

Keeping a Closer Eye on Content ROI

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CONTENT IS KEY TO AUTHORITY LEADERSHIP MARKETING

Market Clout Comes
from Content Clarity,
Credibility & Relevance



The CMO Council Introduction



- Global channel of **insight, access & influence**
- Advisory boards in **six geographic regions**
- **4,500** members controlling **\$125 billion** in annual spend
- Prolific source of **thought leadership** and knowledge transfer
- **Advocacy agendas** based on peer-level engagement
- **Content delivery** and tracking through multiple channels

New Strategic Initiatives

- Global Operational Marketing Models
- Individualized Lifecycle Marketing
- Marketing Supply Chain and Supplier Management
- Customer Analytics, Voice and Experience
- Brand Value, Loyalty, Affinity and Advocacy
- Online Marketing Performance & Digital Media

[More strategic initiatives >>](#)



Recent Studies & Reports



Authority Leadership Marketing is a New Imperative...



- Over 65 percent of U.S. BtoB buyers turn to the Internet first when researching technology solutions (eMarketer)
- Some 22 percent of global marketing spend (\$1.5 trillion) is allocated to content origination, publication, syndication and promotion (Interwoven)
- Online content investments are growing at staggering rates driven by multiplying formats, channels, audiences, platforms and consumption rates

Define What You Value Online – Research Findings



- Online content has a moderate to major impact on vendor preferences and selections, say 90 percent of IT buyers and specifiers
- Only 22 percent of respondents say they are “very satisfied” with the caliber of technology content
- White papers are the most popular type of content downloaded and shared with peers, report 58 percent of participants



Pet Peeves About Technology Content Online...

- Hype and puffery of offerings
- Poor communication of value proposition
- Lack of ROI evidence and proof-points
- Long-winded and verbose descriptions
- Absence of real-world success stories



Keep a Closer Eye on Your Content ROI...

- Content is a commodity and needs added value
- Just like “fresh produce” Content freshness, relevance and integrity is key
- Harvesting, packaging, delivery and consumption is critical
- Impact on sales and business outcomes has to be tracked



Content is a Commodity...Just like Produce



- Mass produced and readily available
- Delivered in many ways (fresh, frozen, canned, processed, ready-to-eat, etc.)
- Widely consumed and affordably priced
- Easy and relatively inexpensive to gather
- Relatively indistinguishable and undifferentiated
- Highly perishable with limited shelf life

Content is a Commodity...Just like Produce

How Does Information Content Differ from Produce?

It is a lot more than cultivation, harvesting, packaging, fresh delivery and consumption. It's all about authority leadership, strategic agenda-setting and influencing buyer-specifier audiences.



The Need for Authority Leadership



- Meaningful and valued content is driven, shaped and inspired by peer-based perspectives, market conversations, business problems and customer points-of-view.
- Vendors must deliver content products that interpret, illustrate, translate, advocate, validate, demonstrate, enlighten, engage, and predispose.

What Counts in Credible Content Origination?

| | | |
|----------------|-------|--------------------------------|
| Source > | | Perceived Objectivity |
| Value > | | Addresses Issues |
| Validity > | | Fact-Based |
| Relevance > | | Hits Pain Points |
| Timeliness > | | Currency, Shifts, Trends |
| Context > | | Resonates with the Reader |
| Affiliation > | | Co-Authoring & Development |
| Presentation > | | Data Visualization, Pictograms |
| Appearance > | | Formatting, Style, Design |



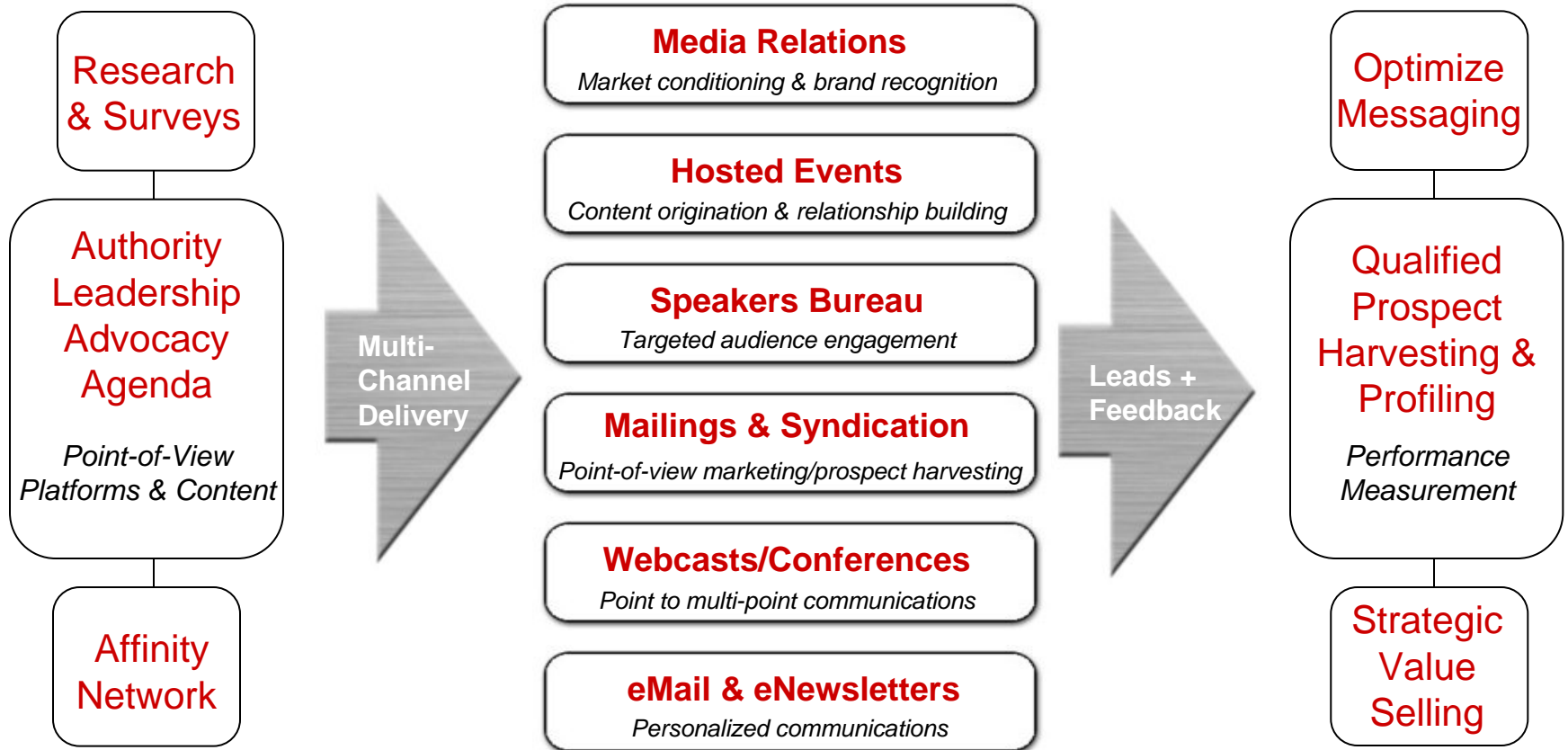
Content Performance and Effectiveness Tracking

- Volume of downloads and requests
- Forward and pass-along rates
- Read, retention and recall levels
- Click throughs and web site traffic
- Resulting inquiries and RFIs
- Influence in defining needs and requirements
- Impact on selling cycles and conversion rates
- Incidence of reference and use by sales
- Pick up and utilization by opinion leaders, blogs
- Impact on shaping customer perceptions
- News media coverage, tonality and sentiment



Intelligent Market Engagement™ Model

Gaining Access, Influence & Insight



What Does It Deliver?

- Market prominence and credibility
- Predisposed and conditioned targets
- Qualified leads and opportunities
- A strategic value-selling platform
- Prospect conversations and relationships
- “Surround sound” of partnerships and alliances



IME Value Creating Components

Lead Sourcing

- 300 - plus participants
- 2,000 - plus channels; Scores of downloads
- Millions of Exposures
- Hundreds of Participants
- Scores of viewings
- Qualified introductions



Relationships



IME Campaign Examples



- Acceleration of Eco-Operation
- Lean & Green
- Think Eco-Logical
- Business Traction from Better Decision Action
- Comply on the Fly
- The Alert Enterprise
- The Remote Revolution
- CEE the Future
- Crunch Time Global Competitiveness Audit
- Market Vigilance, Product Diligence
- Uptime @ Crunch Time
- Software Drain vs. Business Gain



[More programs >>](#)



Contact



For more information on how the CMO Council can help you **ASSESS YOUR CONTENT ROI** contact:

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