

Mingling as a Corporate Content Strategy

EXECUTIVE SUMMARY

It's an iconic theme in American business culture, and probably everywhere – the ambitious and predatory, yet suave and charming, corporate party mingler, working the room on her way to the top, one hors d'oeuvre at a time. For today's digital marketer, your prospective customers are that party, albeit one more like the mosh pit at a 24/7 rave than a stylish soiree, and if you want to make the sale, your marketing content has to be the best mingler in the room.

Your VP probably has stories of the good old days spent in tradeshow booths, pamphlets in hand, barking "Get your Widget" at everyone who walks by. That seems crass to prospects today. Pamphlets for every solution on the market can be downloaded in seconds; they don't need your help. Nor is the infamous "elevator pitch" of much use in engaging prospects. According to Forester Research, in the information age prospects will read three items about your company for every one you can put in front of them – most legitimate prospects have probably already heard your pitch and don't want to hear it again. Mingle up to your prospect with a typical product/solution introductory email, and she'll likely give you the virtual brush-off by clicking Delete.

So, how does the smart digital marketer mingle successfully online? Just like it's always been done offline.

DIVIDE AND CONQUER

Most companies offer value propositions that appeal to different buyers for different reasons. For example, a value buyer would not be swayed by the same content as a technical buyer who would not respond to the same messaging that might appeal to a buyer concerned with long-term service and support. An effective content strategy recognizes those different buyer types and builds distinct marketing and retention communications for each one.

In person, the consummate mingler has an uncanny ability to sense the motivation of each prospect and adjust her message on the fly. For the digital content marketer struggling to do the same with hundreds, or even thousands, of online prospects, advanced technology is now available that monitors the online activities of your prospect database to provide behavioral and social insights that allow you to segment the identified target groups and engage each with content that appeals to their buying motivations.

InsightBASE™ Dashboard, the management console for True Influence's LeadPAC™ lead generation solution, empowers marketers to quickly identify, segment, and target prospects with relevant, engaging content. With InsightBASE, you have visibility into the types of content each prospect

consumes at a granular level through a single, integrated window, including the device types they use and the channels they frequent.

ANTICIPATE THEIR INTERACTIONS WITH YOUR COMPANY

Often overlooked, your mingle won't tingle the prospect's fancy if she just heard the same pitch from your co-worker. You have to be aware of the other ways she is interacting with your company. If Bob from Sales just cornered her by the cheese tray, and she asked Sally in Tech Support about the latest version release as they freshened up in the Ladies room, you need to know that. Implementing a system that makes every customer interaction visible across your organization lets you understand why the prospect has an interest in your company so that you can respond appropriately.

By monitoring a prospect's interactions, you also enhance their user experience with your company, enable departments to pass the prospect along more easily, and eliminate any overlap or, worse, mixed messaging, from your team. Communication becomes less frequent and more efficient without sacrificing quality.

LISTEN

It's not only the bloviating wind-bag who imagines himself the life of the party that doesn't listen well. The best marketing minglers know when to Send and when to check Incoming Messages. Of course, as a prospect progresses through her buying decision, every touchpoint is important; however, some are more important than others. By monitoring her online activities – listening, if you will – you can identify those moments when your content has the greatest chance to be heard, as well as the best time to ask for critical feedback. At the same time, you reinforce the perception that your company is attentive to her needs.

InsightBASE Dashboard becomes the eyes and ears of your content strategy by documenting a timeline of the prospect's content consumption. True Influence has also developed a proprietary algorithm, Influence Score[®], that considers a prospect's social and behavioral activity to predict whether she will respond to your content. Its analysis easily identifies the opportune time to raise your voice, and when you should listen.

IS SHE PAYING ATTENTION TO YOU?

Just because you've managed to introduce yourself, don't assume the prospect will stay engaged. One second you're rocking the company sales pitch, or so you think, and then, with a quick "Oh look there's Becky I haven't seen her in ages," she's gone.

In person, the professional mingler will ask questions to create dialog and confirm that her prospect is paying attention. While you can't compel such a response to your emailed marketing content, although

you should certainly try, the InsightBASE technology does allow you to monitor the progress of your campaign.

In fact, InsightBASE not only provides content consumption data for every prospect, including comparative data for their consumption of your content versus that of your competitors, it also provides that same information across all prospects in a targeted company so you don't waste your time chatting up the wrong person.

USE IT OR LOSE IT

It's great to plan a mingling campaign, but if you don't work the plan, your plan won't work. It's all in the execution, and it's easy to get distracted once the party starts hopping. Too often, the digital marketer will spend a lot of time and effort collecting data on customer interactions and feedback, yet fail to fully exploit that data when executing the content marketing strategy.

Admittedly, the unstructured data collected by marketers hasn't been easy to work with; not like, for example, analyzing a spreadsheet of revenue figures. But with the introduction of advanced marketing analytics platforms, such as the True Influence InsightBASE solution, that's no longer a valid excuse. With InsightBASE, you are able to collect and integrate data downloaded from the Web, captured from emails, and delivered via APIs from enterprise applications such as SAP, Oracle, CRM solutions including Salesforce, and any others. And the hard part, translating that data into actionable intelligence, becomes easy as the Insight tool kit lets you quickly make strategic decisions, find opportunities, optimize campaign performance, and drive content strategy.

MAKE EVERY PARTY

Finally, you can't simply mingle once a year at the company Christmas party and expect to succeed. Marketing success today requires the development and maintenance of long-term relationships, which means you have to show up with your "A" Game wherever the prospects want to party, whether that's on your website, through a mobile app, on Facebook, LinkedIn, and Twitter, and any other marketing communications channel used by your prospects to interact with the company.

Again, InsightBASE has a powerful solution that enables you to present with an equally high degree of visibility across all channels. InsightBASE's reach extends across all online media to capture and manage social and behavioral data. The True Influence value proposition includes a working database of more than 16 million influential business managers available for their clients' use in lead generation, or, use your own database with the InsightBASE toolkit. With InsightBASE, you can be everything to everyone, regardless of their preferred marketing content, user device, or communications channel.