# 2016 KILLER CONTENT AWARDS

AN **IN-DEPTH LOOK** AT THE MOST INNOVATIVE **B2B CONTENT MARKETING** CONCEPTS AND CAMPAIGNS

Presented by
**DEMAND GEN REPORT®**

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# SPOTLIGHTING INNOVATIVE ORGANIZATIONS RAISING THE BAR IN CONTENT MARKETING

It has been an exciting year for content marketing. In the 2015 installment of our Killer Content Awards (KCAs), we saw B2B firms invest more time in creating buyer-focused content campaigns that touch each stage of the decision-making journey.

Now in 2016, *Demand Gen Report* is seeing companies bring their content marketing strategies and campaigns to a whole new level. And this is our largest list of winners to date, which means the B2B industry as a whole is really raising the bar for content marketing excellence.

Here are some takeaways derived from this year's winner list that all content marketers should take note of:

1. **Interactivity is key**. Many of our winners, including **Optum** and **NASDAQ** embraced interactive formats and created seamless experiences that allowed buyers to consume content on their own terms.

2. **Podcasts deserve a seat at the content marketing table.** The popularity of podcasts such as "Serial" is driving B2B marketers to incorporate the format into their content mix. Learn how **SnackNation** and **The Mosaic Company** incorporated buyer-focused insights and their unique positioning to create fun and memorable podcast concepts.

3. **Content bundling helps maximize reach and ROI.** We saw companies like **Blackbaud** and **LinkedIn** develop creative campaign themes and execute them using different formats. They capitalized on buyers' growing hunger for content while increasing the overall reach and impact of their messaging.

4. **Buyer insights are the foundation of content messaging.** Finally, we saw more winners than ever incorporate buyer-focused messaging and account-based marketing tactics into their content initiatives. See how **Conductor** targeted specific retail businesses by focusing on holiday trends, best practices and imperatives.

In this report, we're providing profiles of our 39 KCA winners, their content goals, the final campaign elements and the results they garnered. We hope you enjoy it.

Sincerely,

Andrew Gaffney

Editorial Director,
Demand Gen Report

RESEARCH-BASED CONTENT

2016

# American Express

## THE GOAL:

American Express and its Global Corporate Payments division wanted to position themselves as leaders in the corporate travel industry. In partnership with the Global Business Travel Association (GBTA), the companies developed a comprehensive research report focused on the experience and satisfaction of business travelers worldwide. The primary goal was to educate companies and suppliers about which aspects of business travel, including expense management and technology, they should focus on.

## THE ASSETS:

Within the Global Corporate Payments section of the American Express website, there is a content hub that features the original research report and a series of supplementary assets, such as blog articles, listicles, infographics and event presentations.

## THE RESULTS:

American Express leveraged a combination of press outreach, event activation, digital activation and social engagement to build awareness of around the research. Using a combination of paid, earned and owned media channels, American Express saw the following results:

- Reach of more than 100 million publications

- Over 1,500 page visits

- 100% higher engagement rate on LinkedIn than Financial Services benchmark

Click the content images to view the full content pieces

## LESSONS LEARNED

**Extend the life of survey data by using key trends and takeaways to support additional content assets and different formats.**

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# Magnetic

## THE GOAL:

Magnetic sought to uncover how retailers are currently engaging with customers across media channels, and how shoppers are responding to these efforts. Specifically, Magnetic wanted to gauge how retailers are trying to personalize their offers, marketing campaigns and overall outreach, and whether these efforts have been successful or not.

## THE ASSETS:

Based on the findings from a survey of 100 retailers and 200 North American consumers, Magnetic developed a comprehensive E-book, titled: *Closing The Gap Between People's Expectations And Retail Realities.*

## THE RESULTS:

Since its launch in October 2015, the E-book has generated 67% of all content downloads from the Magnetic website — the highest number of downloads for all branded content created in 2015. Five different online publications also covered the findings, including:

- MarketingLand

- Performance Marketing Insider

- Programmatic Advertising

- Mobile Advertising Watch

Click the content images to view the full content pieces

### CLOSING THE GAP
BETWEEN PEOPLE'S
EXPECTATIONS &
RETAIL REALITIES

## LESSONS LEARNED

Tap into target buyer wants, needs and pain points to develop ideation for your research. This will help you create research that truly strikes a chord with your target audience and generates interest.

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RESEARCH  NURTURE → MULTI-TOUCH → INTERACTIVE → VIDEO → PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER → DESIGN → BUNDLED → SALES → SOCIAL → CASE STUDY

# Qualtrics

## THE GOAL:

As a provider of Voice of the Customer (VoC) solutions, Qualtrics wanted to create a comprehensive survey report that positioned the company as a thought leader and go-to source for VoC program best practices.



### qualtrics

The Authoritative
Guide To Voice of
the Customer

Twenty Pages of Sheer Goodness to Help You Eclipse the Competition, Keep Up With
Market Expectations, and Capture and Act on Real-Time Customer Insights.

Click the content images to view the full content pieces

## THE ASSETS:

The company worked with The Write One to develop the white paper and generate new leads.

In addition to defining VoC, the white paper homed in on primary and secondary research to validate the value of VoC, as well as offer how-tos and tips to lower the total cost of ownership for VoC.

## THE RESULTS:

The white paper received record-breaking visits to the dedicated landing page. Other results included: 2,500+ leads generated

- 2,500+ leads generated

- $1,000,000+ in net new pipeline generated in the first 30 days2,500+ leads generated

- Largest attribution source for leads in 1H2015

- Cost per conversion of less than $1.30/each

## LESSONS LEARNED

Tap into relevant industry research reports and surveys to get data that will support your content case.

2016 NURTURE PROGRAM

# Dell

## THE GOAL:

Dell wanted to create a nurture strategy that supported unique customer scenarios and enabled customers to consume content that was most relevant to them. Content that supports the nurture program focuses on three priorities:

- Stand out against competing content using color and iconography
- Align content to journey stage within the purchase cycle
- Focus content on critical information to decrease end-user time investment

## THE ASSETS:
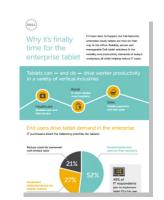
The Dell nurture program is supported by more than 18,000 global modular content elements, featuring more than 1,200 assets. The assets support 22 solution topics across 10 global programs.

## THE RESULTS:

The program delivered a 35% higher average order value for nurtured contacts versus non-nurtured contacts. Contacts have also engaged in personalized nurture emails 300% more than traditional "push" messages.

### LESSONS LEARNED

**Develop campaign concepts and content ideas with the intent of breaking them down. You will be able to build a hefty arsenal of content in a more time- and cost-effective way.**

Click the content images to view the full content pieces

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# Waste Management

## THE GOAL:

Waste Management, the waste management and environmental services company, wanted to teach small businesses how to minimize waste for employees, reduce costs for waste handling and become a more "green" organization.

## THE ASSETS:

The company's marketing program involves monthly nurturing emails, landing pages and microsites. Potential customers are nurtured via eTrigue Demand Center. Depending on how they interact with content, recipients are placed in an "accelerated nurture" program that promotes top 10 lists, how-to guides and other resources that can help them become more environmentally minded companies.

## THE RESULTS:

Two months after its official kick-off in October 2015, the program generated approximately 2% to 4% content adoption, depending on the audience.

Customer service reps are following up with prospects to schedule onsite visits and explore increased relationship and trial offers.



Click the content images to view
the full content pieces

## LESSONS LEARNED

Customize nurture paths and content based on prospect engagement and activity. If buyers are not clicking emails or downloading assets, reconsider how you communicate with them and the resources you promote.

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# Clean Harbors

## THE GOAL:

Clean Harbors worked with Crossbow Group, LLC, to create a content-based drip campaign for its Chemical and Specialty Chemical vertical market. The primary goal was to cross-sell services to an installed customer base and increase the number of services contracted through Clean Harbors.



Click the content images to view the full content pieces

## THE ASSETS:

On a monthly basis, Clean Harbors nurtured the install base, using a series of emails that offered proprietary thought leadership content, and spotlighted industry trends, challenges and lessons learned. Assets shared during the campaign included:
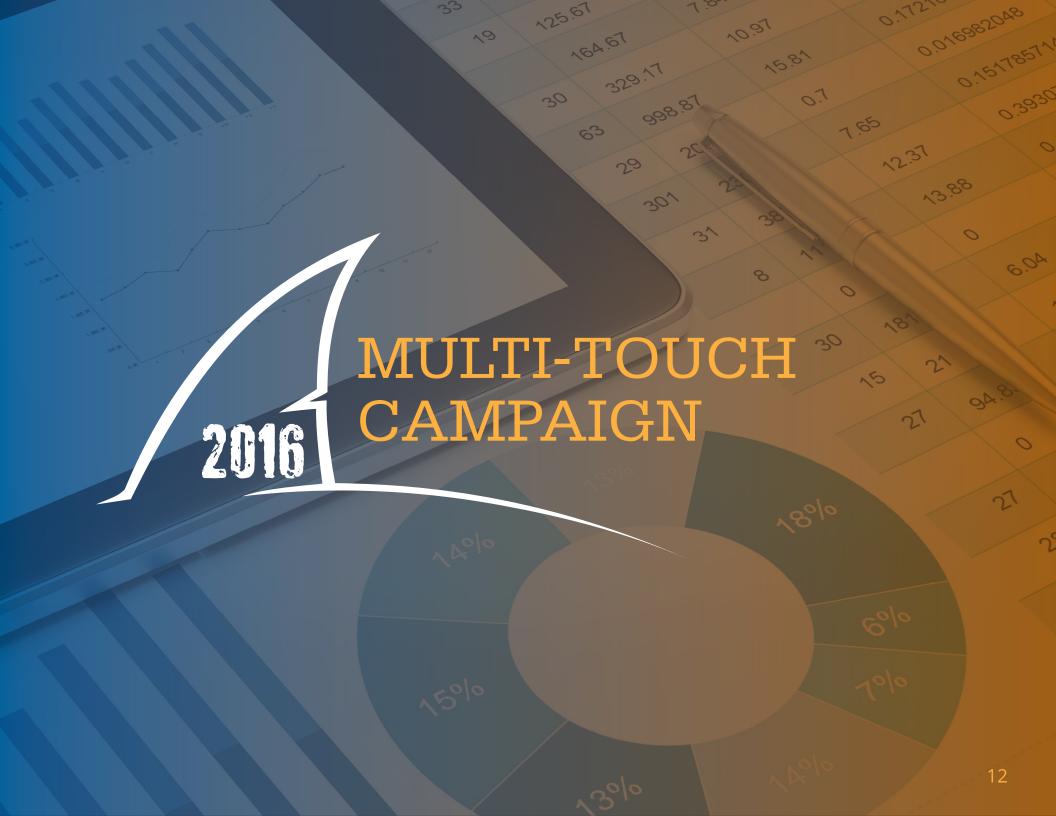
- Articles
- Fact sheets
- Podcasts
- White papers
- Infographics
- Interactive checklists
- Case studies
- Management briefings
- Roundtable event invitations

## THE RESULTS:

The cross-sell campaign helped Clean Harbors better reach a niche, target group and better position the company as a knowledge leader in the Chemical and Petrochemical markets.

## LESSONS LEARNED

Use different formats to answer the variety of questions your buyers may have along their path-to-purchase. Offer unique insights, tips and best practices to show your company's knowledge and expertise.

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2016 MULTI-TOUCH CAMPAIGN

# Cox Media

## THE GOAL:

During the holiday season, businesses are eager to capture customer attention and drive sales. Cox Media sought to create a fun and compelling campaign that touched on holiday season-specific trends and best practices, and empowered local businesses to have their most profitable season to date. From a marketing perspective, Cox Media wanted to increase engagement among prospective clients.

## THE ASSETS:

Cox Media created a holiday advertising "countdown calendar," designed to help local businesses plan their holiday marketing strategies. The company used a variety of different formats, including checklists, workbooks, videos, infographics and graphic E-books, to keep buyers engaged. The content was released progressively during a two-month period; every week, a new door would "open" to reveal a new piece of content for businesses to explore.

## THE RESULTS:

During the campaign, Cox Media kept engagement high by leveraging social ads, online advertising and related blog posts to drive new users to the site. Email campaigns were incorporated to feature the best-performing content as metrics were tracked throughout the campaign. Through the campaign, Cox Media saw increased traffic to its web properties and a 60% increase in client inquiries. Four of the content pieces developed for this website ended up in the company's top 10 assets for 2015 for time spent per piece, interactions and shares, all up at least 10% over prior month campaigns.



Click the content images to view the full content pieces

## LESSONS LEARNED

Don't be afraid to push the creative limits for themed marketing pieces or campaigns. If you're building a campaign around the holiday season, people expect holiday colors, design elements and imagery!

# YouEarnedIt

## THE GOAL:

YouEarnedIt created a variety of content assets and a SXSW panel discussion around the topic of how organizations can better engage their employees. The primary goal was to develop a series of fun, light and tactical guides to build awareness, position YouEarnedIt as a thought leader and also drive qualified leads for the sales team.

## THE ASSETS:

The multi-touch campaign consisted of:

- *50 Employee Behaviors To Recognize And Reward* (Guide)

- *50 Free And Meaningful Employee Rewards* (List)

- *How The Cool Kids Attract And Retain Talent* (SXSW panel)

- *Ultimate Guide For Engaging Millennial Employees* (Guide)

Each piece of content was promoted within a blog, landing page and "thank you" page. Content was also distributed through the YouEarnedIt website, social media channels, outbound emails and guest blogging calls-to-action. The company created workflows, so related follow-up content was automatically delivered based on reader behaviors and segmentation.

## THE RESULTS:

As of November 2015, the campaign garnered the following results:

- 270 new sales-qualified leads (SQLs)

- 11% contact to SQL conversion rate

- 2,458 new contacts

- 18% view to contact conversion rate

- 13,939 views

Click the content images to view the full content pieces

## LESSONS LEARNED

**Use a variety of short, snack-able formats so your content is actionable, easy to digest and can be shared easily across different promotional channels like social media.**

# 2016

# INTERACTIVE CONTENT

# Blackbaud

## THE GOAL:

For its "Realize Real Results" campaign, Blackbaud wanted to show its target audience, non-profit organizations, the benefits similar organizations have seen leveraging Blackbaud University, which offers training programs to customers.

The campaign was designed to illustrate to those potential customers how they can replicate that success within their own organizations in a compelling and interactive way.

## THE ASSETS:

In addition to email, Uberflips, webinars, case studies, infographics, tip-sheets and videos, Blackbaud deployed several pieces of interactive content. These interactive assets included two calculators, one quiz and one survey that worked in tandem with existing content. The interactive pieces were developed in the SnapApp platform.

Click the content images to view the full content pieces

## THE RESULTS:

The program brought in more than 800 qualified leads for sales in the past seven months. That is 141% of quota attainment in the first half of 2015.

The Blackbaud sales team has benefited not just from warmer leads filling their pipeline, but also from the ability to use the content collected through these interactive channels as tools for the sales process. As part of their prospecting calls, salespeople can pull up the "Save 20 Minutes" or "Raise 20% More" calculators instead of a static PowerPoint deck to show the benefits of training. Sales teams are also armed with valuable information about the customer from the interactive experience that helps to identify their needs prior to a conversation.

### LESSONS LEARNED

**Interactive content formats can offer a wealth of data and insight about buyers and their behaviors. Use this information to have more relevant follow-up conversations.**

# Optum

## THE GOAL:

Transitioning a large health system from the fee-for-service model to a fee-for-value model of managing health was a big change for Optum. A new interactive content experience enabled both health care executives and sales reps to easily find the content they needed to understand the changes.

Click the content images to view the full content pieces

## THE ASSETS:

The company created Optum.com/myjourney, a web-based tool that guides a virtual discussion about the changes. In addition, the Optum "Provider Journey" infographic is used as navigational element, and relevant insights, information and downloads are embedded into each slide. As a result, users can drill down into specific areas of concern, leading to Optum strengthening relationships with organizations.

## THE RESULTS:

The tool provides questions to provoke a needs-based discussion and leads the user to thought leadership where the email, title and organization can be confirmed. Nearly 1,800 contacts have visited the site, and more than 3% of site visitors have submitted a form to engage Optum further.

## LESSONS LEARNED

**Flexible navigation and customized content helps buyers choose their own path and find the information most relevant to their business needs.**

# The Mosaic Company

## THE GOAL:

The Mosaic Company wanted to generate awareness of crop nutrition and its importance in high crop yields. Working with its agency broadhead., Mosaic designed a program consisting of serialized audio podcasts and social media posts, as well as the GreatYieldMystery.com microsite and paid media support.

## THE ASSETS:

"The Great Yield Mystery" is a fictional serialized audio drama presented as a 10-episode podcast focused on a farmer named Gerald Fitzgerald. In each episode, his brother Darrell investigates why he suffered low yield in his fields last year. His weekly efforts to solve the mystery are posted to GreatYieldMystery.com and CropNutrition.com social channels. The campaign includes weekly prizes and a grand prize for the listener who solves "The Great Yield Mystery."

## THE RESULTS:

The podcast has received a total of 1,586 episode downloads from iTunes, SoundCloud, Podcast Addict, and Stitcher. Other results include:

- 1,764 sessions on GreatYieldMystery.com
- An average of 2.13 pages per session
- An average two-minute session duration
- Total reach of 197,377 people



Click the content images to view the full content pieces

### LESSONS LEARNED

**Compelling storytelling that unfolds over time can be an effective way to engage users.**
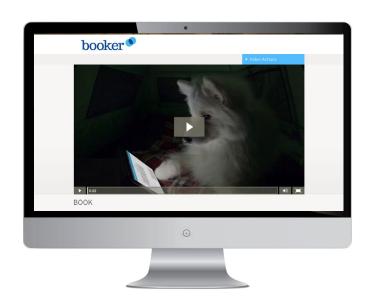
# Booker



## THE GOAL:

Booker wanted to introduce and build its brand and positioning in the pet services market, a vertical not known for being tech-savvy.

## THE ASSETS:

Booker created a series of six humorous videos featuring dogs to illustrate ways the company can help SMBs grow their businesses. They can use the software to book appointments, manage inventory, maintain customer records, and track sales. Each of the videos demystified the technology know-how necessary to use the tools, making it an appealing solution.

## THE RESULTS:

The video content drove 500 inbound leads and more than 100 closed deals within three weeks pre-vertical launch, which rocketed Booker into the pet services space.

Click the content images to view the full content pieces



## LESSONS LEARNED

Use videos to convey simple ideas and appeal to the interests of your buyers in specific industries. Not only are videos fun, but they are also easy to see and share on social!

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RESEARCH → NURTURE → MULTI-TOUCH → INTERACTIVE 〉 VIDEO 〉 PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER → DESIGN → BUNDLED → SALES → SOCIAL → CASE STUDY

# Cisco

## THE GOAL:

Cisco wanted to promote a B2B thought leadership series of interviews with CIOs.

## THE ASSETS:

Cisco created a mock movie trailer called, "Fast Innovation and the Slow Waiter." It featured CIOs and technology leaders from leading organizations discussing with a dim-witted waiter how they are leveraging technology to help grow revenue, reach new markets and innovate faster. The trailer leads viewers to Cisco's **Connected Futures**, its online publication, for the full CIO video interviews.

## THE RESULTS:

The video, launched on YouTube in November 2015, has garnered 1,331 views and has been shared on social media, including Facebook, by key industry influencers. This is more than five times the average views Cisco video assets typically receive.

Click the content images to view the full content pieces

LESSONS LEARNED

**Humor is an effective device to capture attention and engage users on topics that can often be considered dry or boring.**

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# Alcatel-Lucent

## THE GOAL:

In "The New Guy" campaign, a series of sitcom-style videos speak to customers' problems, followed by a series of E-books that map out solutions. The video and E-Books are meant to be devoid of acronyms and technical jargon in order to keep buyers' attention.

## THE ASSETS:

Video and E-Books are designed to be complementary. The E-books are laid out in a Q&A/RFP-style format.

## THE RESULTS:

Video views for the series have topped 600,000. Approximately 25 leads converted early in the lead generation cycle.



Click the content images to view the full content pieces

## LESSONS LEARNED

Combining video marketing with E-books can help companies address customer pain points and potential solutions in an engaging and educational manner.

# 2016 AGENCY-PUBLISHER PARTNERSHIP

# Networked Insights & Walker Sands

## THE GOAL:

Networked Insights and Walker Sands wanted to identify the brands that capitalized on their sponsorship of the World Cup and which brands were able to newsjack the sports event in new and compelling ways. Using the Networked Insights platform, Walker Sands dove into real-time data to acquire insights around overall brand metrics, consumer reaction data and audience data.

## THE ASSETS:

The companies developed a series of preliminary reports and data sets, including:

- Which brands were "winning" or "losing" the World Cup

- "Hidden" World Cup audiences advertisers could capitalize on, including where they lived, what media they consumed and what their interests were

- How media habits changed during the World Cup

At the conclusion of the World Cup, Networked Insights named the final brand winners and losers of the tournament.

## THE RESULTS:

The campaign resulted in 16 major placements and 71 million impressions. Coverage was won in major media outlets such as The New York Times, the Travel Channel, Bloomberg TV, MarketingProfs and Adweek. The campaign also acquired social shares across Facebook (750), Twitter (1,744) and LinkedIn (1,139). Most importantly, the coverage resulted in several inbound leads from World Cup advertisers with a potential of more than $1 million in new business for Networked Insights.



Click the content images to view the full content pieces

## LESSONS LEARNED

Use data to not only identify meaningful industry trends, but also build compelling stories around events, holidays and other topics.

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# SAP, gyro & Forbes Insights

## THE GOAL:

SAP, gyro and Forbes Insights wanted to create an information hub specifically for CMOs, giving them a place to share information, find resources and gain insights into the dynamic CMO role.

## THE ASSETS:

The Growth Marketer Imperative, www.growthmarketer.org, was created to be an information hub where marketers can find the latest resources and insights into the ever-transforming CMO role. The website

Click the content images to view the full content pieces

provides timely information in an entertaining, emotionally compelling manner. More importantly, this content is relevant and can help marketing leaders achieve their business goals. The hub features in-depth research and interviews with more than 300 senior marketing executives from around the world, providing a statistical portrait of the CMO and the critical tasks elite CMOs are undertaking to succeed in their role. Content includes:

- White papers, articles, infographics, SlideShares, webinars, and videos

- Social media posts, blog posts, and emails via SAP, gyro, and Forbes Insights to keep the conversation going beyond the site

- First-hand accounts from senior marketing executives

## THE RESULTS:

Since its launch, the website has received more than 2,000 visits and more than 1,400 unique users. More than 435 leads have been captured. Since it's launch, site visits and leads continue to grow, demonstrating the need for CMOs to have a peer forum to collaborate and consume information.

## LESSONS LEARNED

**Always keep your target buyer at the center of your messaging and content strategy. Find out what makes them tick and what keeps them up at night, and offer a variety of tools, resources and communication channels to help them succeed.**

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# Bottomline Technologies, Content4Demand & Spear Marketing

## THE GOAL:

Following an acquisition in 2015, Bottomline Technologies sought to introduce its new cyber fraud and risk management solutions to a predominantly new buying center within large financial intuitions. The company's demand generation team set out to build awareness around its expanding portfolio tailored to banks.

## THE ASSETS:

Bottomline Technologies partnered with Content4Demand to develop *3 Ways for Banks to Win the Raging Battle Against Cyber Fraud*. The three-point best-practices guide featured attention-grabbing industry research and communicated Bottomline's core strengths for helping banks combat cyber fraud.
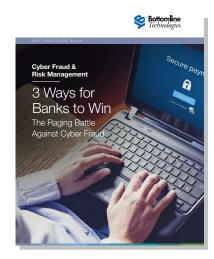
The company also worked with Spear Marketing on a thought-provoking creative theme to acknowledge a holistic view of what is happening and the ability to react in real time. The email was distributed to BankNews subscribers and to Bottomline's customer and prospect database.

## THE RESULTS:

Within days of sending the email, BankNews reported back with the following results:

- 1,476 emails opened

- 708 total clicks

- 48% click-to-open rate.

According to BankNews, nearly half of responders who opened the email found the content and creative compelling enough to want to click through and engage with the best-practices guide.

**Bottomline Technologies.**

BEST PRACTICES GUIDE

**Cyber Fraud & Risk Management**

**3 Ways for Banks to Win**
The Raging Battle Against Cyber Fraud

Secure payn

Click the content images to view the full content pieces

## LESSONS LEARNED

**New channels are always emerging, but email is still a powerful channel to engage with buyers, especially if you have the right partner and right list of contacts.**

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# 2016 SHORT-FORM CONTENT
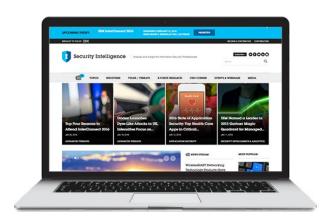
# IBM Security

## THE GOAL:

To build trust and brand consideration among enterprise risk and IT professionals, IBM Security needed content that projected an authentic understanding of their challenges. The content also had to deliver insight that would enable leaders to continually strengthen their organization's security measures.

## THE ASSETS:

IBM Security partnered with Skyword, a content marketing technology and services company, and Racepoint Global, an integrated marketing and communications agency, to build www.securityintelligence.com. The website is designed to help buyers safeguard their organizations with original news and analysis content covering application security and threat analysis, among other topics.

## THE RESULTS:

- Security Intelligence has exceeded IBM Security's expectations for the site.

- Articles from Security Intelligence have been the source for news coverage in The New York Times, BBC and other respected media outlets.

- Security Intelligence continues to grow in viewership and influence.

Click the content images to view the full content pieces

## LESSONS LEARNED

It is key to choose a platform that empowers the marketing team to deploy a publishing workflow comparable to that of a newsroom, with tools that foster collaboration and content optimization.

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RESEARCH → NURTURE → MULTI-TOUCH → INTERACTIVE → VIDEO → PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER → DESIGN → BUNDLED → SALES → SOCIAL → CASE STUDY

# IPREO

## iLEVEL Solutions, a division of Ipreo Private Capital Markets

### THE GOAL:

Ipreo, a provider of capital-market intelligence, data, and technology solutions, wanted to create more awareness for iLEVEL, its data management platform for private capital markets. By starting a conversation about some of the little-known but potentially devastating risks of poor data management practices, Ipreo hoped to create urgency around the issue and encourage private capital firms to begin or renew their search for a comprehensive solution.

### THE ASSETS:

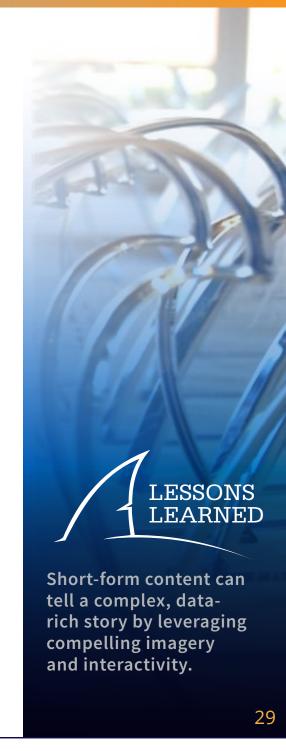Ipreo partnered with DemandLab, a full service marketing automation agency, to take a popular but lengthy brief previously published and condensed the data into an interactive infographic — highlighting the risk of spreadsheet errors. The new piece enabled viewers to navigate the story at their own pace on any device. In addition, the creative visuals enabled Ipreo to tell a complex, data-driven story in an accessible, appealing and easy-to-consume format.

### THE RESULTS:

Supported by a modest $700 ad buy on LinkedIn, the interactive infographic attracted 1,000 views and spiked web traffic by 100% when it launched. The post-launch results include:

- 33% sustained increase in web traffic
- 10% increase in returning traffic
- 60% increase in time spent on site per visit
- 70% increase in the number of page views per visit

By reaching new leads and re-engaging existing leads, Ipreo generated five new opportunities valued at more than $800,000 and directly influenced 63 opportunities valued at more than $6.2 million.

Click the content images to view the full content pieces

## LESSONS LEARNED

**Short-form content can tell a complex, data-rich story by leveraging compelling imagery and interactivity.**

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# NASDAQ

## THE GOAL:

NASDAQ, a provider of trading, clearing, exchange technology, listing information and public company services, was looking for creative ways to reinforce its brand and reputation in the marketplace. NASDAQ wanted to call particular attention to its technology leadership.

## THE ASSETS:

An interactive infographic created using the Ceros platform depicts NASDAQ's steeped history of technological innovations, providing a timeline of key milestones in the exchange's history.

## THE RESULTS:

The interactive infographic was part of a holistic NASDAQ ad campaign, which has garnered more than 2,300 page views and more than 1,630 unique visitors. Average time on the infographic itself was 3 minutes.

### RELENTLESS COMMITMENT TO TECHNOLOGY
A Brief Timeline

Powering 1 in 10 securities globally, Nasdaq's award-winning technology is proven in more than 100 marketplaces in 50 countries. Here is a look at Nasdaq's history of innovations.

First exchange to launch a financial website

Click the content images to view the full content pieces

## LESSONS LEARNED

**Creative and interactive content can serve as a reminder of your brand's rich or interesting history.**

# 2016 INFLUENCER CONTENT

# Event Farm

## THE GOAL:

Event Farm wanted to create an online platform for prospects to have their event marketing questions answered by industry thought leaders.

## THE ASSETS:

The Future of Event Marketing is a free online series consisting of 12 video interviews with industry experts focused on the future of event marketing.

## THE RESULTS:

- 1,379 total registrations

- 628 leads with Future of Event Marketing as first point of conversion point (46% of total)

- 349 MQLs generated (26% of total)

- 31 opportunities generated as a result of the series

- Approximately $280,000 in possible pipeline revenue generated as a result of the series

- 9,143 total contacts in our marketing automation database after 10 weeks of promotion, up from fewer than 6,000 before the series launched

The first attempt at paid social ads resulted in 39 Facebook leads ($219.66 spend; $5.78 cost-per-lead), three Twitter leads ($100 spend; $33.33 cost-per-lead) and 26 LinkedIn leads ($200 spend; $6.66 cost-per-lead).

Click the content images to view the full content pieces

## LESSONS LEARNED

A combination of earned and paid social, as well as word-of-mouth promotion, works best to maximize content reach.

# Vormetric

## THE GOAL:

Vormetric, a data and cloud security solutions provider, wanted to break through the noise in the marketplace surrounding security, as it is a difficult, unwieldy initiative that is a challenge for many organizations.

Click the content images to view the full content pieces

## THE ASSETS:

The company produced a largely vendor-agnostic E-book designed to help explain what is happening in security — while also demonstrating Vormetric's expertise in the field. The content is developed around themes to help organizations develop a fact-based perspective on security.

## THE RESULTS:

The asset was part of an overall educational campaign that positioned Vormetric as a thought leader and subject matter expert in the security field.

### LESSONS LEARNED

**Use your company's expertise to make your content less of a hard sell.**

# Glassdoor

## THE GOAL:

Glassdoor wanted to leverage its popular lists to raise awareness of its offerings across all industries.

## THE ASSETS:

Using Glassdoor's 2015 Top CEOs list, which is based on executives' public ratings on Glassdoor, the company distilled inspirational advice and management best practices into a well-received E-book.

## THE RESULTS:

- 4,493 views on SlideShare
- 87,032 page views on Business Insider
- 70% click-to-download rate from internal email promotion

**25 TIPS** *from* **TOP CEOs**

Click the content images to view the full content pieces

**LESSONS LEARNED**

Expanding on a successful content format can increase engagement and amplification.

# 2016 CUSTOMER LIFECYCLE MARKETING

# IHS

## THE GOAL:

Global information company IHS wanted to enable its customer recognition team to generate content from hundreds of customers.

## THE ASSETS:

The IHS SPECTRUM Excellence Awards program incorporated a wide range of customer-generated content, including case studies, videos, tweets and LinkedIn posts.
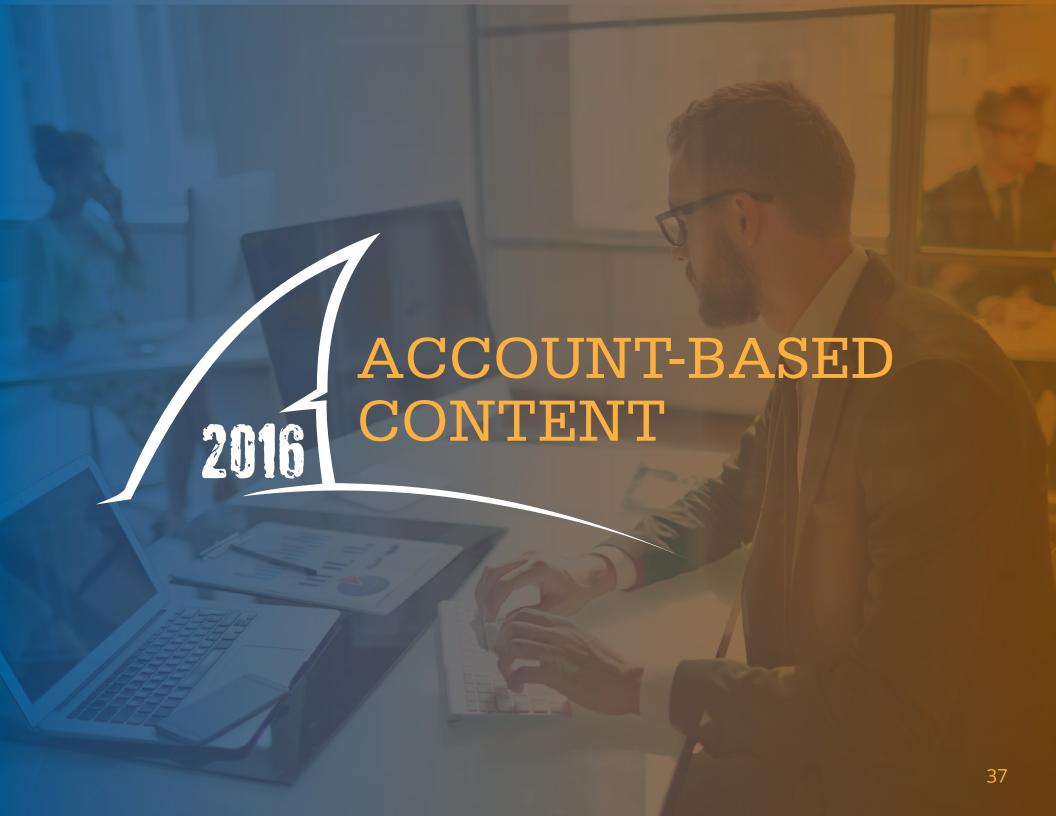
## THE RESULTS:

The program helped the customer recognition team identify speakers for industry events and customer reference candidates. In addition, the content was used in sales collateral and proposals. Other metrics include:

- 80% of candidates who were nominated turned into public case studies

- 100% of drafted case studies turned into public case studies

- 95% of all winners renewed their contracts the following year after winning the award

- 100% of winners engaged in other marketing activities such as being active with social media, speaking and/or becoming a reference

Click the content images to view the full content pieces

## LESSONS LEARNED

**User-generated content can serve as a highly effective sales and marketing tool.**

# 2016 ACCOUNT-BASED CONTENT

# Demandbase

## THE GOAL:

Demandbase wanted to educate prospects on how to create more targeted and innovative marketing campaigns using account-based marketing.

## THE ASSETS:

The E-book, *Account-Based Marketing: Fundamentals Every B2B Marketer Must Know*, was designed to explain how ABM can enable B2B marketers to identify and target the accounts that matter most. The information from the E-book was also reused to create an infographic, a short video, a blog post and an interactive quiz.

## THE RESULTS:

- Approximately 950 downloads
- Directly attributed ROI of 960%
- Tied to more than $8 million in pipeline

**Account-Based Marketing:**
**Fundamentals Every**
**B2B Marketer Must Know**

DEMANDBASE
Demandbase.com

Click the content images to view the full content pieces

## LESSONS LEARNED

**Offer content in multiple formats to appeal to a wider pool of buyers.**

# Conductor

**THE GOAL:**

Conductor wanted to develop a campaign and content strategy to help its sales team engage with 175 of the leading retail companies in the U.S.

**THE ASSETS:**

Conductor identified three or four key decision-makers at each target account and shared relevant, timely content delivered through a variety of coordinated channels: rep outreach, marketing emails, direct mail, a webinar and a survey. Other content formats included infographics, E-books, reports and blog posts.

**THE RESULTS:**

- The campaign generated 27 opportunities
- More than $600,000 in pipeline created within two months of campaign kick-off

Click the content images to view the full content pieces

## LESSONS LEARNED

**Focus on relevancy and timeliness when formulating campaigns to enhance engagement and conversion rates among target accounts.**

39

RESEARCH → NURTURE → MULTI-TOUCH → INTERACTIVE → VIDEO → PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER → DESIGN → BUNDLED → SALES → SOCIAL → CASE STUDY

# influitive

# Influitive

## THE GOAL:

To pique the interest of contacts within target accounts, Influitive designed and implemented an account-based marketing campaign for one of the biggest technology conferences in the world: Dreamforce 2015.

## THE ASSETS:

Influitive launched a Wild West-inspired bounty hunting campaign to increase brand awareness and engage key prospects at the event. The company created a "Most Wanted" list of its top 150 prospects and offered a cash bounty when someone brought the executive to the Influitive booth.

## THE RESULTS:

- Influenced 22 opportunities worth $367,000

- Sourced 12 opportunities valued at $270,000

- Closed four deals

- Engaged approximately 50 accounts

- Generated 623 mentions across social networks before and during the event

Click the content images to view the full content pieces

Opening doors with…

DREAMFORCE
★ MOST WANTED ★

Goals: Boost overall
Dreamforce 'buzz factor'

Get the attention of CMOs

Target: 150 key accounts

influitive

## LESSONS LEARNED

**Get creative with your event strategy! Come up with fun themes, contests and giveaways to help your brand stand out at large events crowded with sponsors.**

# 2016 BUYER-FOCUSED CONTENT

# SnackNation

**SNACK**NATION
Healthier Snacks Delivered

## THE GOAL:

SnackNation, a healthy snack delivery service for company offices, aimed to help its target audience become better leaders, create amazing cultures and inspire growth at their organizations through its content offerings.

## THE ASSETS:

"The Awesome Office Show" is a podcast geared towards CEOs, HR professionals and other people-focused executives. Guests have included CEOs, best-selling authors, and master communicators. The podcast focuses on topics such as employee engagement, culture, hiring and retention, leadership and communication.

## THE RESULTS:

- More than 20,000 downloads to date

- Top 50 Business Podcast on iTunes

- Featured in iTunes New & Noteworthy (for business category and general New &Noteworthy)

Click the content images to view the full content pieces

## LESSONS LEARNED

**Tap industry experts and thought leaders to add credibility and clout to content offerings.**
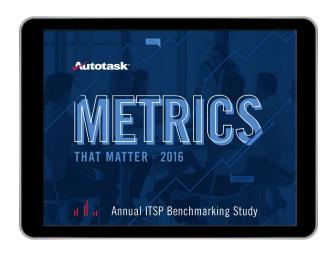
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# Autotask

## THE GOAL:

Autotask aimed to highlight the competitive value of using metrics to make better business decisions and align IT service portfolio offerings with changing end-client needs — all while positioning the company as a thought leader for delivering unique market insights with its annual global survey of IT service providers.

## THE ASSETS:

The content was based on results of a survey conducted by Decision Tree Labs on behalf of Autotask. After careful analysis of the survey results, the findings were developed into a story that aligned with Autotask's messaging.

## THE RESULTS:

- 134,415 landing page views

- 8,923 marketing engaged leads

- 2,763 marketing qualified leads



Click the content images to view the full content pieces

### LESSONS LEARNED

**Focus on uncovering new and actionable information about changing customer needs, growing challenges and top-of-mind topics when conducting annual surveys.**

43

# 2016

# DESIGN CONCEPT & THEME

# Widen



## THE GOAL:

Widen created an infographic designed to educate its target audience on the value of visual storytelling, while also promoting its team members as thought leaders in the space.

## THE ASSETS:

With this infographic, Widen introduced ways marketers can successfully infuse visual storytelling into marketing efforts. The content and design elements aimed to show how visual storytelling can help marketers, and how they can use it to gain more fans and have more powerful conversations with buyers.

## THE RESULTS:

- 2,333 page views

- More than 5,000 social shares

**LESSONS LEARNED**

**Consistent themes within content increases appeal, as well as receptivity and overall engagement.**

Click the content images to view the full content pieces

45

RESEARCH → NURTURE → MULTI-TOUCH → INTERACTIVE → VIDEO → PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER ⟩ DESIGN ⟩ BUNDLED → SALES → SOCIAL → CASE STUDY

**APPDYNAMICS**

# AppDynamics

## THE GOAL:

AppDynamics sought to create a campaign that highlighted the ongoing struggles IT departments face when they use too many applications within an organization with minimal monitoring capabilities.



Click the content images to view the full content pieces

## THE ASSETS:

As part of a multi-asset campaign, AppDynamics used one central design theme: Franken-Monitor. Content elements included a recurring IT-focused comic strip, an infographic and research report. The content highlights the recurring issues companies have when numerous tools don't work well together, offer conflicting data, cost too much money and end up being more burdensome than they're worth.

## THE RESULTS:

- Over 100,000 total views on all combined assets

- 2,000-plus research report downloads

- More than 5,000 social shares across Twitter, Facebook, LinkedIn and Google+

## LESSONS LEARNED

Showing a playful side can enhance a buyer's perception of your brand.

# Oracle Marketing Cloud

**ORACLE** ®
MARKETING CLOUD

## THE GOAL:

Oracle Marketing Cloud's annual lookbook aims to create a visual guide that highlights the 20 best branding and marketing campaigns of the year.

## THE ASSETS:

The 2015 installment showcases out-of-the-box thinking and creativity that transcends marketing channels. The report spotlights marketing campaigns spanning email, mobile, social, web and display channels, and features some of the world's largest brands, including Amazon, Beats, J.Crew, jetBlue, LEGO, Patagonia, Square, Starbucks and Whole Foods.

## THE RESULTS:

- More than 3,500 downloads;

- 1,581 new contacts; and

- 1,226 new marketing-qualified leads (MQLs).

Click the content images to view the full content pieces

**LESSONS LEARNED**

**Highlighting clients and partners shows your solutions and tools in a more engaging and relatable way.**

47

2016

BUNDLED CONTENT

# LinkedIn

## THE GOAL:

Between social media, emails, podcasts, GIFs, blogs and everything in between, people's brains are flooded with content; but they're still thirsty for more. LinkedIn found a unique way to teach content marketers about this attention span issue, and how they can break through the clutter by taking out-of-the-box approaches to their design and messaging.

## THE ASSETS:

LinkedIn Marketing Solutions partnered with author/marketing expert Brian Solis and cartoonist Hugh MacLeod to illustrate their goals through a variety of content assets with one central theme: Attention is currency. The content assets included an E-book, a SlideShare presentation, an infographic and four blog posts to teach marketers to "rage against the irrelevance" and start producing "remarkable content."

## THE RESULTS:

- More than 9,200 E-book downloads since the August 2015 launch
- More than 2,000 SlideShare views since November 2015 publish date
- More than 1,000 cumulative blog post shares

Click the content images to view the full content pieces

## LESSONS LEARNED

**Acknowledge your key messages and display them in a creative way using a variety of different formats.**

49

# PGi

COLLABORATIVE ADVANTAGE

## THE GOAL:

Sales tactics have evolved significantly over the years. With social media, wireless data and mobile email, the level of connectivity to customers has changed the way sales professional function. PGi partnered with industry experts in the social sales space to cover every facet of the social selling trend and offer best practices to its target audience.



Click the content images to view the full content pieces

## THE ASSETS:

Experts from LinkedIn, Oracle, TopSalesWorld and SalesForLife covered topics such as navigating the social media landscape, building a collaborative sales culture, and the love-hate of CRM. Each expert was given a topic and all content was then compiled into a comprehensive E-book titled, *Join The Social Sales Revolution*. Contributors were also featured in a successful social campaign and a series of webinars.

## THE RESULTS:

The E-book has generated more than 350 new leads and 5,000 landing page views to date. Overall conversion rate is currently resting at around 9%.

## LESSONS LEARNED

**Break down large, daunting topics by conducting Q&As or asking contributors to develop their own bylines. Package the resulting pieces into one comprehensive piece.**

50

RESEARCH → NURTURE → MULTI-TOUCH → INTERACTIVE → VIDEO → PARTNERSHIP → SHORT → INFLUENCER → LIFECYCLE → ACCOUNT-BASED → BUYER → DESIGN 〉 BUNDLED 〉 SALES → SOCIAL → CASE STUDY

# 2016 SALES ENABLEMENT

# Thermo Fisher Scientific

## THE GOAL:

Losing laboratory data can result in thousands of dollars in lost time and samples. DataSafe Solutions from Thermo Fisher Scientific features a cross-platform data storage solution that protects laboratory data, helps share data, boosts the speed of customers' Next Generation Sequencer, and eliminates the burden on an internal IT team. Selling technology consulting was new to the company, so Thermo Fisher Scientific created a brochure and sales battle card for the sales team to use when promoting the product.
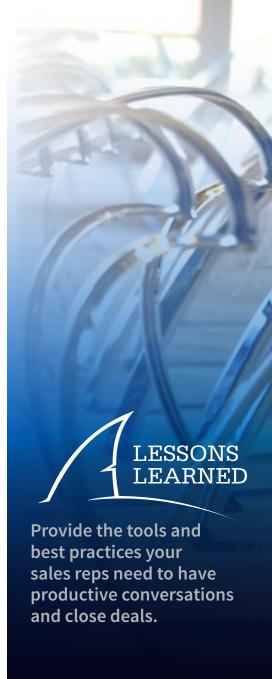
## THE ASSETS:

The main priority for this initiative was to make sure sales reps felt comfortable when talking about the product. With the battle card and product brochure, reps are able to better understand potential customers' struggles, questions and concerns regarding the technology. It also offers solutions to overcoming oppositions and how to move forward once there is interest in the product. The brochure highlights the benefits and value points of the product and is offered as a takeaway for the client, which can be emailed or passed off in person.

## THE RESULTS:

- 217 leads identified and contacted by the team during first 6 months

- $800,000 opportunities in the funnel

- 5 systems sold

Click the content images to view the full content pieces

LESSONS LEARNED

**Provide the tools and best practices your sales reps need to have productive conversations and close deals.**

52

# Zendesk

## THE GOAL:

Zendesk executives retained The Write One to help them develop a 90-day plan to accelerate sales enablement. The focus was on creating a prescriptive framework for outbound prospecting and boost opportunity sales pipeline.

## THE ASSETS:

The project was conducted in three, 30-day phases. The first phase included research, onsite visits, aligning content and reviewing company sales data. The second phase focused on repurposing content and developing a framework, and the third concentrated on administering sales enablement training tools and developing guides for future trainings. Content assets included prospecting emails, recommended content themes by buyer persona, voicemail scripts and complementary inputs for use in emails such as infographics, charts and white papers.

## THE RESULTS:

- Deal closings with companies of more than 5,000 employees increased by 730% from 2014 to 2015

- Outbound booking amount increased 130% quarter over quarter



PROJECT REVIEW & RESULTS, 1H15

## LESSONS LEARNED

**Create a framework to provide structure when implementing new techniques for sales enablement.**

53

# 2016 SOCIAL AMPLIFICATION

**MAKINO**

## THE GOAL:

As a global manufacturer of high-end machine tools, Makino experienced a tight competition and had a target audience that was difficult to reach: engineers. Traditional marketing communications lack enough detail for engineers' needs. They want real data and proof that a certain product is going to work for them, and they also rely on input from peers in the decision-making process. Since its products carry a premium price and are a serious investment, Makino needed to heavily promote its value proposition while engaging with its target audience.

## THE ASSETS:

Makino uses Facebook to drive traffic to Makino.com, and spark conversations to learn about what is important to customers.
The page is updated at least once a day, and is usually associated with an image or specific piece of content, including:

- Product demos and customer testimonial videos
- Customer success stories and awards
- Webinars, infographics and blog content

Additionally, when a user posts a question, a Makino engineer answers them; and the team sends Makino-branded merchandise to those who take the time to leave a comment or question.

## THE RESULTS:

The Makino Facebook page has received an overwhelmingly positive response from followers, including:

- A 515% increase in "likes"
- A 526% increase in stories created
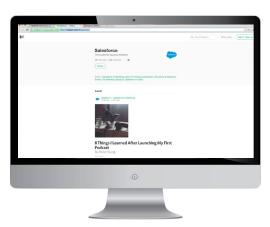- A 78% increase in referrals to Makino's web properties



Click the content images to view the full content pieces

## LESSONS LEARNED

Social networks are powerful channels to start conversations with target buyers and share content. Take the time to ask your buyers questions and learn more about what matters to them.

55

# Salesforce

## THE GOAL:

The Salesforce content marketing team spent years building up the company's blog, and acquiring a large and loyal audience. They were publishing five to eight posts every day. In 2015, circumstances prevented the team from using the blog platform, leaving them with no home to publish their content. The company needed to quickly resolve the problem.

Click the content images to view the full content pieces
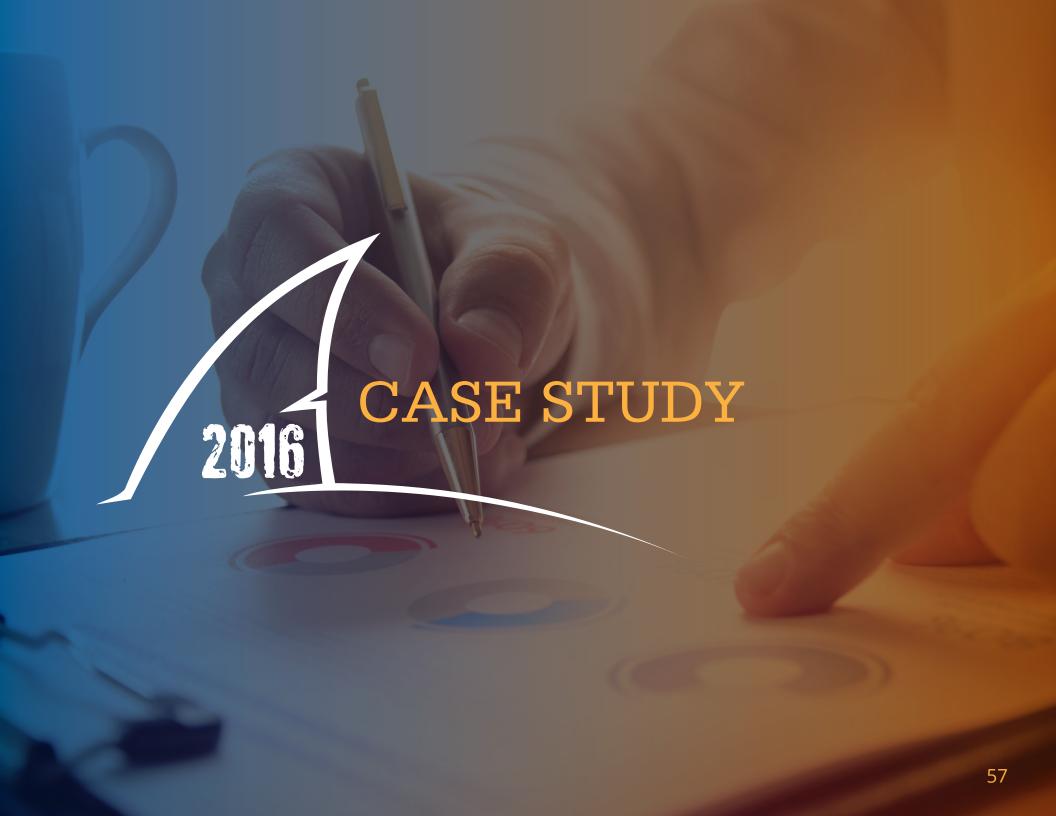


## THE ASSETS:

The Salesforce marketing team started using Medium.com to amplify content and reach new audiences. The platform allowed them to post content at their leisure and create their own network. It also created a space for Salesforce to communicate with its audience beyond just the content. Once the company was able to start using its own blog platform again, the team found innovative ways to continue to use Medium.com and reach a different audience.

## THE RESULTS:

- 20,000 followers since launch

- 900% increase in visits to the Medium channel since launch

## LESSONS LEARNED

**Do research on the social networks your buyers use most frequently. This will help you determine which networks to spend your time on and where to share your content.**

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**2016**

**CASE STUDY**

# COMCAST BUSINESS

# Comcast Business

## THE GOAL:

Comcast Business intended to highlight how the company's reliable network connectivity is essential to NASCAR drivers, teams and officials. Data about everything from safety checks and car inspections, to communications and car performance is carried over the network, so it needs to be up and running for every race without fail.

## THE ASSETS:

Comcast Business launched a video on YouTube and promoted the content on the Comcast Business Community, as well as branded social channels. To support the company's "built for speed" message in the video, Comcast Business relies on visual cues from NASCAR races to bring the story to life and convey the significant improvements made to the network using Ethernet solutions. In addition to the video, Comcast business developed a series of other thought leadership pieces, including white papers and articles. One white paper called, Technology Transformation at the Speed of NASCAR,

was especially valuable for the company. The overarching, multi-touch campaign was titled, "Ethernet Transforms NASCAR Racing."

## THE RESULTS:

- The white paper and the video content have generated more than 10,000 views, which is 70% higher than the average.

- The campaign has generated almost 18,000 organic impressions and a click-through rate (CTR) of 0.5%.

- The paid LinkedIn promotional program has generated a CTR of 0.32%. Twitter promotion has also been successful with a 0.26% engagement rate.

TECHNOLOGY
TRANSFORMATION AT

THE SPEED OF NASCAR

x 1000 R/MIN

COMCAST BUSINESS | NASCAR

OFFICIAL BUSINESS INTERNET SERVICE PROVIDER OF NASCAR

Click the content images to view the full content pieces

## LESSONS LEARNED

**Highlighting a notable success story that is relevant in prospects' personal lives can expedite the B2B buying process.**
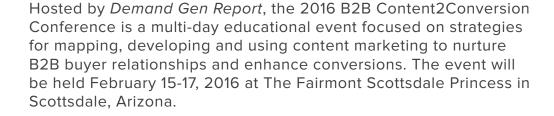
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# ABOUT THE 2016 B2B CONTENT2CONVERSION CONFERENCE

**B2B C2C**
**CONTENT2CONVERSION**
**CONFERENCE 2016**

www.content2conversion.com

Hosted by *Demand Gen Report*, the 2016 B2B Content2Conversion Conference is a multi-day educational event focused on strategies for mapping, developing and using content marketing to nurture B2B buyer relationships and enhance conversions. The event will be held February 15-17, 2016 at The Fairmont Scottsdale Princess in Scottsdale, Arizona.

# ABOUT *DEMAND GEN REPORT*

**DEMAND GEN REPORT**

411 State Route 17 South
Suite 410
Hasbrouck Heights, NJ 07604

P: 201.257.8528
F: 201.426.0181

info@demandgenreport.com
www.demandgenreport.com

Demand Gen Report (*DGR*), a division of G3 Communications, is a targeted online publication that spotlights the strategies and solutions that help B2B companies better align sales, marketing and disparate teams to support growth and drive revenue. *DGR* content and news coverage focuses on the sales and marketing tools and technologies that enable companies to better measure and manage multichannel demand generation efforts. *Demand Gen Report* is the only information source directly focused on this rapidly emerging business discipline.