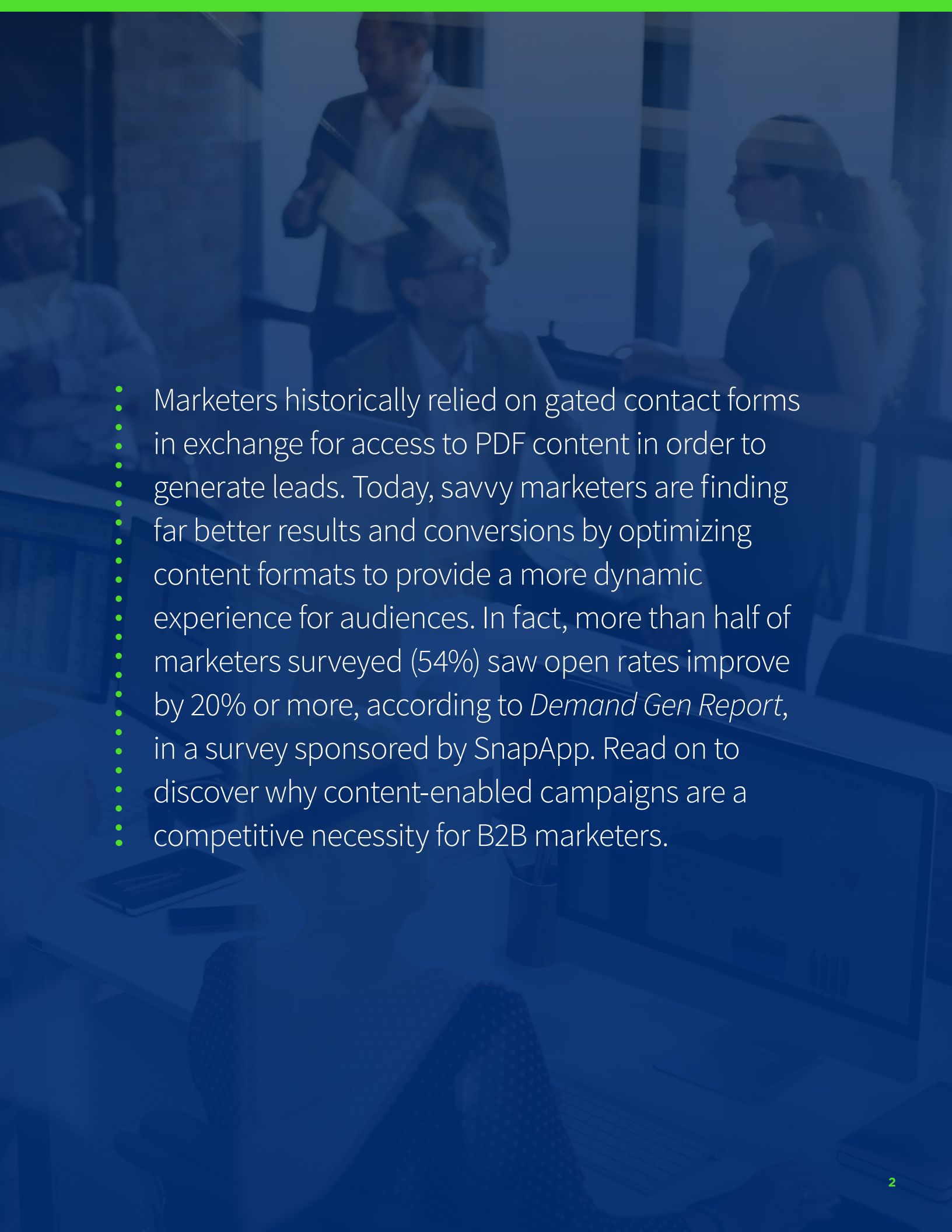


THE CAMPAIGN CONFIDENCE GAP

- New Survey Shows Content-Enabled Campaigns
- Becoming a Competitive Necessity for B2B Marketers

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- Marketers historically relied on gated contact forms
 - in exchange for access to PDF content in order to
 - generate leads. Today, savvy marketers are finding
 - far better results and conversions by optimizing
 - content formats to provide a more dynamic
 - experience for audiences. In fact, more than half of
 - marketers surveyed (54%) saw open rates improve
 - by 20% or more, according to *Demand Gen Report*,
 - in a survey sponsored by SnapApp. Read on to
 - discover why content-enabled campaigns are a
 - competitive necessity for B2B marketers.

Executive Summary

The heat is constantly being turned up on B2B marketers. Not only are marketers expected to drive leads, the expectations are rising that those leads must be high quality and highly targeted. In addition, there are growing presumptions that marketing will gather intelligence on buyers and track engagement at every stage of the buyer's journey.

However, while expectations climb, the reality is that confidence in demand generation initiatives is dipping. According to a recent survey from *Demand Gen Report*, only 18% of B2B marketers are extremely confident in the effectiveness of their campaigns.

The challenges limiting the success and confidence in demand generation campaigns are often focused on developing compelling calls-to-action and offers that actually engage buyers.

In addition, many marketers spend a lot of time optimizing the promotional side of content, such as subject lines, copy and A/B testing, rather than investing time optimizing content.

According to the *Demand Gen Report* survey, the top challenges on current campaigns were:

41%
Identifying new lead sources

38%
Creating/sourcing content offers to support campaigns

37%
Scaling leads to meet sales targets

33%
Developing compelling calls-to-action

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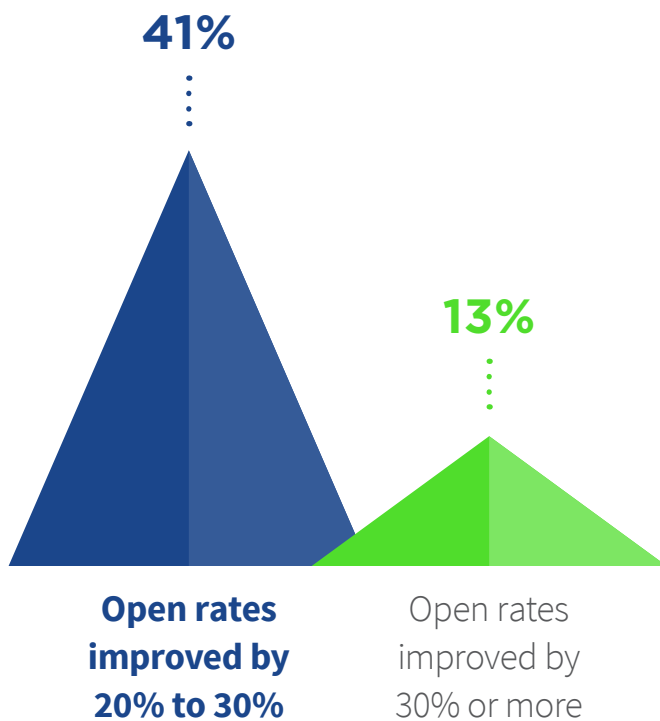
These challenges have been multiplied by the fact that many marketers are trying to overcome their struggles by simply cranking out more content. Rather than rethinking their approach to campaigns, some organizations are simply increasing the volume on the dated approach of placing PDF content offers behind gated forms.

However, the new *Demand Gen Report* survey showed that companies investing in content-enabled campaigns are quickly gaining a competitive edge. Organizations using campaigns with more dynamic experiences and personally relevant content at the core are seeing double-digit improvement in conversion rates.

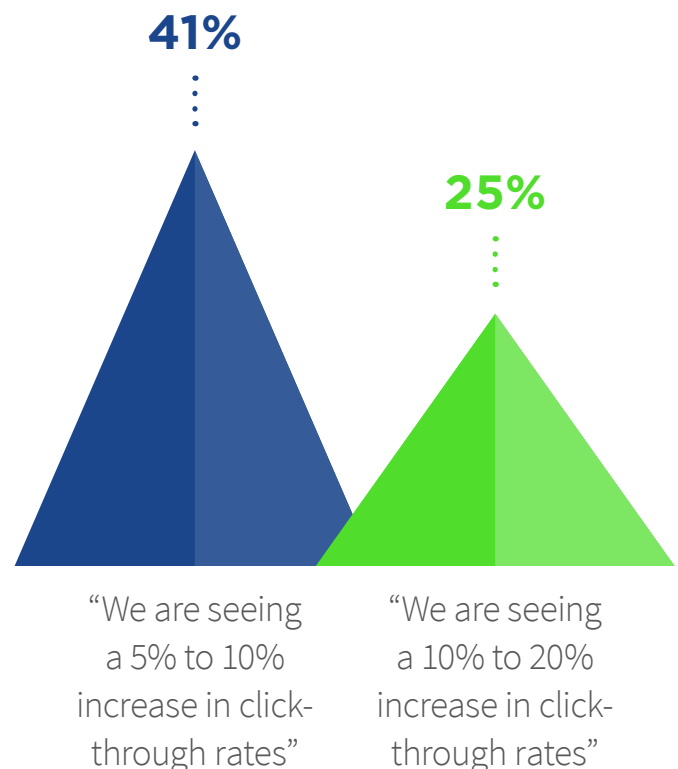
In the following report, we will reveal more of the specific findings from the survey, and also share insights on:

- » Defining and differentiating the unique strategy and requirements of content-enabled campaigns;
- » The confidence gap with traditional demand generation campaigns;
- » The payoffs organizations are seeing by developing content-enabled campaigns; and
- » The expansion of interactive content offers as marketers shift to content-enabled campaigns.

Impact Content-Enabled Campaigns Are Having On **Open Rates**, Compared With Traditional Campaigns



Impact Content-Enabled Campaigns Are Having On **Click-Through Rates**, Compared With Traditional Campaigns



Defining Content-Enabled Campaigns

Content-enabled campaigns differ from traditional campaigns in that content is the value offer, not a product or service. They also differ in shifting the emphasis to shorter-form formats and offers that can be integrated into the core of the campaign, fueling all elements of outreach and promotion.

For the purposes of this survey, *Demand Gen Report* defined a **content-enabled campaign** as:

- A series of strategies to align content and demand generation that fosters a dialogue with your audience;
- Content that is designed to inform, but also capture individual responses; and
- Delivering content based on buyer needs and interests that encourages progression through the funnel, while gathering better data to score, nurture and qualify.

The go-to approach many B2B marketers have become over-reliant on is offering a static PDF behind a landing page or gated form. While these traditional “download this” offers still work in some instances, many marketers are responding to buyer’s preferences for more conversational and interactive content offers that can provide metrics and intelligence beyond the static offer.

“Increasingly, I’m interested in conversational sales and marketing,” said Matt Heinz, President and Founder of Heinz Marketing. “Traditional marketing is talking ‘at’ a prospect, but conversational and empathetic sales and marketing are talking *with* them. It’s not a predetermined dialogue from a sales presentation, but a conversation, which requires a different approach and tools. When it does become a conversation between the marketer and the prospect, prospects are more engaged, listen longer and come back for more. Content can enable that conversation, if it’s the right kind of content.”



Content-enabled campaigns differ from traditional campaigns in that **content is the value offer**, not a product or service.

DEFINING CONTENT-ENABLED CAMPAIGNS

Content-enabled campaigns are often tailored to where the buyer is in the funnel, address specific pain points, and can provide useful and relevant benchmark data for the prospect.

The gap between these buyer-focused offers and traditional brand-focused messaging is becoming more distinct in the current B2B landscape, according to industry analysts. Julie Ogilvie, Research Director for Strategic Communications Management Services at

SiriusDecisions, pointed out that one of the challenges that marketers face is a tendency to be internally focused. “It’s not that they’re bad at creating content, but it tends to be about the company and product,” she said. “It’s like a content selfie.”

The way to develop compelling content is to focus on audience needs, according to Ogilvie. While that’s harder to do, it’s key for creating successful content and campaigns, she added.

Goals/Expectations for Content-Enabled Campaigns Vs. Traditional

Capture more leads



Move prospects through the funnel



Educate our audience



Specifically convert MQL to SQL



Accelerate deal velocity



Respondents were allowed to choose more than one answer.

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Julie Ogilvie, SiriusDecisions

The Campaign Confidence Gap

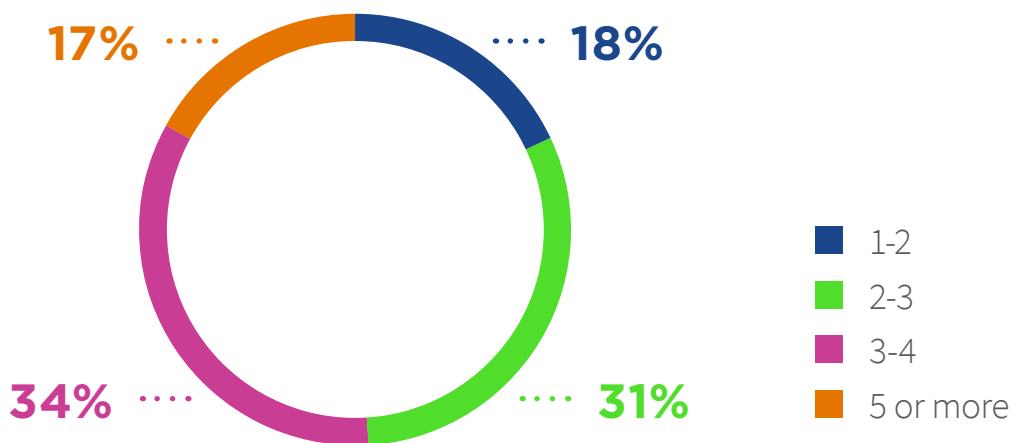
One of the positive findings from the *Demand Gen Report* survey revealed the majority of B2B marketers are either already using (66%) or are planning to use (28%) content as a central component of their campaign strategy.

The survey also showed that marketers are typically investing in multiple content assets to support campaigns, with 52% saying they create three or more offers to support a typical campaign.

However, while marketers are clearly investing in more content, many admitted that their content was not yet strategic or buyer-focused. For example, 40% said they feel they don't have the resources to create enough content, and 10% said they don't feel their content and demand gen teams are aligned.

Many others revealed they are still struggling with correlating the results of increased investments in content with stronger conversion rates from their campaigns.

- Number Of Content Assets Built Into A
- Typical Campaign



40% of marketers said they don't have the resources to create the amount of content they need.

THE CAMPAIGN CONFIDENCE GAP

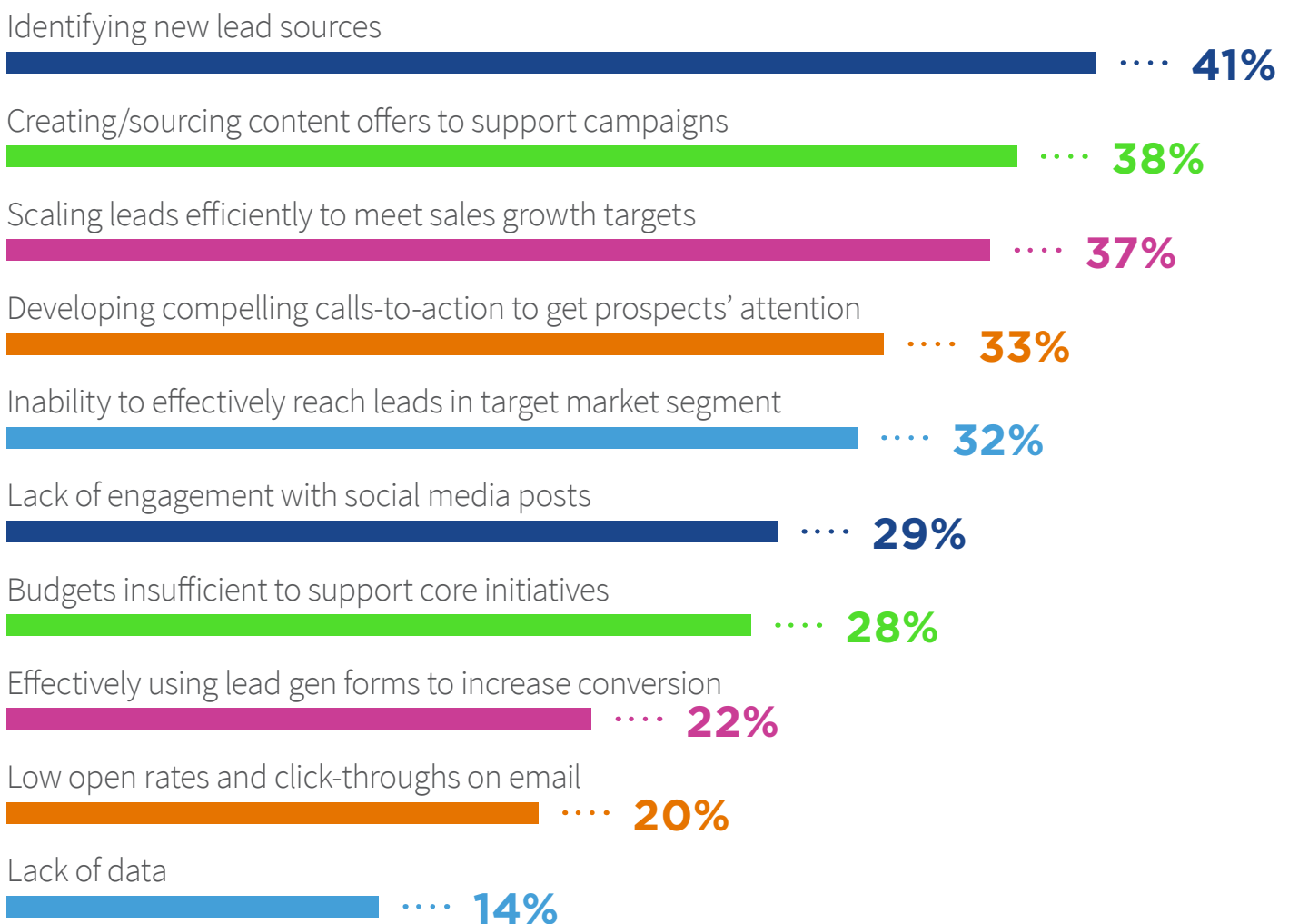
Industry experts point out that simply turning up the dial on content production is not helping with actually engaging buyers.

“Content for the sake of content is not helpful,” Heinz said. “When marketers don’t root their content in who they’re talking to and what the audience cares about, it’s not going to succeed. Good content marries what the

prospect needs to know with what the marketer can help them solve.” Good content is engaging and addresses buyer interest.

The survey accentuated the reality that many B2B marketers are still pushing out “random acts of content,” rather than strategically planned and executed content.

- Top Challenges With Current Demand
- Generation Campaigns



Respondents were allowed to choose more than one answer.

While a lack of resources and budget were a common barrier for marketers not yet creating content enabled campaigns, they also cited more specific limitations, with 20% saying they struggle to develop a mix of short-form and long-form assets, and 18% struggling with how to identify the right type of content.

For the **82%** of marketers who responded that they were only “somewhat confident” or “not very confident” in the results of their current demand generation campaigns, **content issues proved to be a big part of the gap.**

Among the struggles for marketers were low click-through and open rates. Engagement struggles were not confined to a specific channel: they were reported for email sends, lead gen forms and social posts.

One-third of respondents said they are struggling to develop compelling calls-to-action to capture prospects’ attention. This is a key stat that signifies the need to switch to content-enabled campaigns, which focus on shorter and high-value content experiences to drive engagement.

A woman with curly hair and a man with glasses are sitting at a desk in an office. The woman is leaning over the man, and they are both looking at a laptop screen. The man is holding a pen and looking at the screen. The background shows office shelves and a window.

“Content for the sake of content is not helpful...Good content marries what the prospect needs to know with what the marketer can help them solve. It needs to address the customer’s interest points, engage with them, and align them with something the marketer can enable to keep them listening.”

Matt Heinz, Heinz Marketing

Results Show Advanced Campaigners Gain An Edge

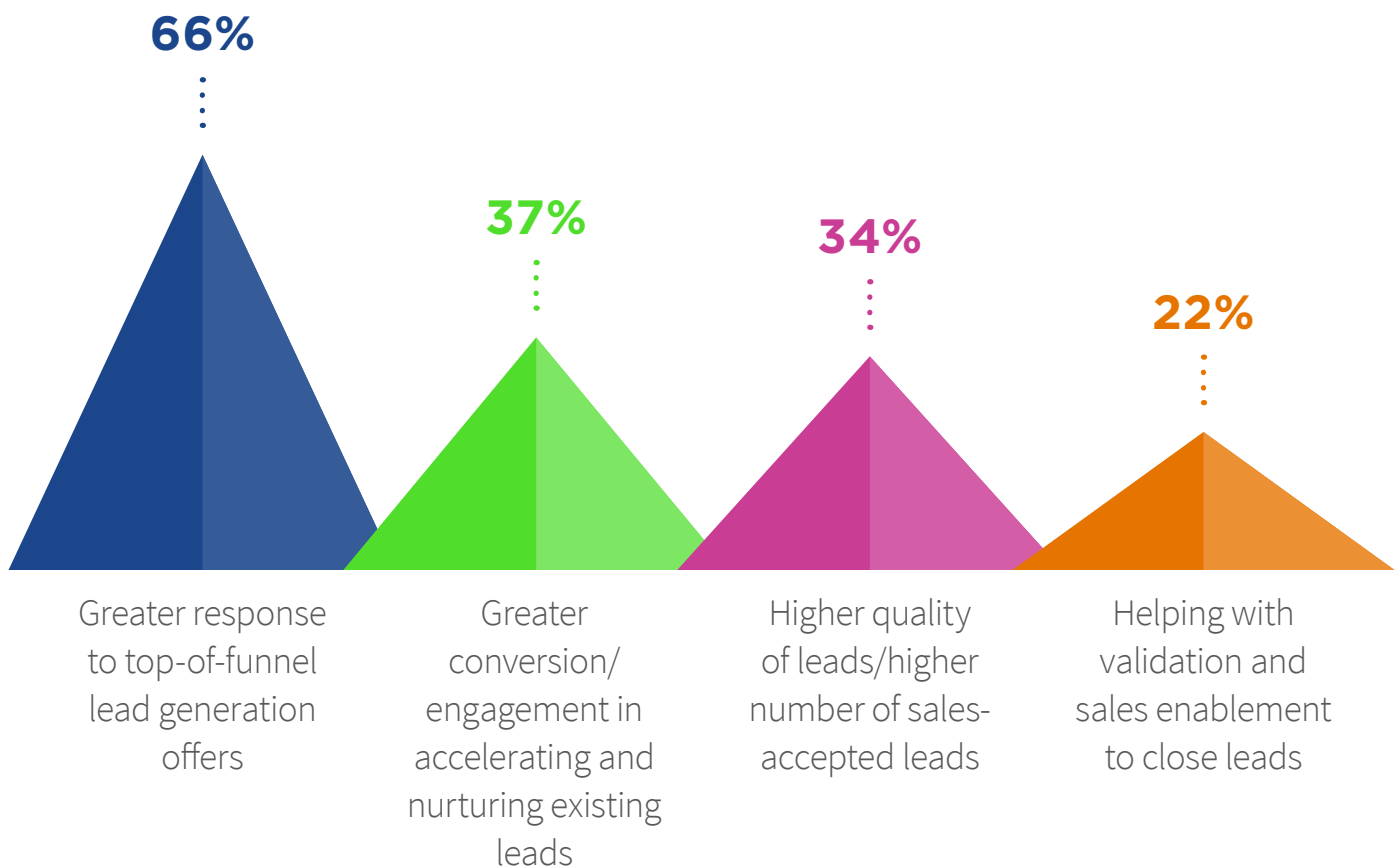
Just as some marketers are struggling with open rates and click-through rates, companies who invested in content-enabled campaigns are conversely seeing a spike in their conversion rates.

The study found that, among B2B marketers that are using content-enabled campaigns, not a single marketer saw a decline in open rates or click-through rates for these campaigns. More than half (54%) saw open rate improvements of at least 20%, while 66% saw at least a 5% increase in click-through rates.

The positive impact of content-enabled campaigns was not limited to improved click-through and open rates, as the survey found positive impact throughout various stages of the funnel.

The top of the funnel saw the biggest benefits, as 66% of B2B marketers noted that their content-enabled campaigns produce a greater response to these lead generation offers.

- Specific Pipeline Stages Where
- Content-Enabled Campaigns Are Having
- A Positive Impact




RESULTS SHOW ADVANCED CAMPAIGNERS GAIN AN EDGE

Once they drilled down into what the buyers were doing and what the sales team was able to accomplish, the leads generated from these campaigns and handed over to sales turned out to be higher quality (34%). These leads also moved more rapidly through the sales process to close deals (22%).

The impact on close rates at the bottom of the funnel could be attributed to the likelihood that leads are more engaged, or they've already pre-qualified themselves through the content.

With an interactive piece, early-stage questions can be answered for both the users and the marketing team with a two-way data flow. This transaction can accelerate lead qualification, while also giving sales representatives key insight for more informed conversations and tailored nurture streams.



Among B2B marketers that are using content-enabled campaigns, not a single marketer saw a decline in open rates or click-through rates for these campaigns.

Interactive Content On The Rise

One of the core ways advanced marketers are differentiating campaigns with more conversational efforts is through the increased deployment of interactive content.

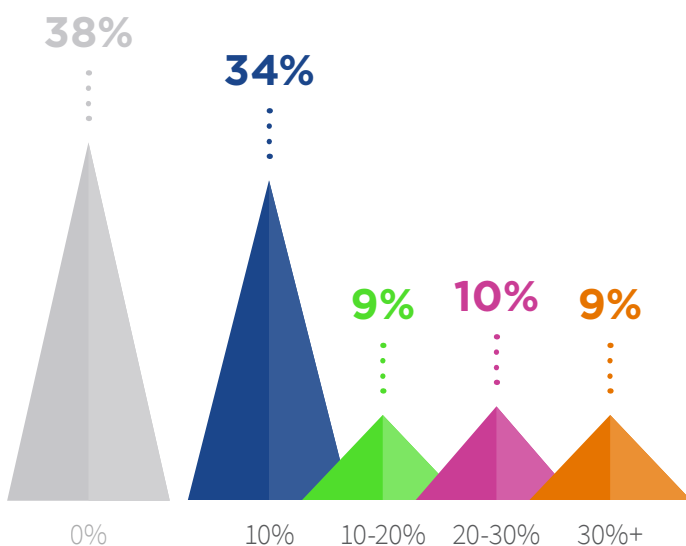
Interactive content is defined as content that requires the participants' active engagement — more than just reading an article or watching a video. In return for that engagement, participants receive real-time, hyper-relevant results.

Examples of interactive campaigns include ROI calculators that show how much money would be saved by automating a process, or maturity assessments that help identify whether the prospect's organization is able to adopt a solution.

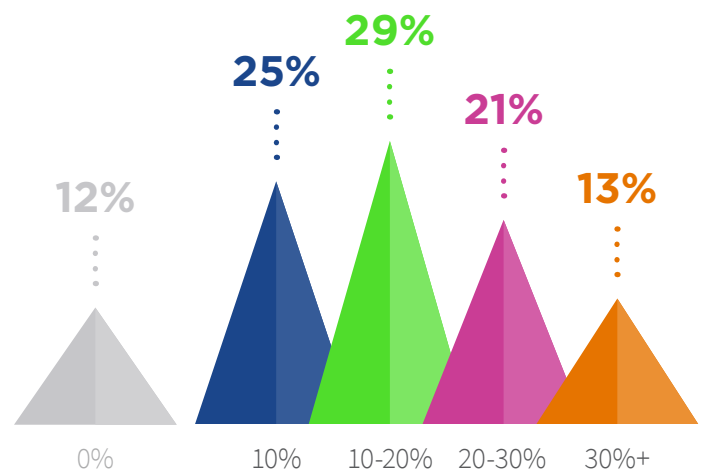
The *Demand Gen Report* survey found a significant number of B2B marketers (62%) are already using interactive content. And that's slated to skyrocket in the next 12 to 24 months, with a whopping 88% of B2B marketers predicting 10% or more of their content will be interactive.

While B2B content had traditionally been limited to white papers and webinars, industry analysts encouraged marketers to have some fun and foster interaction with prospects. "With a little bit of creativity, people will want to participate," said Ogilvie. "You won't have to twist their arms."

Percentage of Current Content That Is Interactive



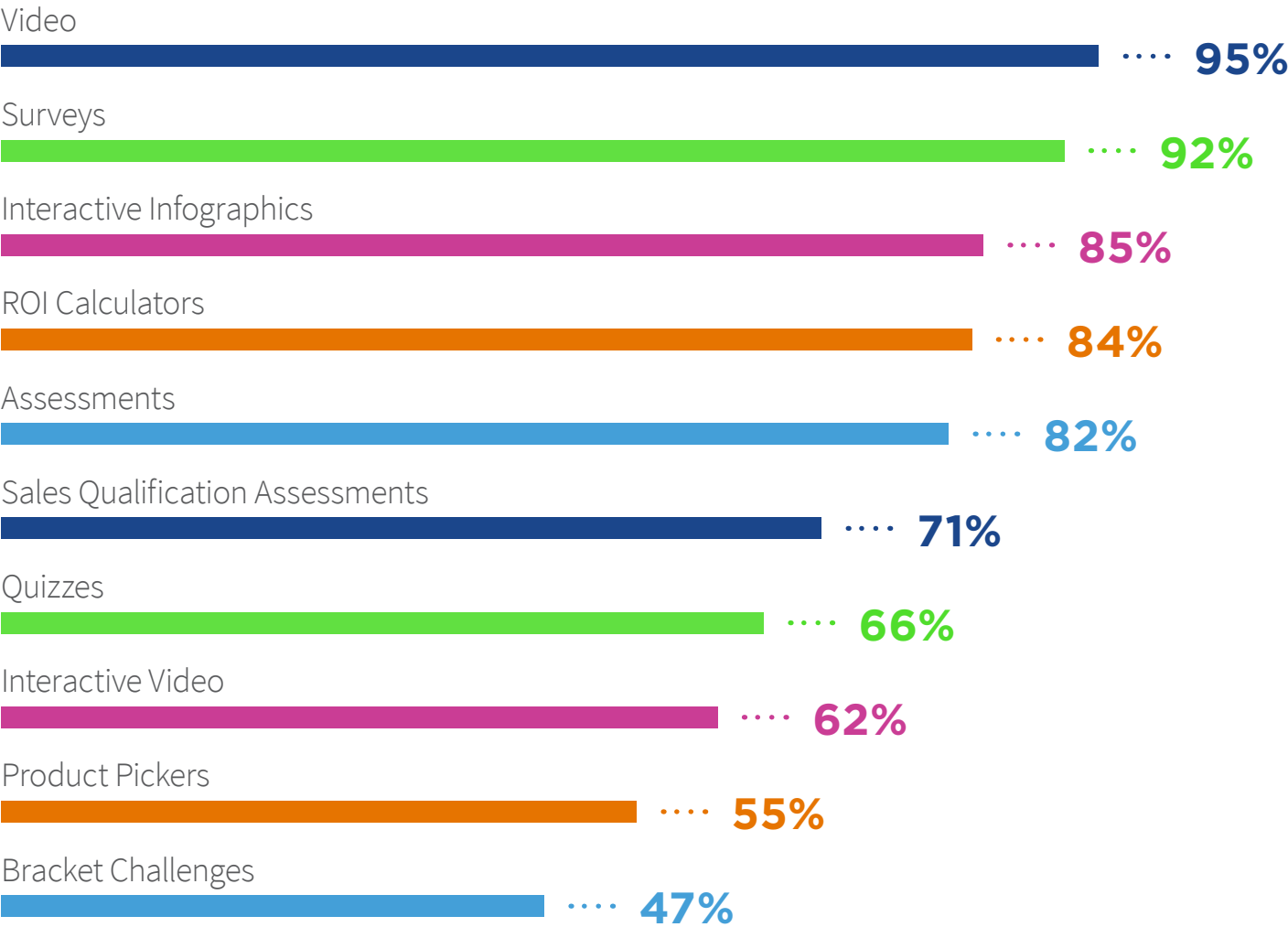
Percentage of Content That Will Be Interactive In The Next 12-24 Months



Interactive content will complement traditional formats, according to Jessie Coan, Vice President of Content at Aberdeen Group. Interactive content needs to be considered in the context of a campaign, viewing the whole strategy for the campaign holistically and determining where it fits in for maximum impact, Coan advised.

Within the interactive category, the survey found interactive infographics, quizzes, assessments and ROI calculators to be among the most popular formats that marketers are either already using or planning to use.

Content Formats B2B Marketers Are Using Or Plan To Use For Content-Enabled Campaigns



Respondents were allowed to choose more than one answer.

These formats have increased in use not only because they produce strong response rates, but also because they help prospects self-qualify. By enabling a dialogue with buyers and allowing them to navigate through the content, interactive formats have also helped marketers collect data that sales can use to better serve the prospect or customer.

Case studies support the impact interactive content offers are having at the core of campaigns. For example, [Heavy Construction Systems Specialists \(HCSS\)](#) experienced a significant boost in web traffic and pipeline performance with interactive offers at the core of a recent campaign.

The interactive content the HCSS team created — an interactive bracket featuring its customers' most interesting projects that allowed visitors to vote, much like in a March Madness bracket — generated real results. Web traffic was increased by 800% with 465,000 page views and 292,000 votes. Within two weeks of the campaign's launch, a lead that had come from the bracket purchased their software, closing a deal that paid for the campaign — and making the sales cycle 12 times shorter.



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Conclusion

Despite increased investments in content, many B2B marketers are still struggling with developing compelling content and campaigns to engage buyers.

As the new survey showed, the struggles to meet increasing demand generation goals are requiring marketers to up their ante when it comes to call-to-action offers.

B2B buyers now not only expect content that is relevant and compelling to their specific needs, but they are increasingly less tolerant of campaigns that fail to speak to their unique areas of interest.

Rather than simply increasing more of the traditional content offers that produce diminishing results, advanced marketers are investing in content-enabled campaigns and are seeing results in the form of increased open rates and click-throughs.

For the 82% of marketers who are suffering a confidence crisis when it comes to their demand generation results, this new survey underscores the need to create more buyer-focused content.

In addition, the survey results supported the positive impact interactive formats are having in engaging prospects in a conversation and gathering data and insights on prospects.

Marketing teams that have moved to these types of campaigns are seeing a better response not just at the top of the funnel, but also in terms of accelerating the sales cycle and closing deals.

As more companies shift to content-enabled campaigns, they are gaining a competitive advantage in generating more qualified leads and converting them at a higher rate to close deals. By adding conversational content to the marketing mix, B2B marketers can rebuild confidence in their demand gen programs.



Advanced marketers are investing in content-enabled campaigns and are seeing results in the form of **increased open rates and click-throughs.**

Want To Learn More?

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SnapApp is redefining how marketers accelerate their content strategy, enabling them to create and deliver personalized content that engages and resonates with customers on a deeper level than ever before. SnapApp's interactive content creation platform enables marketers to boost results by 2-3x across all their existing marketing programs. SnapApp customers include Oracle, Cisco, CEB, Blackbaud, Equifax and Intronis.

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