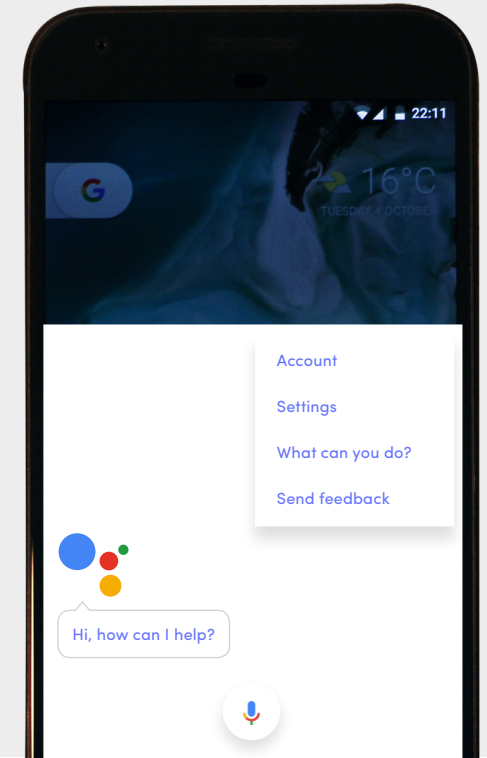
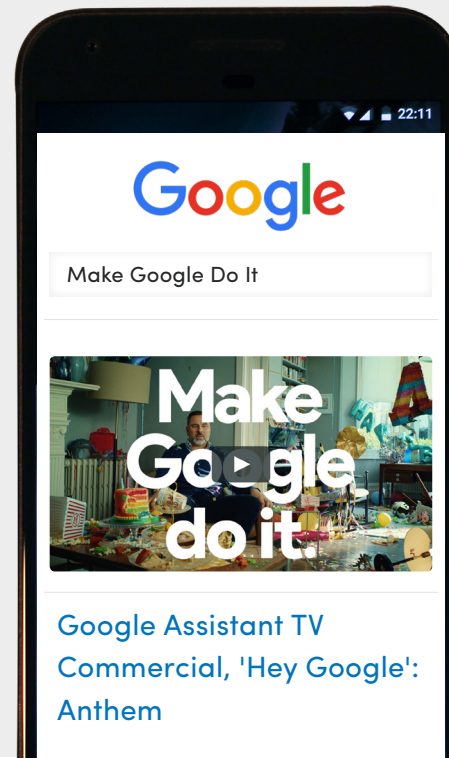
## DO AS GOOGLE DOES

## NEXT STEPS



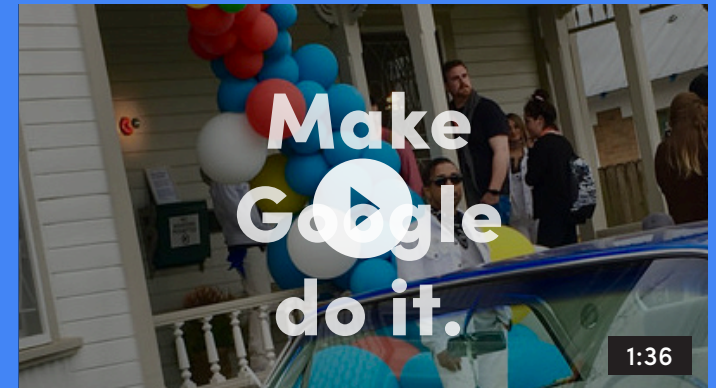
# Do As Google Does

A great example of an integrated campaign can be found in Google's decision to leverage interactive content and multiple media outlets to promote the release of its virtual assistant.

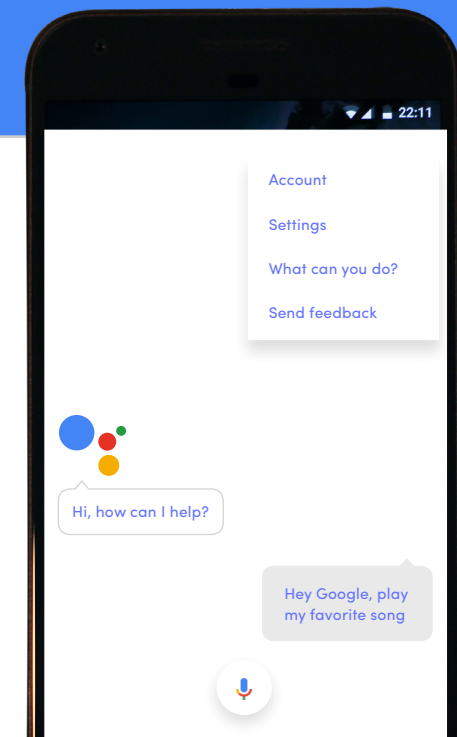


To advertise Google Assistant, marketers created short commercials featuring a cast of characters speaking to their target audience, including athletes, busy moms and people stuck in traffic. Other content hosted on the Google site included blog posts with how-to tips for users, and longer-form content for developers interested in building apps for Assistant.

Large print advertisements and an interactive pop-up store at South by Southwest contributed to Google's promotions, providing customers an opportunity to watch Assistant in action. Though each platform employed different messaging, they all contained same underlying buyer message: "Make Google do it."



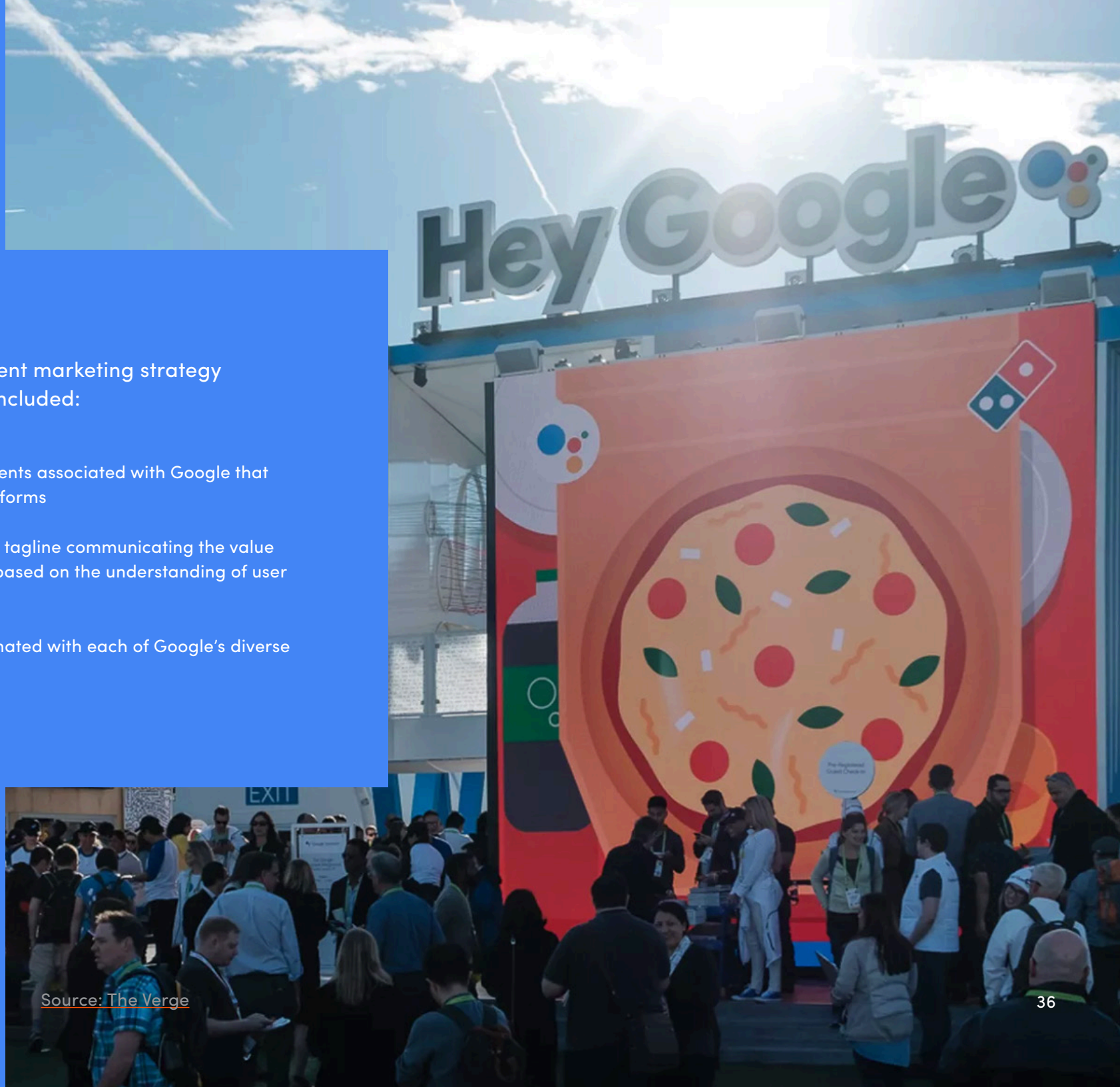
" Hey Google, play my favorite song. "





Overall, Google's content marketing strategy flourished because it included:

- ✓ Familiar design elements associated with Google that stand out across platforms
- ✓ A concise and catchy tagline communicating the value of Google's product based on the understanding of user pain points
- ✓ Messaging that resonated with each of Google's diverse target audiences



Source: [The Verge](#)

## SUMMARY

## BEYOND LEAD GEN.

## DRIVE B2B GROWTH

### STEP 1

### STEP 2

### STEP 3

### STEP 4

### STEP 5

### STEP 6

### STEP 7

## DO AS GOOGLE DOES

## NEXT STEPS



# Next Steps

If you don't currently have a strategic content plan in place, it should be clear how much value they can bring to your business. By following the seven steps laid out in this white paper, you can leverage your content to convert leads, increase profit margins and strengthen customer loyalty. Some key takeaways from each step:





# 1

## **Define and align marketing objectives, strategies and tactics**

An omni-channel marketing plan can't be successful unless the objectives, strategies and tactics are unified. If your content marketing plan hasn't taken these into consideration, it's time to define your message and decide how it will be shared.

# 2

## **Conduct audience research to develop buyer personas**

Who are you talking to? Successful content marketing campaigns take great care to conduct research on their target audience. If you haven't yet developed personas on customers, you're losing out on the opportunity to tailor your content, thus losing the potential to guide them further down the funnel.

# 3

## **Perform a content audit**

Knowing what content you have, and where that content lives, is a great first step to understanding how that content is resonating with potential customers, and what might be missing. A holistic content audit that identifies both successful and underperforming assets gives valuable insight when developing editorial calendars and campaigns.



# 4

## Fill in the missing gaps

Now that you've identified problem areas, tap into the types of assets that appeal best to target groups, and define where those pieces fall in the marketing funnel. Make sure any new or updated content is visually and contextually aligned with your brand's image to meet customer expectations and cut through the noise.

# 5

## Strategize a full-funnel, multi-channel content framework and nurture track

Marketers need to ensure their content mix has something for audiences in every stage of the sales funnel, from awareness to beyond purchase. Some content pieces are more successful than others at each stage, just as each channel has a different role along the funnel. As such, it is important that a unified message is presented on each channel that is explicitly designed to drive customers further down the funnel.

# 6

## Establish key performance indicators and launch campaign

Marketers know conversions are everything, so establish your campaign's KPIs before kickoff. Has your organization implemented strategies like using tagging URLs to track what content assets are bringing readers to your website? Doing so can ensure goals are clearly measured, and conversions are easily tracked back to an original piece of content.

# 7

## Iteration is key — nurture and improve campaigns with data

It is crucial your organization develop an agile mindset with content marketing. If a new idea or direction isn't working, it's OK to redirect or even pivot completely. With clearly defined goals and KPIs, it shouldn't be difficult to see if a new strategy is successful.





## About Walker Sands

At Walker Sands, we know what it takes to land prospects with high-conversion potential using full-funnel content marketing programs. Contact Will Barthel, our head of sales, today at [busdev@walkersands.com](mailto:busdev@walkersands.com) or give him a call at [\(312\) 235-6171](tel:3122356171).

**Let's start a conversation about how we can help your B2B brand grow your bottom line.**

