IT Marketing World

Best Practices Webinar Series Presents…

"Stay Relevant: Map Your Interactive White Papers to the Buyers Journey"

Featuring Tom Pisello, Chairman & Founder, Alinean Inc.

26 May 2011

Tom Pisello: The ROI Guy

A 20-year career helping companies to get more business value from their IT and business investments

- Blogger
- Evangelist
- CEO
- Analyst
- Serial Entrepreneur
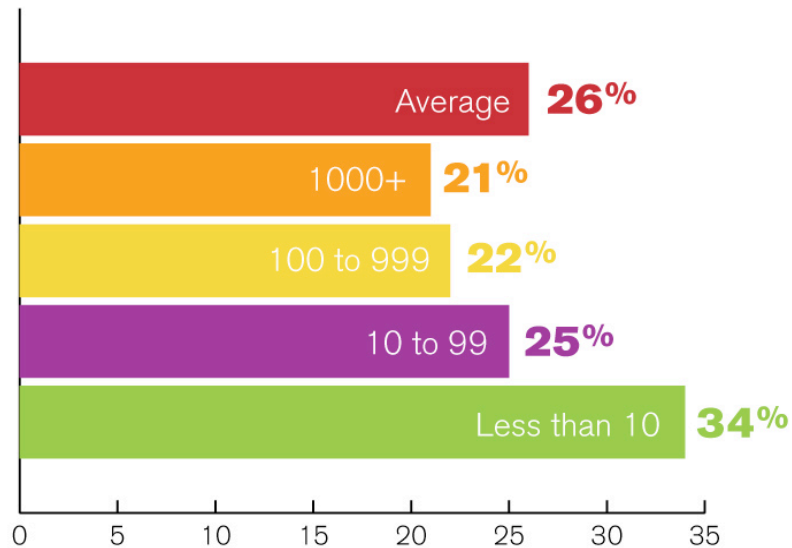- Engineer

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The Significance of Content Marketing

Content Marketing Spending and Tactics

PERCENTAGE OF MARKETING BUDGET ALLOCATED TO CONTENT MARKETING
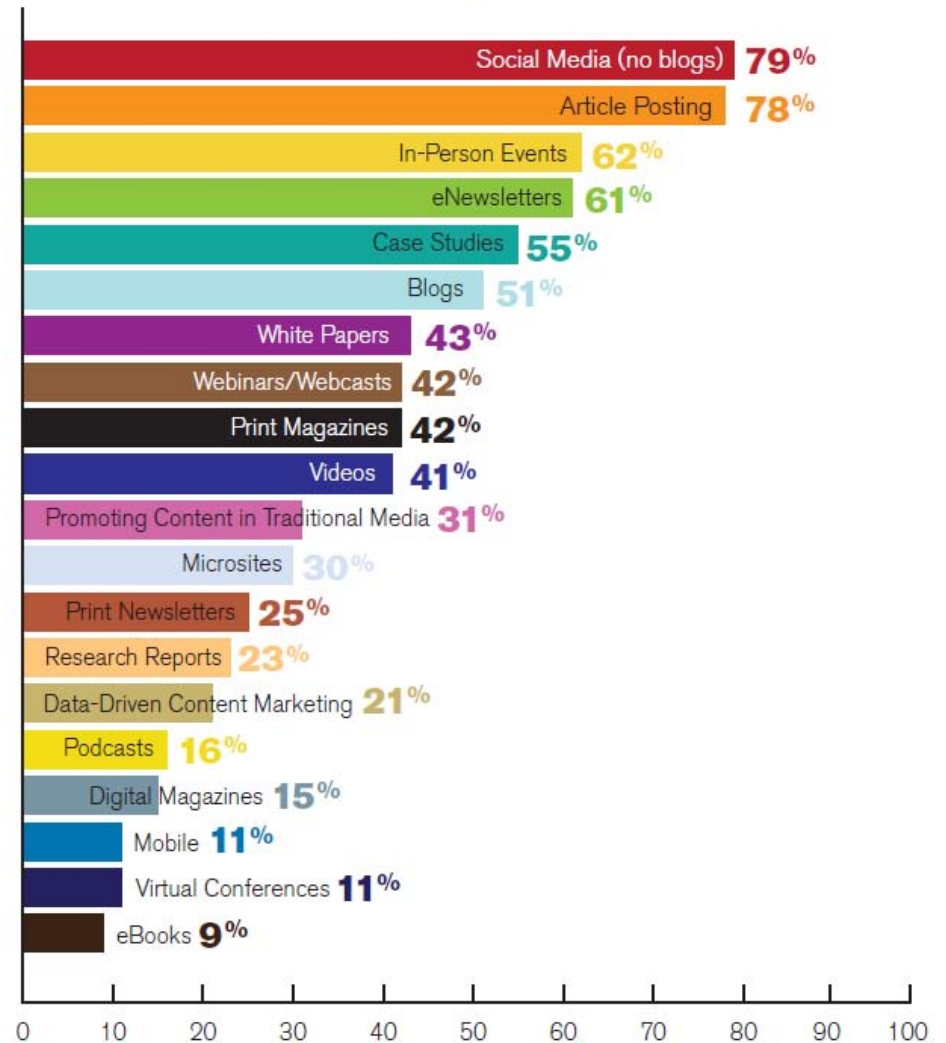By Company Size (Based On Number Of Employees)

Category	Percentage
Average	26%
1000+	21%
100 to 999	22%
10 to 99	25%
Less than 10	34%

51% increasing budget
over next 12 months

Content Marketing Usage (by tactic)
n=985

Tactic	Percentage
Social Media (no blogs)	79%
Article Posting	78%
In-Person Events	62%
eNewsletters	61%
Case Studies	55%
Blogs	51%
White Papers	43%
Webinars/Webcasts	42%
Print Magazines	42%
Videos	41%
Promoting Content in Traditional Media	31%
Microsites	30%
Print Newsletters	25%
Research Reports	23%
Data-Driven Content Marketing	21%
Podcasts	16%
Digital Magazines	15%
Mobile	11%
Virtual Conferences	11%
eBooks	9%

Content Marketing Challenges
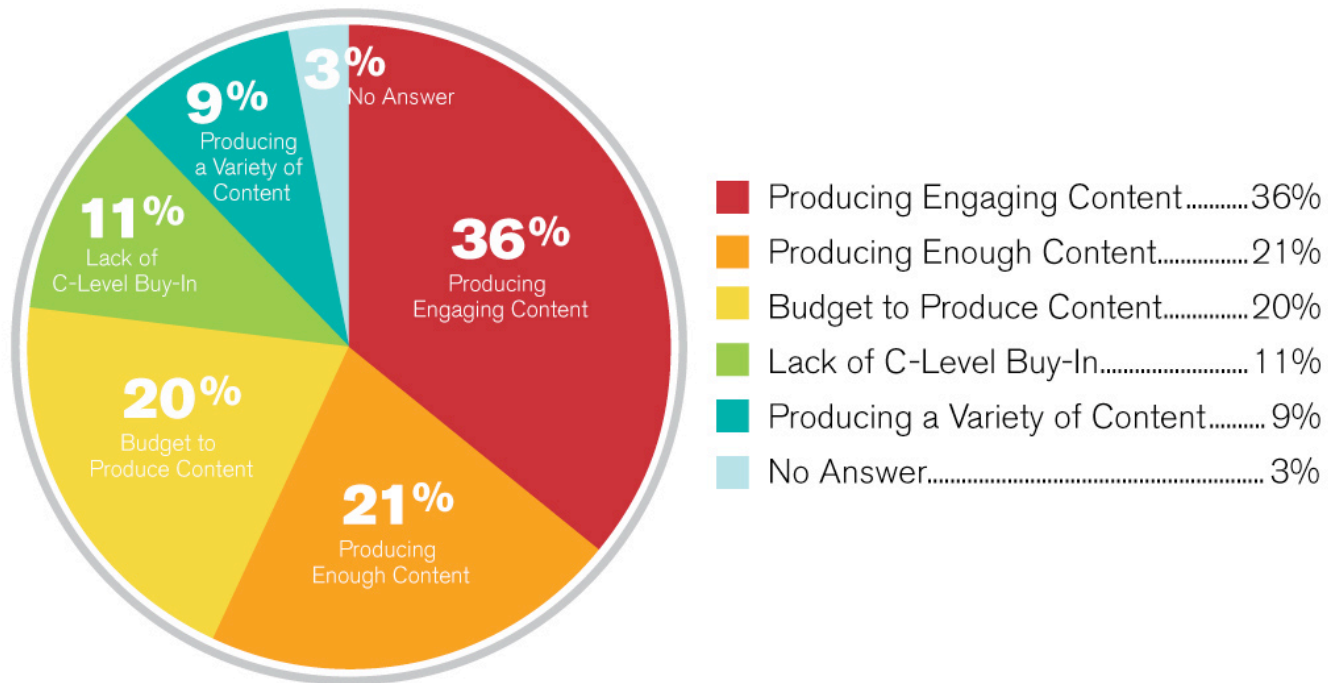
Crisis in Confidence

CONFIDENCE GAP

Effectiveness Ratings of Tactics Among Users

Believe it is Effective | Believe it is Less Effective/Ineffective

Tactic	Effective	Less Effective/Ineffective
Social Media (excluding blogs)	31%	69%
Blogs	40%	60%
Videos	45%	55%
Article Posting	46%	54%
White Papers	50%	50%
Print Magazines	51%	49%
Case Studies	53%	47%
eNewsletters	55%	45%
Webinars/Webcasts	56%	44%
In-Person Events	72%	28%

Figure 3

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

Only 41% indicate that their content marketing efforts are effective.

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Driving Content Marketing Effectiveness

Information Overload Rising / Effectiveness Declining

Campaigns Received Per Week

Average 2006: 15.4 campaigns
Average 2010: 20.3 campaigns
32% increase

	1 to 10	11 to 25	26 to 40	21 to 50	51 to 75	75+
2006	50%	28%	10%	6%	3%	3%
2010	37%	40%	6%	3%	11%	3%

■ 2006 ■ 2010
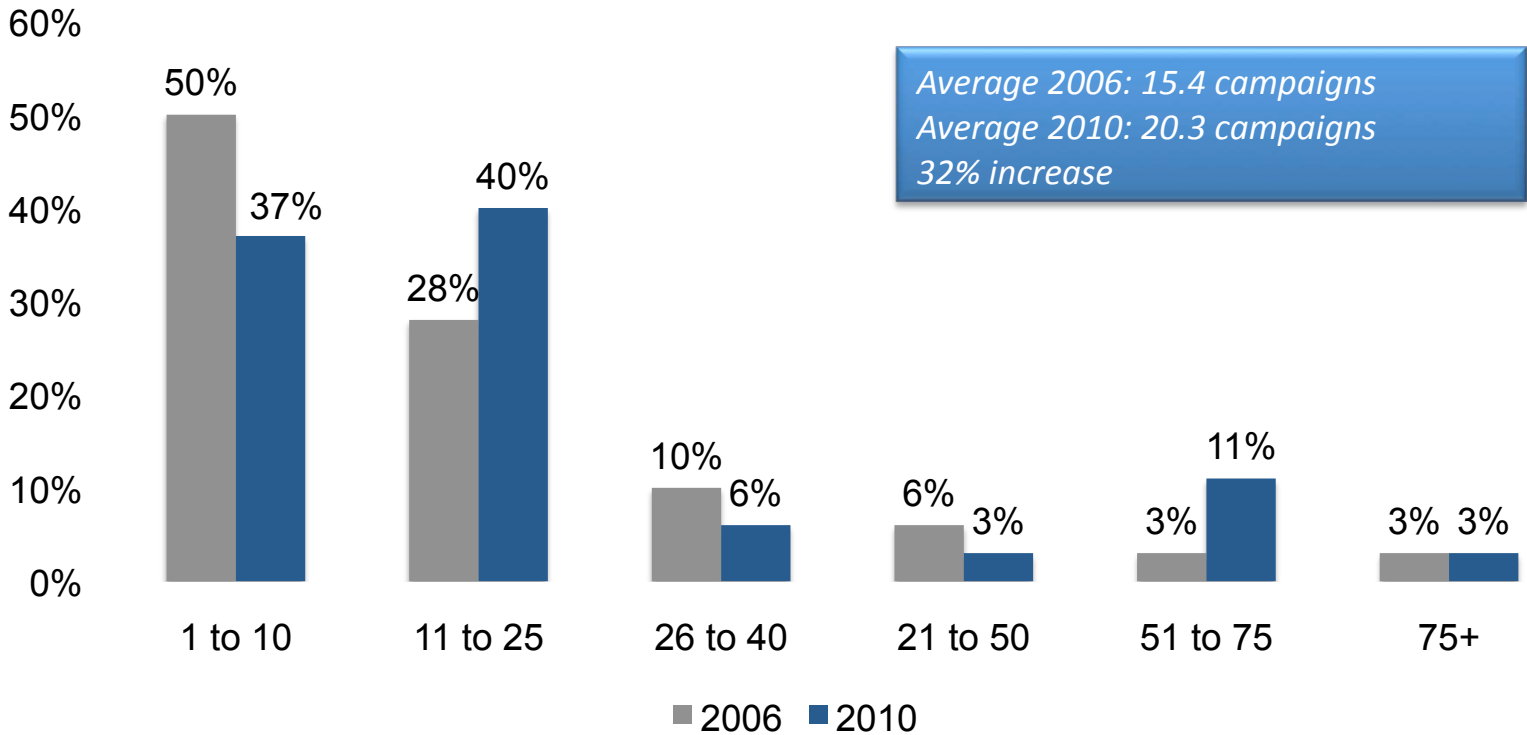
62% of B2B vendors need more leads in order to generate the same amount of sales

32% increase

Source: SiriusDecisions 2010

IDC
Analyze the Future

Which Content is Most Effective?

Most often used to help make purchase decisions

70%	
60%	White papers
50%	Peer referrals
40%	Webinars
30%	Email
20%	User Events
10%	Analyst reports
0%	Case Studies

Early   Middle   Late

Short Attention Span Theater

Marketing Content Types	Length	Unit
Calculator (Usage Time)	9	minutes
Case Study (Page Length)	14	pages
Demonstration (Viewing Time)	11	minutes
Interactive Worksheet (Usage Time)	14	minutes
On-Line Video (Viewing Time)	10	minutes
On-Line Audio Clip (Listening Time)	11	minutes
Podcast (Listening Time)	16	minutes
Presentation (Viewing Time)	14	minutes
Product/Service Review (Page Length)	13	pages
Research Survey Results (Page Length)	9	pages
Tutorial (Viewing Time)	8	minutes
Webcast (Viewing Time)	7	minutes
White Paper (Page Length)	7	pages

N= 355
Source: IDG Connect, March 2009

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Who do Buyers Trust for Decision Support Content?

Most often selected as trusted source for purchase decisions content

35%			
30%			Internal events/triggers
25%			Peers
20%			Industry analysts
15%			Trade publications
			Search engine results
10%			VARs/Partners
5%			Consultants
0%			Vendors
	Early	Middle	Late
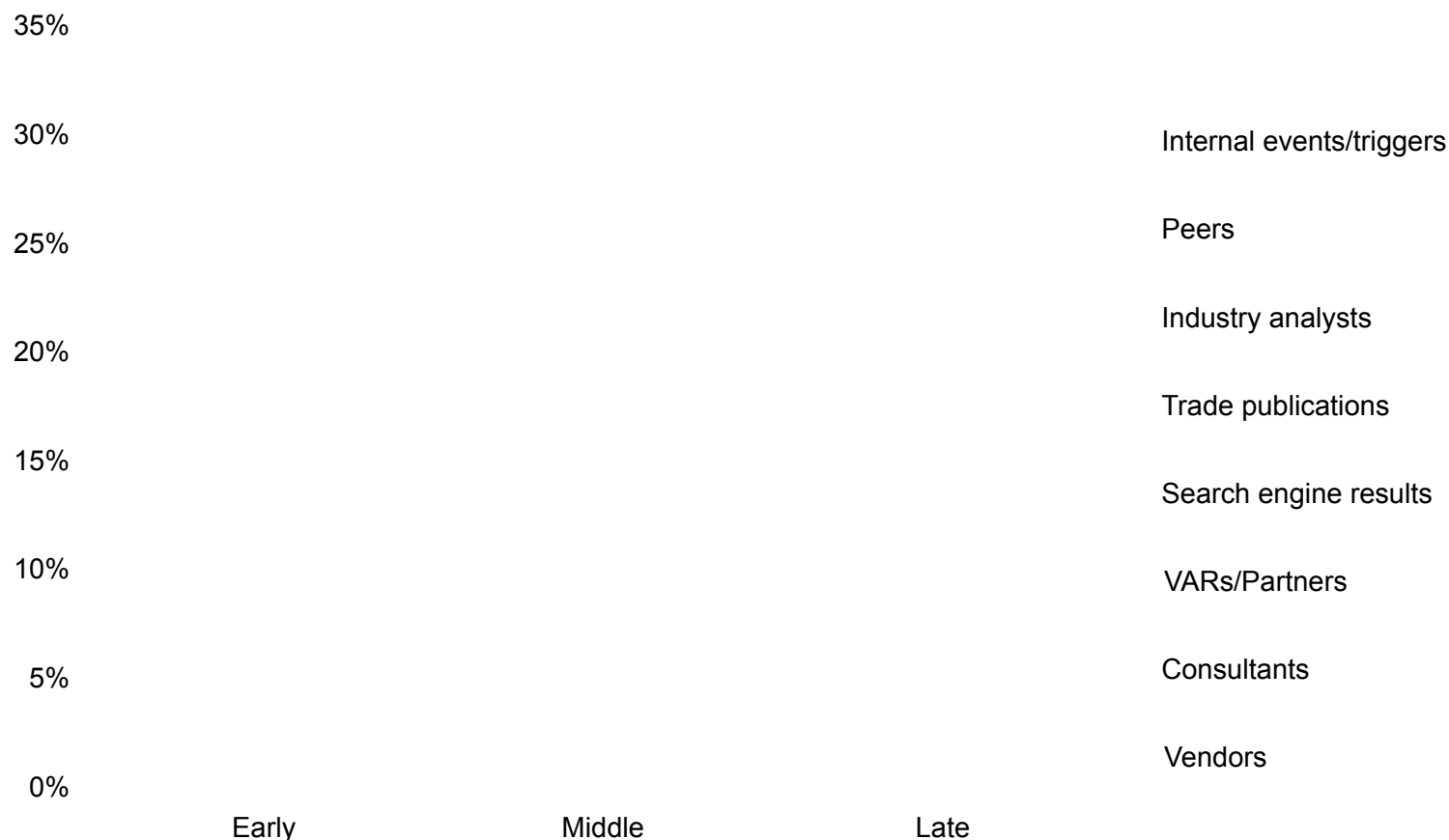
Irrelevant Content Has a Significant Cost

Irrelevant Content :

- Drives up content creation costs

- Increases the buyer's decision making process by two weeks or more

- Reduces the chances of making the buyer's selection shortlist by 1/3rd

- Shrinks the chance of getting the sale by almost 50%

86% of respondents indicating that <u>relevant content</u> drove the buyer's decision

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Making Content Relevant with the Buyer's Journey

Buyer's Journey

| Loosening of the status quo | Committing to change | Exploring possible solutions | Committing to a solution | Justifying the decision | Making the selection |

Discovery **Consideration** **Decision**
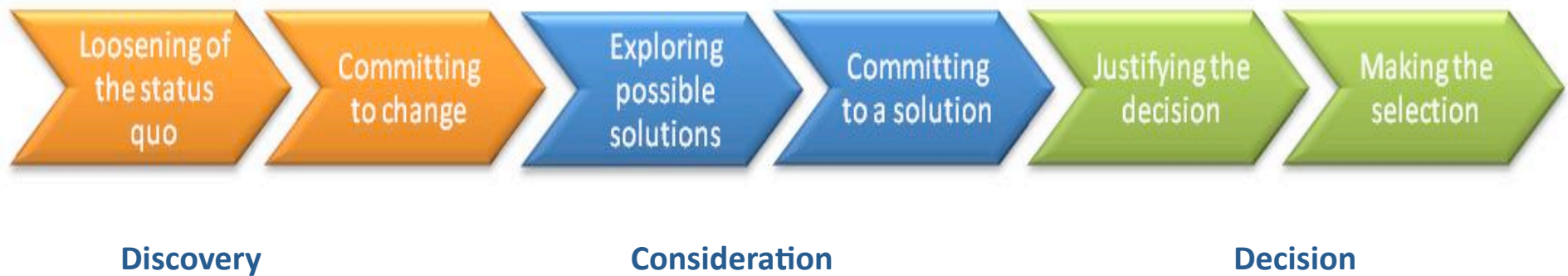
Content to Facilitate the Buyer's Journey

BUYER'S JOURNEY

| Loosening of the status quo | Committing to change | Exploring possible solutions | Committing to a solution | Justifying the decision | Making the selection |

DISCOVERY CONSIDERATION DECISION

Content Marketing & Sales Enablement Strategy

| Create awareness around a new problem | Align problem with business issues; drive urgency | Help buyer identify needs in solving the problem | Align solution with specific sets of business needs | Make the business case for change | Validate/ reinforce choice Prove best value |

PROVOCATIVE APPROACH VALUE APPROACH

ENGAGE DIAGNOSE JUSTIFY DIFFERENTIATE

| Research / Interactive White Papers | Webcasts / Events Videos | Diagnostic Assessment Tools | Case Studies Video Testimonials | Solution White Papers | ROI Analysis Tools | Feature Comparisons Value Focused White Papers | TCO Comparison Tools |

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The Interactive White Paper Evolution

Why Different Strategy is Needed?

- Connect, Engage and Sell to More Empowered, Skeptical and Frugal Buyers
  - How do you stand out from the 100 other marketing emails / campaigns buyer receives each day?
  - How do you create credible content that users will trust / believe?
  - How do you engage without overload?
    - Long and more comprehensive assets have value, but demand a lot of time and some information may not be relevant or may confuse buyer
    - But, if you make it short, you may not have enough information to really engage the prospect and hit their specific pain points
  - How do you deliver what buyers need based on their stage / role in the buying decision?

- Improving Marketing Effectiveness
  - How do you increase the effectiveness of content marketing being created?
  - How do you help drive higher quality sales ready leads to sales?
  - How do you get more lead intelligence to directly assist sales in more successful calls and increased conversions?

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Will White Papers Retain The Content King Crown?

- \> 84 % buyers use white papers during the buying journey (most used)
- Average of 3.2 white paper downloads per month (very active)

- Leveraged throughout the buying lifecycle:
  - Discovery
    - 35% for awareness and finding ideas to challenge status-quo
    - 33% for finding solution options
  - Consideration -23% for creating a short list of vendors and vendor evaluation
  - Decision - 10% for making a final decision

BUT, utilization and frequency of use are DOWN year over year...

Need something newer, more personalized / dynamic to break through the clutter and renew relevance to more skeptical / frugal buyers ….

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Connect and Engage with Interactive White Papers
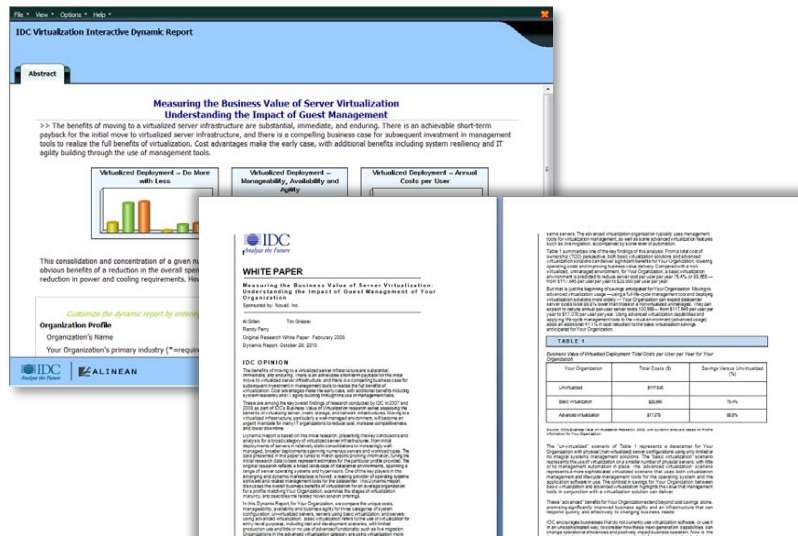
- **Break through the Noise!**

- **3rd Party Credibility**

- **Improved Intelligence via Profile**

PERSONALIZATION

•

CUSTOMIZATION

•

ONE-ON-ONE COMMUNICATION

Abstract and Simple Profile

Microsoft-Novell Oliver Wyman SmartPaper

Abstract

Microsoft-Novell Oliver Wyman SmartPaper

A Perspective from Enterprise IT Executives: Understanding the Evolution of Linux Support Models

Abstract

Oliver Wyman, a global strategy consulting firm, recently conducted structured interviews with IT decision-makers at large enterprises worldwide. The primary focus of this study was to understand the need for changes to the conventional Linux support business model and how new models of support, specifically Novell's Expanded Support Services, affect IT organizations.

Overall, Oliver Wyman found that the conventional Linux support model constrains enterprise IT environments. IT Executives expressed concerns in their ability to integrate their Linux environment with other parts of their server architecture, either with their Windows servers or across multiple Linux distributions where there was a mixed Linux environment.

This study finds that Novell ESS represents an important break from the conventional Linux support model, increasing the range of options available to IT executives looking to manage their Linux environment and better integrate Linux into the overall management of their server environments.

Personalize

What is your organization's name?* — Your Organization

What is the closest match for the organization's industry / business?* — Select One

What is the organization's primary geographic location?* — Select One

How would you categorize your Linux environment?*

- Exclusively/Predominantly Red Hat Enterprise Linux
- Mixed infrastructure of Red Hat Enterprise Linux, SUSE Linux Enterprise Server

Who provides support for your Linux server deployments?*

- Linux distribution vendor
- Novell Expanded Support Services
- In-house
- Third-party services

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Preview w/ Abstract

Pivot Points:
- **Industry**
- **Location**
- **Size**
- **Stage in Buying Cycle**
- **Role in Buying Cycle**

- **Pain Points**
- **AS IS: Asset / Service Survey**

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User Provides Responses to Profile Questions

Microsoft-Novell Oliver Wyman SmartPaper

User Fills in Simple Form

Tip Help Provided

Confirms Edits

Abstract

Microsoft-Novell Oliver Wyman SmartPaper

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This study finds that Novell ESS represents an important break from the conventional Linux support model, increasing the range of options available to IT executives looking to manage their Linux environment and better integrate Linux into the overall management of their server environments.

Personalize

What is your organization's name?* `Company XYz`

What is the closest match for the organization's industry / business?* `Insurance`

What is the organization's primary geographic location?* `United States`

How would you categorize your Linux environment?*
- ○ Exclusively/Predominantly Red Hat Enterprise Linux
- ◉ Mixed infrastructure of Red Hat Enterprise Linux, SUSE Linux Enterprise Server

Who provides support for your Linux server deployments?*
- ○ Linux distribution vendor
- ○ Novell Expanded Support Services
- ◉ In-house
- ○ Third-party services

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Pain Point Profile Collects Additional Information

Microsoft-Novell Oliver Wyman SmartPaper

Abstract

- ⦿ Mixed infrastructure of Red Hat Enterprise Linux, SUSE Linux Enterprise Server

Who provides support for your Linux server deployments?*
- ⦾ Linux distribution vendor
- ⦾ Novell Expanded Support Services
- ⦿ In-house
- ⦾ Third-party services

Which of these, if any, have you experienced in your support relationship? (check all that apply)*
- ☐ High cost relative to incidents
- ☑ Difficulty reaching support personnel
- ☐ Lack of timely response
- ☐ Uninformed or insufficiently skilled support personnel
- ☐ Does not apply

What concerns do you have about switching your Red Hat environment support to Novell ESS? (check all that apply)*
- ☐ Novell can't support RHEL adequately
- ☑ Novell will push us to migrate away from RHEL to SLES
- ☐ Converting from one Linux environment to another is inefficient
- ☐ Software support issues would prevent us from migrating

What are your plans regarding the future of your Linux environment?*
- ☐ Maintain the status quo
- ☑ Transition to SUSE Linux Enterprise Server entirely
- ☐ Integrate SLES into a heterogeneous environment

Download Personalized SmartPaper

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Pain Point Profile

Intelligence for:
- **Personalized report**
- **Lead Nurturing**

Weigh Value of Each Question versus:
- **User Time**
- **Personalization / Intelligence Value**

Once Questionnaire Complete, Can Download Report

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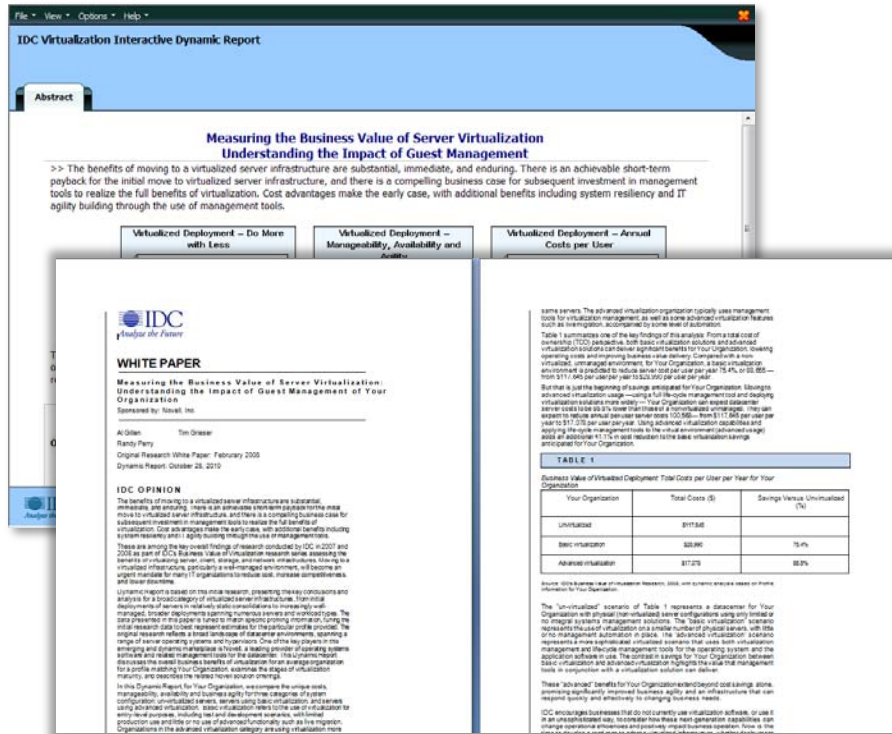# Registration

Personalization

Qualitative
- **Company Name**
- **Focus on Pain Points**
- **Case Studies by Industry / Location / Size**

Quantitative
- **Cost of Doing Nothing**
- **Quantify Value / Benefits**
- **ROI / Payback**
- **TCO Advantages**

Connect and Engage with Interactive White Papers

- **Break through the Noise!**
  - **Generate More Leads vs. Traditional White Papers**
  - **Better Engage and Educate**
  - **Reduce Sales Cycles**
  - **Drive more Sales**

- **Engage**
  - **Personalized**
  - **One to One Dialogue**

- **Research Based**

- **3rd Party Credibility**

- **Improved Intelligence via Profile / Results**

Next Steps

Get a Free White Paper Assessment

http://www.alinean.com/white_paper_audit/

- Examine existing white paper inventory for potential Interactive conversion
  - Pivot points
  - Content availability / content / research needed

- Examine new white paper potential
  - Properly aligned with Demand Creation Spectrum?
  - Help Buyers Journey along the Buying Lifecycle?
  - Value Focused: Diagnostics / Justification / Competitive Value?

Questions?

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Alinean Inc.

http://alinean.com

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