

# Marketing Content

## Overview

Sharing content can help your organisation achieve a variety of goals – thought leadership, lead generation, increasing sales and improving customer retention. Marketing content means sharing the right information about your organisation with the audiences you want to reach, and measuring the impact so that content can be shared effectively again and again.

## Marketing content planning

### 1. Market research

We gather as much information as we can on your current sales and marketing strategy and assess the content you've shared in the past year, asking how it was received. We'll also review marketing content available from key competitors and peers and benchmark against these to identify the 'gold standard' we want to aim for and the industry information gaps we can try to close.

### 2. Staff survey

We conduct an online survey of your key staff – marketing, sales and product development – asking them what kind of educational and informational gaps they believe exist in the marketplace. We'll ask them about misconceptions about their products and the industry in general, and get their feedback on your organization's marketing content and how they'd recommend improving it.

### 3. Audience profiling

We identify your key audiences, segmented by industry, job level and geography. We look at any market research you've conducted (including surveys, polls or focus groups), assess the educational needs of these audiences and draw up marketing content profiles for all key audience types.

### 4. Audience survey

We work with your sales team to identify customers or prospects that might participate in a quick online survey to test the accuracy of our audience profiling.

### 5. Asset audit

We'll help you identify your key information assets (product and technology 'gurus', subject-matter experts, R&D centres or NOCs, participation in industry initiatives), spotting those that offer something different to information already shared in the public domain or available from competitors.

### 6. Marketing content plan

We match the needs of the audiences we profiled with assets identified in the survey, reflecting the overall business plan and complementing the existing activities of all departments.

## Marketing content development

Afterwards we can take on the development and copywriting of some of the marketing content in collaboration with your subject-matter experts, ensuring we reflect your corporate positioning and messaging but with interesting and original content.

