



# 2015 KILLER CONTENT AWARDS

A **CLOSE-UP LOOK** AT 20 STAND-OUT  
EXAMPLES OF **B2B CONTENT MARKETING**

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## HONORING BUYER-FOCUSED CONTENT THAT DRIVES ENGAGEMENT AND ROI ACROSS CHANNELS

With the fourth annual Killer Content Awards (KCAs), *Demand Gen Report* recognizes B2B companies that have helped innovate the content marketing landscape across all channels and leveraged evolving buyer behaviors.

A few themes have emerged from this year's crop of outstanding campaigns:

**Buyer-focused content** was a top priority for entrants, such as Microsoft, Lattice Engines and Glassdoor. Developing personalized, targeted content that's accessible from multiple platforms was critical for these winners when engaging prospects and clients.

**Influencers played a key role in many of the submissions this year.** As many marketers are looking to the social web to reach more prospects and communicate with clients, companies, such as TopRank Online Marketing and Cision, are tapping influencers to create and propel their campaigns.

B2B marketers, such as Marketo and Experian Marketing Services, are becoming increasingly sophisticated about **measuring the return on their campaign investment.**

Content has always been a strong influencer at the top of the funnel, but companies, such as Dell, SAP and Quintiq, are making the most of **nurture campaigns** to influence prospects at **all stages of the buying journey.**

Finally, B2B marketers are recognizing that they have to broaden their channels to reach the increasing number of Millennials moving into decision-making roles. Companies, such as Offerpop and Optum, are focusing their efforts on **multi-touch campaigns** that span a number of channels.

The winners were honored at *Demand Gen Report's* annual event, the **B2B Content2Conversion Conference.**

In determining the winners from an abundance of responses, we focused on the following criteria:

- Educational content that informs and inspires buyers;
- Social media reach and targeted content marketing;
- Connecting the dots between content and the bottom line; and
- Deploying content that drives successful, cross-channel campaigns.

In the report are profiles of 20 of the KCA winners that highlight their content goals, as well as provide insight into the metrics used to demonstrate the content's effectiveness and the lessons learned.



Sincerely,

Andrew Gaffney  
Editor  
*Demand Gen Report*





## THE GOAL:

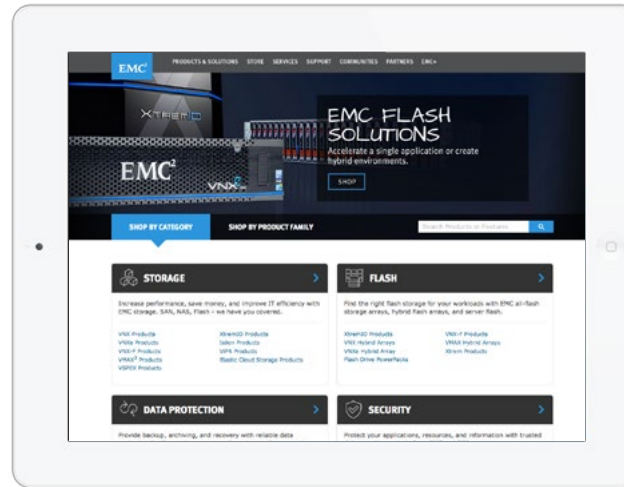
The consumerization of IT has changed how customers research and buy solutions. EMC recognized that more B2B buyers prefer to research solutions online before speaking with a sales rep. The company sought a strategy that would empower digital buyers, but also support the channel partners that sold its products.

## THE ASSETS:

The EMC Store was built to provide a digital shopping experience for IT technologists who make purchasing decisions within their companies. The Store, which is supplemented with late-stage product content, makes it easier for customers to learn about EMC products, compare products and obtain pricing. For EMC partners, the Store helps generate highly qualified sales leads, which also is beneficial for their businesses.

## THE RESULTS:

- Page views increased by 55% month-over-month;
- Average bounce rate: 49%;
- Leads increased by 100%; and
- Over \$12 million in bookings revenue from Store leads between Q1 and Q3 2014.



## LESSONS LEARNED

- Continue to keep buyers and their preferences in mind, even with late-stage content;
- Make it easy for buyers to connect with sales reps; and
- Ensure all content and product information is easy to find and access.



## THE GOAL:

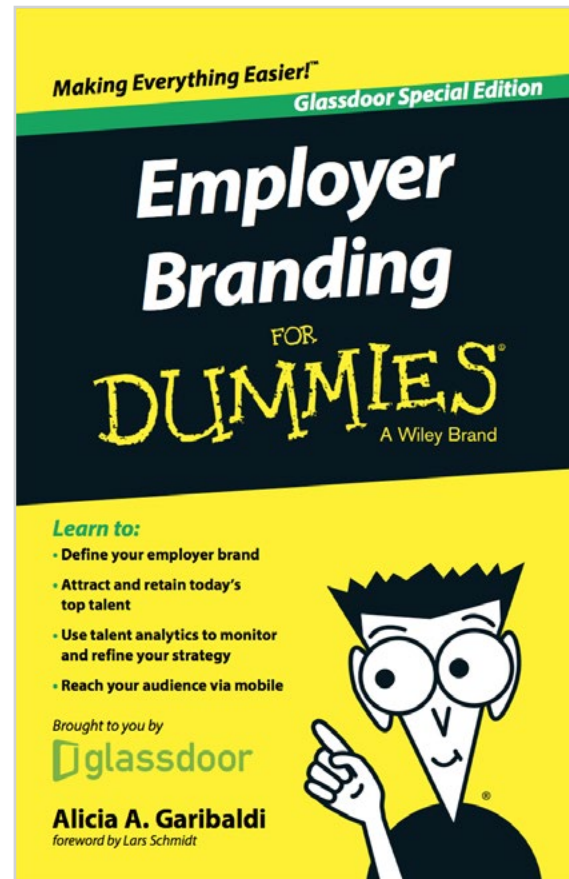
Since the early 90s, human resources (HR) and recruiting professionals have relied on “employer branding” to find and retain top talent. Glassdoor wanted to showcase its expertise in this area, as well as reaffirm its position as a thought leader in HR and recruiting best practices.

## THE ASSETS:

Glassdoor created *Employer Branding For Dummies*, *Glassdoor Special Edition* to help organizations acquire key research and best practices that enables them to bring their recruiting and talent strategies to the next level. The piece has been used by organizations to train employees and was **spotlighted by Captora**, who took a deeper dive into the planning and execution process for the piece.

## THE RESULTS:

- *Employer Branding For Dummies* was the top-performing E-book out of 15 E-books from Glassdoor;
- The asset also contributed 27% of leads and 28% of pipeline from content in 2014.
- Out of all E-books released in 2014, *Employer Branding For Dummies* contributed 48% of closed revenue; and
- The webinar based on the book closed two more deals, with six more expected to close in the near future.



## LESSONS LEARNED

- Develop a tactical checklist of what executives will learn from your content;
- Break up text and appeal to different maturity levels by adding side bars for tips, reminders and even more technical advice; and
- Extend the life of your content and boost buyer engagement by developing a supplementary webinar, blog series or SlideShare presentation.



## THE GOAL:

In 2014, more marketers were eager to experiment with predictive lead scoring. However, when making a buying decision, sometimes it's difficult for organizations to sift through the noise and determine the right solution for their business. Lattice Engines sought to educate demand gen directors and marketing ops managers on the predictive lead scoring trend, and how to truly optimize it.

## THE ASSETS:

*The Buyer's Guide To Predictive Lead Scoring* is a comprehensive source that outlines a variety of points, including:

- How to map predictive lead scoring into the buyer's journey;
- Which roles are responsible for managing the process;
- How to select the most effective tool for a company;
- What questions to ask predictive lead scoring vendors; and
- How to measure value.

In conjunction with *The Buyer's Guide*, Lattice Engines released a quick checklist to direct executives through the decision-making process.

## THE RESULTS:

*The Buyer's Guide* remains one of Lattice Engines' most-shared pieces of content by its sales team. The piece also yielded more than 200 gated downloads and influenced more than 24 opportunities.



## LESSONS LEARNED

- Provide insights on a broad trend to generate initial interest and show thought leadership;
- Guide buyers through their research-and-consideration journey by outlining the trend, why it matters, the solutions that are available, and how to find the right ones for their business; and
- Develop a shorter, more tactical piece of content as a follow-up to your broader piece.



## THE GOAL:

Events have been a cornerstone of Microsoft's Visual Studio product releases. With their increased frequency and expanding global reach, they needed to excite the developer audience and provide them with access to content from anywhere in the world.

## THE ASSETS:

The group created the Visual Studio product release hub, a platform housed on the Visual Studio event web site which includes feeds from launch events, social sharing and on-demand video content. The hub also includes a social lounge where Visual Studio customers can initiate and join discussions, and Microsoft moderators can promote the breadth of technical partners to collaborate with participants and implement the Visual Studio solution best tailored to their needs.

## THE RESULTS:

On the day of the launch, there were:

- 7,200 concurrent users;
- 30,500 live streams;
- 81,471 site visits;
- 180,169 page views; and
- 2,795 click-throughs.

To date:

- More than 50% of site visitors return to access on-demand content; and
- Approximately 1,500 clicks to download Visual Studio.

## LESSONS LEARNED

- Reconsider the entire concept of the virtual event;
- Focus on content delivery, rather than traditional virtual experiences, to successfully implement the new concept; and
- A content-first approach can help improve site performance and engagement.



Click the content images above to view the full content pieces





## THE GOAL:

To effectively promote thought leadership and brand awareness within the social selling space, Trapit formulated a piece of content designed to educate its target audience on the topic of social selling, while also highlighting the company's solution.

## THE ASSETS:

The white paper, titled: *Social Selling 101*, introduces readers to the concept of social selling by highlighting common pain points marketing and sales teams suffer from during their daily work routines. The paper then showcases how social selling can alleviate those

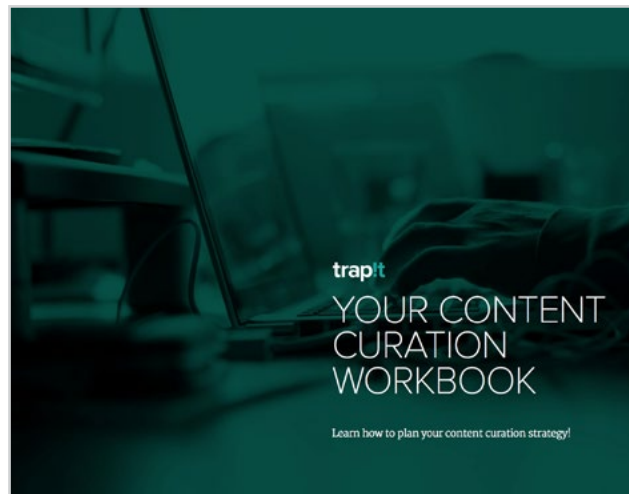
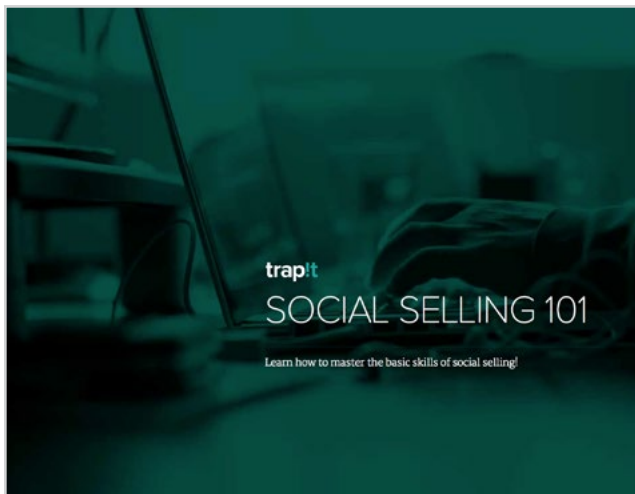
problems. To drive home the growing importance of social selling, the asset highlights research findings from notable analyst groups, including Forrester Research, while also providing steps B2B companies can take to craft and implement a social selling strategy.

## THE RESULTS:

- More than 10,000 top-of-funnel leads;
- Up to 70% of new pipeline considering Trapit for social selling and employee advocacy; and
- Two new customers won from the content.

## LESSONS LEARNED

- Engage thought leaders to build brand credibility;
- Combine industry research with internal thought leadership to nurture top-of-funnel leads who are still learning about your business; and
- Mitigate the sales speak — especially at the top of the funnel — and keep information regarding your company and its solutions to a minimum.





# Panasonic

## THE GOAL:

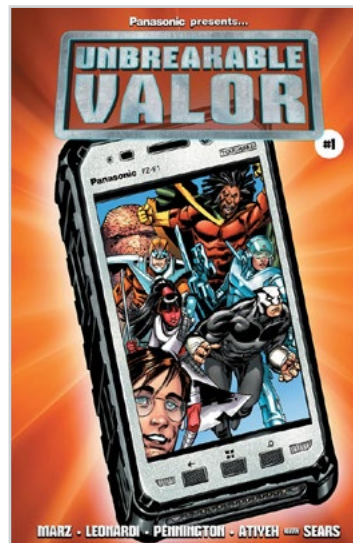
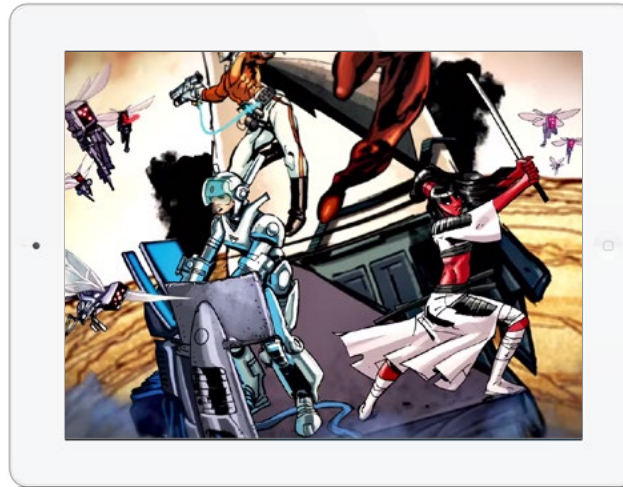
To continue the momentum created from the launch of its Toughpad E1 device, Panasonic held a sweepstakes that was accompanied by a video showcasing the company's graphic novel, which was created to support the product launch.

## THE ASSETS:

The video, called "Unbreakable Valor," was designed to create a high degree of brand buzz and generate leads within the IT community. The product plays a supporting and very significant role in the video, which was promoted through online video banners and Panasonic social channels to drive sweepstakes entries. For the sweepstakes, participants had the opportunity to win a variety of prizes, including a printed version of the graphic novel and a grand prize trip for two to New York City.

## THE RESULTS:

- 53 million traditional earned media impressions generated;
- More than 450,000 social earned media impressions generated; and
- 14 million partner and fan post impressions.



## LESSONS LEARNED

- Ensure that all assets are social-friendly;
- Leverage your partners to expand overall reach; and
- Give your audience an incentive or reward to engage with your content.



## THE GOAL:

With the PR industry experiencing significant changes over the past few years, Cision partnered with Brian Solis, Principal Analyst at Altimeter Group, to release an E-book designed to educate PR professionals on how technology can enhance their daily routine and boost productivity. Additionally, the asset was developed to show the importance of building relationships in the media industry.

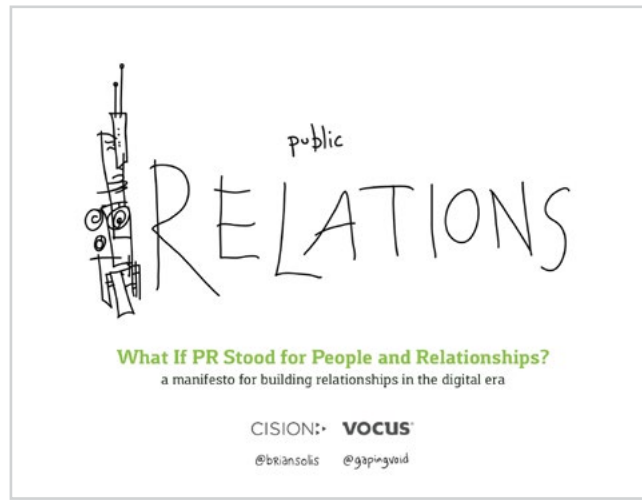
## THE ASSETS:

The E-book, titled: *What If PR Stood For People And Relationships?*, was available on SlideShare and featured illustrations from notable cartoonist Hugh MacLeod of

Gapingvoid. The content was promoted at an industry event where Solis was the keynote speaker. During his session, Solis offered key takeaways from the book.

## THE RESULTS:

- 209,673 views on SlideShare;
- 11 Twitter influencers, and a combined following of two million people, shared the content via social media; and
- Although the content was designed for thought leadership, it generated 600 sales leads.



## LESSONS LEARNED

- Tap influencers to enhance brand credibility and spread word-of-mouth;
- Embrace visual content to boost engagement and drive social shares; and
- Repurpose content into other formats to extend message reach and life.

## TopRank® Online Marketing

### THE GOAL:

As part of an awareness creation effort, TopRank Online Marketing planned and implemented an influencer marketing program for CMI's 2014 Content Marketing World conference, which was co-sponsored by Curata. The program involved 40+ marketing industry influencers from major brands, including Altimeter Group, EMC Corporation, Cisco Systems, LinkedIn and Microsoft.

### THE ASSETS:

The campaign theme leveraged the fairytale *Alice in Wonderland* as a metaphor for navigating the world of content marketing. Influencers were drawn from the roster of nearly 200 executives planned to speak at Content Marketing World. Insights provided by the influencers were compiled according to theme into four E-books. Each E-book was complemented by a long form interview with select influencers and posted to marketingblog.com. Each E-book was also supported with an infographic, featuring tweetable quotes from each influencer.

### RESULTS:

Over the 45-day program leading up to Content Marketing World:

- 145,000 views on SlideShare (All four E-books were featured presentations on SlideShare);
- 20,000+ views on the TopRank Blog;
- 13,000 Social shares;
- 2,000+ PDF downloads;
- 800+ leads for the sponsor; and
- 200+ event referrals.

In the months since the campaign:

- SlideShare views have increased from 145,000 to 194,000 views, and since the assets are still live they continue to draw attention to the event, sponsor and the agency; and
- The program helped TopRank Online Marketing secure a similar engagement with a Fortune 50 company, and has lead to several other projects with organizations, such as MarketingProfs and Copyblogger.

### LESSONS LEARNED

- Identify, qualify and recruit influencers;
- Select the right topics and content formats; and
- Promote and measure influencer co-created content.



Click the content images above to view the full content pieces



## THE GOAL:

Penton helps organizations inform decisions using critical data. Organizations in a variety of segments — including agriculture, transportation, natural products and food, design and manufacturing, and infrastructure — tap Penton to garner insights that drive new ideas and opportunities. The Design Engineering & Sourcing Group wanted to boost online user engagement and capture new leads. Taking an interactive approach, the Group crafted a contest, titled: “The World’s Greatest Engineering Movie.”

## THE ASSETS:

In the initial stages of the campaign, the editorial team solicited input for movie nominations and bracket pairings. The goal was to acquire 32 classic and new films where engineers and technology drove the plot, and encourage registered users to vote on their favorites.

Over a five-week period, weekly votes were tallied and new bracket pairings were posted online with a video update from the Community Leader. Users were notified via email when new brackets were available and were awarded based on a points system. Users were able to track their progress via an online leaderboard. Prizes for the contest included movie tickets, movie gift baskets and T-shirts.

## THE RESULTS:

The contest received 63,354 page views, as well as 345 Facebook referrals and 2,387 YouTube views for the video recaps.

From a demand gen and sales perspective, the Design Engineering & Sourcing Group was able to garner the following results:

- 11,487 total votes throughout the contest; and
- 3,279 unique leads.



## LESSONS LEARNED

- Embed social sharing buttons and a call-to-action;
- Incorporate interactive content, such as videos, to break up text; and
- Refer to popular culture to find content and campaign inspiration.





## THE GOAL:

Because the World Cup was such a hot topic in the summer of 2014, marketers tried to capitalize on the sporting event by tailoring campaigns, offers and messages around it. As a top thought leader in the advertising space, The Trade Desk wanted to start a dialog around clients and prospects looking to the company for branding campaigns. The Trade Desk also sought to create a thought leadership campaign that was interactive and built brand buzz.

## THE ASSETS:

The Trade Desk created a video that would be shared across multiple display channels for the campaign, which lasted for approximately six weeks before the official kick-off of the World Cup. Using a fictional brand called Kick, The Trade Desk showed how the company maximized its digital ad spend using real-time bidding. The Trade Desk sent supplementary emails to existing clients and prospects.

## THE RESULTS:

With the video, The Trade Desk reaped the following benefits:

- 276,184 impressions won;
- 2,062 clicks on video ad;

- 0.74% click-through rate;
- 83 new contacts;
- 27% open rate for client emails;
- 18% open rate on prospect emails; and
- 528 video views on YouTube.



## LESSONS LEARNED

- Use motion graphics and videos to share your thought leadership and value propositions in a fun and engaging way;
- Plan special campaigns around events or holidays to stay relevant; and
- Promote videos and embed them across multiple channels, including email, social media and the web site.



## THE GOAL:

In order to promote a new disaster recovery white paper, and add more fun and flair to the corporate image, Unitrends created a horror-themed game that was designed to engage its audience during Halloween.

## THE ASSETS:

The interactive assessment, called “Build Your Own Data Apocalypse,” layered fun questions with qualifying questions that would help sales identify potential leads. Also, the interactive game was designed to further promote a recent white paper from Unitrends and move buyers further along the consideration journey.

## THE RESULTS:

- Generated 300 converted leads, 185 of which were net new;
- \$300,000 in new sales pipeline traced back to this piece of content; and
- \$32,000 of the new sales pipeline has since closed/won.



## LESSONS LEARNED

- Try and have fun with the design, theme or content, even if the topic is highly technical;
- Investigate more interactive content formats like quizzes, assessments and ROI calculators; and
- Map out your content to create a fluid path for prospects to travel along the buying cycle.



## THE GOAL:

Experian Marketing Services sought to reaffirm its unique position in the data-driven marketing space. As industry experts and thought leaders, the company wanted to provide practical advice to current and prospective clients, spotlighting how they can find, understand and engage customers across email, mobile, social media and display advertising.

## THE ASSETS:

*The Digital Marketer: Benchmark and Trend* report was created to help businesses navigate through the constantly changing digital landscape. The 2014 edition explores benchmarks and trends across all marketing channels, and includes findings from Experian Marketing Services' own research, which hones in on the top barriers to cross-channel marketing success.

## THE RESULTS:

In addition to increasing brand awareness and engagement, the report drove more than \$13 million in revenue with 9,000 downloads in just six months.

Since March 2014, Experian Marketing Services also saw results worldwide:

- 8,978 downloads;
- 4,154 opt-ins; and
- 359 leads.



## LESSONS LEARNED

- In addition to using internal data, incorporate relevant third-party studies and reports to validate your positioning on a specific trend or topic;
- For more dense, data-rich reports, consider using interactive platforms that allow readers to jump through the content easily and break up texts with images and colorful graphs; and
- Provide a comprehensive table of contents so readers can easily navigate and access the sections that matter most to them.



## THE GOAL:

As many companies are still unsure how to get started with social media, Marketo wanted to develop a sample plan to share with customers and prospects to help them map out their social strategy. Marketo wanted to provide a blueprint for a social media strategy that included high-level objectives and specific, granular action items.

## THE ASSET:

The Social Media Tactical Plan provides action items for many social media platforms, including social networks, online video, blogs, and photo and presentation sharing sites. For each tactic, there is a list of objectives and key metrics to track.

## THE RESULTS:

- 40,791 downloads since June 2014;
- 3,847 new names gained in paid programs;
- 522 shares on social media;
- 1,664 new sales opportunities associated with the asset;
- \$582,471 multi-touch pipeline created from the asset; and
- \$381,671 multi-touch revenue won from the asset.



## LESSONS LEARNED

- Assign ownership of each channel and strategy to someone within your organization;
- Determine the amount of time your company can devote to each facet of social marketing; and
- Understand how goals differ on various networks — Facebook, LinkedIn, Twitter, Google+, Pinterest and others.





## THE GOAL:

To educate a larger B2B audience on the importance of advocate marketing, Influitive formulated a campaign fueled with interactive, buyer-focused and influencer-based content. The content also was developed to promote AdvocateHub, which was new software developed by the company.

## THE ASSETS:

Influitive formed a campaign based on a late-night talk show for B2B marketers. BAM!TV first aired in December 2014, and centered on B2B thought leadership provided by special guest influencers. The event was supported by

content, such as E-books, blog posts and social content to further promote discussion — and sequentially promote the product launch.

## THE RESULTS:

- BAM!TV was viewed by approximately 1,500 people in the first 24 hours;
- One E-book, titled: *The B2B Marketer's Field Guide To Customer Engagement*, generated 49 direct opportunities and more than \$990,000 in sales pipeline the first six months; and
- A 2,400% return on investment.

## LESSONS LEARNED

- Break down larger assets into different pieces that can generate interest and be shared easily via social media channels;
- Involve brand advocates to add clout to your content; and
- Keep content topics high-level and trend-based to attract early-stage buyers.



Click the content images above to view the full content pieces



## THE GOAL:

For the Marketer's Staycation campaign, Offerpop wanted to give desk-bound digital marketers a fun way to learn about the latest industry trends.

Each week, the program addressed a new topic and a fresh piece of content was delivered every day. Topics included:

- Social Media ROI;
- Social Data;
- Selfies & Visual Content;
- Vine, Instagram & Emerging Networks;
- Integrated Marketing; and
- The Future Of Digital Marketing.

## THE ASSETS:

Over a six-week period, Staycation subscribers received fresh E-books, infographics, worksheets and videos directly to their email inboxes. To reward them for participating, Offerpop also sent executives playlists, recipes, reading lists and other fun prizes.

The campaign was promoted via email, social ads, the Offerpop homepage and blog, as well as via PR outreach. Although all content was shared via email, Offerpop also syndicated the resources on its blog and on the Staycation hub.

## THE RESULTS:

Up to 1,650 people registered for the Staycation program and blogs, and content from the campaign received more than 10,000 views. The entire program also garnered an email open rate of 38.8%.

Offerpop acquired 7,013 new sales leads from gated content and received a 221% ROI on total ad spend.



## LESSONS LEARNED

- Use puns and quirky titles to pique interest and generate buzz;
- Identify a broad topic and explore different trends to develop content around; and
- Connect and engage with buyers through multiple communication touch points.



## THE GOAL:

Although Optum and its analytics solutions were known among insurers, the company needed to improve brand and product awareness within the healthcare community. As these providers began to take on clinical and financial risks due to a new “fee-for-value” healthcare system, Optum needed to quickly become more relevant to this market.

## THE ASSETS:

Optum launched its “Game Changer” campaign, applying an extended metaphor for using data and analytics to win at the game of population health management. The company developed significant thought leadership content that was the core of the campaign, including E-books, infographics, playbooks, videos, podcasts, white papers and case studies. This content was reinforced with supplemental content that promoted thought leadership, such as blog posts, social media posts, emails and sales support content.

## THE RESULTS:

- Over 4.9 million impressions;
- More than 5,300 form submissions;
- An 89% open rate, with click-through rates at roughly 17%; and
- \$4.9 million in closed/won business.



## LESSONS LEARNED

- Develop campaign themes and takeaways based on relevant events impacting target audiences;
- Leverage thought leadership to build brand presence and credibility; and
- Use different formats to develop compelling, multi-touch campaigns for the entire buying cycle.



## THE GOAL:

Rather than focusing on a single asset or email, Dell has created a Solutions Nurture program that allows customers to experience content across the entire purchase journey. The team created a content strategy along with a sophisticated program design that consists of modular content capabilities focused on increasing visual appeal of assets. This reduced the time it usually takes customers to engage with the asset by utilizing wireframes and landing pages, and now merchandises the right content at the right time, based on customer behavior.

## THE ASSETS:

Dell implemented a flexible program design and modular content capabilities. This allows them to amplify the reach of a finite number of assets and produce a scalable responsive email program — creating more than 2,000 unique customer experiences across five customer journeys.

## THE RESULTS:

- Reduced email production time by 30%;
- Generated higher engagement metrics, resulting in an average of 25% open rates and 4.8% click-through rates;

- Significantly influenced revenue through a 35% increase in conversion rates to pipeline; and
- Tripled the average order values for nurtured contacts versus contacts that have not been in the Solutions Nurture program.



## LESSONS LEARNED

- Provide a customer experience tailored to individual behaviors;
- Create modular content that supports scale and flexibility to build thousands of different scenarios; and
- Drive interest and increased engagement with visually engaging content.





## THE GOAL:

Quintiq operates by the belief that every buyer should have a unique, personalized journey. To build these tailored experiences, the company has created a series of assets and stationed them in a centralized repository so they can be used in nurturing programs. The sales team also is able to forward assets to individuals via the CRM. The content can also be used in out-of-the-box campaigns and drag-and-dropped into emails, landing pages and other assets.

## THE ASSETS:

Currently, Quintiq has more than 200 pieces of content. Most of them also are translated into eight default languages, including English, German, French, Chinese, Korean, Italian, Polish and Dutch.

## RESULTS:

- Nurture email open rates improved to 23.9% in Q3 2014, compared to 14.8% in Q1 2014;
- Nurture email click rates increased to 6.5% in Q3 2014, compared to 2.8% in Q1 2014;
- Nurture email click-to-open rates improved to 27.9%, compared to 19% in Q1 2014; and
- 132% increase in multi-touch attribution for nurture programs.

## LESSONS LEARNED

- Provide a unique, localized path, tailored to each lead's buying journey;
- Align content to the question the lead has at that particular time in his or her buying journey; and
- Dynamically layer content for various stages and scenarios, allowing the company to answer a wide range of questions from buyers.



Click the content images above to view the full content pieces



## THE GOAL:

Data is being generated at a rapid rate, leaving organizations faced with a myriad of challenges, including rising infrastructure costs and a lack of personnel to manage and analyze information available. SAP looked to Avnet to help grow its data analytics software offerings, which helps organizations address these pain points.

To engage its value-added reseller channel, Avnet wanted to develop a robust go-to-market program that would help pique interest and eventually build their pipeline, drive qualified leads and support the sales teams in their SAP-focused efforts. By partnering with Yeager, Avnet was able to develop a robust toolkit of content to recruit resellers and empower them to sell successfully.

## THE ASSETS:

Yeager crafted the sales tools and collateral, and implemented each element for reseller partners. The program included:

- A partner welcome kit;
- Partner resource guide;
- Big Data thought leadership paper;
- Marketing collateral;
- Sales presentation;
- Infographic;



- Email marketing campaign;
- Lead nurture program; and
- Appointment-setting campaign.

## THE RESULTS:

Over the course of nine months, the program reaped the following results:

- 30 new resellers participating in the program to date;
- Generated interest from more than 5,450 qualified prospects;
- Generated more than 500 marketing qualified leads; and
- 23 sales appointments made with executive decision-makers.



## LESSONS LEARNED

- Tap into strategic partners to extend your messaging and content;
- Develop a variety of resources to address different stages of the buyer's journey; and
- Provide a turnkey toolkit for partners so they can execute campaigns out-of-the-box.



## THE GOAL:

After two recent acquisitions, Seagate needed to build up its content library, particularly with two industry events fast approaching. The company also wanted to revisit the tone and style of its content pieces to make them more engaging and visually appealing while still communicating the necessary information to its technical audience.

## THE ASSETS:

Seagate created a set of executive briefs, solution overviews, case studies and one-page assets that told the story of its solutions at both a high level and a more detailed, technical level.

## THE RESULTS:

With the assets, Seagate is going to market and is now able to:

- Connect with buyers who have different levels of technical knowledge;
- Implement a series of different campaigns using a variety of different content pieces and formats; and
- Reaffirm its new brand while engaging with prospects and current customers.



## LESSONS LEARNED

- Information can always be conveyed and packaged in a way that captures and holds readers' attention, regardless of how technical it is.
- Develop a series of different assets based on different stages of the buyers journey.
- Figure out what's remarkable about what your solution provides or facilitates, and build stories around those qualities. For example, Seagate's high performance computing storage solutions support advances in cancer research and space exploration, among other things, and they told those stories in several stunning one-page pieces.



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## ABOUT DEMAND GEN REPORT

Demand Gen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.



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