



# WEBINAR: You Can't Market Without Content

Why Content Marketing Is the #1 Way to Get New Business (and How to Get Started)

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**magnetude**  
consulting

# Agenda

- 1 Why content marketing
- 2 Our definition of content marketing
- 3 Where to start
- 4 Aligning content to your sales funnel
- 5 Sourcing content ideas
- 6 Creating a successful content strategy
- 7 Day in the life of a piece of content
- 8 Best-in-class content case studies

# You've seen the numbers on content

**51%** of B2B buyers rely on content now to research their buying decisions.<sup>1</sup>

**73%** of respondents viewed a case study during their research.<sup>1</sup>

**47%** of buyers viewed three to five pieces of content before engaging with a sales rep.<sup>1</sup>

**MORE THAN HALF**  
**53%** of B2B buyers report turning to social media to make buying decisions.<sup>1</sup>

**B2B buyers are typically 57% of the way to a buying decision before actively engaging with sales.<sup>3</sup>**

**9**  
**OUT OF**  
**10** B2B buyers say online content has a moderate to major effect on purchasing decisions.<sup>2</sup>

When considering a new purchase, buyers spend only **17%** of their time meeting with potential suppliers and **45%** researching online and offline.<sup>4</sup>

# You've seen the numbers on content

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**73%** of respondents viewed a case study during their research.<sup>1</sup>

**47%** of buyers viewed three to five pieces of content before engaging with a sales rep.<sup>1</sup>

**MORE THAN HALF** of B2B buyers report turning to social media to make buying decisions.<sup>1</sup>

Content is how  
your buyers are  
making decisions.

**9 OUT OF 10** B2B buyers say online content has a moderate to major effect on purchasing decisions.<sup>2</sup>

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# Defining content marketing

## What it is...



## What it isn't...



# Why content marketing?



## Webinar poll

What grade would  
you give your content  
marketing today?



### Marketing

- Supports other areas of marketing, like SEO and lead generation
- Enables you to build a strong reputation and brand authority

### Sales

- Forms a relationship with customers built on trust
- Sells the benefits of your product or services in a compelling way
- Levels the playing field
- Guides buyers through the purchase cycle

### It gets results

*89% of B2B marketers use content marketing.  
And, of the 11% who don't currently use content  
marketing, 52% plan to begin using it within a year.*

# Why content is so critical

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- ✓ **Proves** that you know your stuff
- ✓ **Associates** you with trusted brands, influencers, associations, and trends relevant to your industry
- ✓ **Humanizes** you and your company

***Content IS your brand.***



*My personal favorite:  
Tara Mohr, author*

# So where do you start...?

## Suzy Greene

Senior Operations Leader

### Top of mind:

- Achieve contact center KPIs and improve operational efficiencies
- Optimize technologies to enable objectives

### Pain points:

- Reactive vs. proactive
- High contact center attrition
- Poor cross-departmental collaboration
- Under pressure from C-suite to increase customer satisfaction

## John Doe

CTO/Head of IT

### Top of mind:

- Align technology with the needs of the organization
- Get through selection and implementation of technology quickly and painlessly

### Pain points:

- Difficulty of bridging business requirements to technology capabilities (often undefined or poorly defined)
- Under pressure to simplify admin and 'burden' of technology by IT & Ops teams

# Align content to your sales funnel



Base: B2B content marketers whose organization used more than one content type for content marketing purposes in the last 12 months. 2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

# Where you can source topic ideas

## Source from:



Keywords



Sales/customer/ecosystem conversations



Industry news & trends



Content planning tools



Competitors



# Where you can source topic ideas

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Content marketing



Competitors

**Expert tip:**

Create content with partner firms to grow your reach exponentially.



# Elements of a successful strategic content plan

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**Persona/Audience**



**Existing**



**Gated**



**Lead Lifestyle Stage**



**Content Summary**



**Vertical**



**Content Idea**



**Format**



**Ways to promote**



**Challenge or opportunity  
persona needs help with:**



**Keywords**



**Owner/Timing**

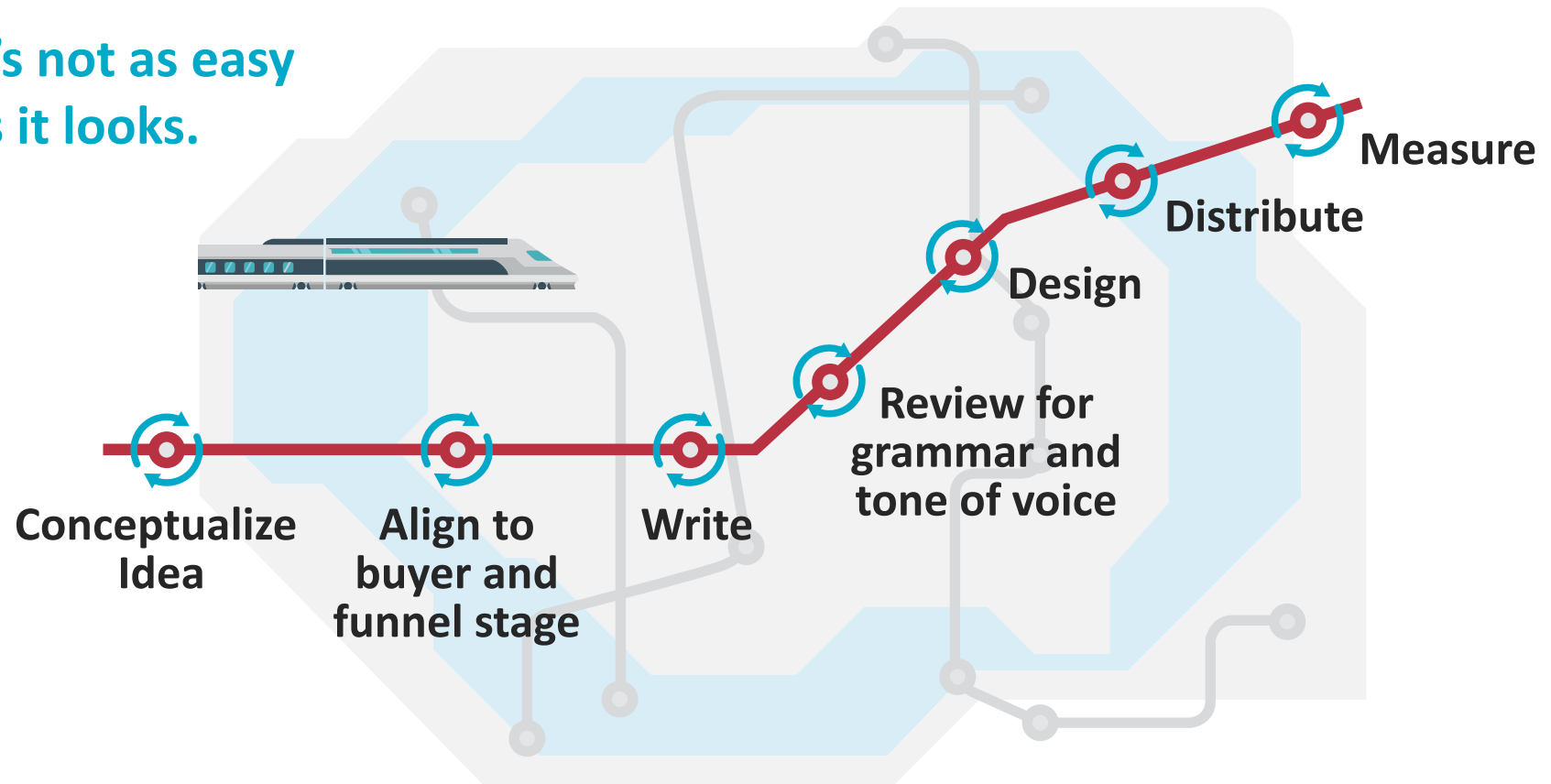
# The lifecycle of a piece of content



## Webinar Poll

Which of these areas of content development do you consider the most difficult?

It's not as easy as it looks.



# Success stories

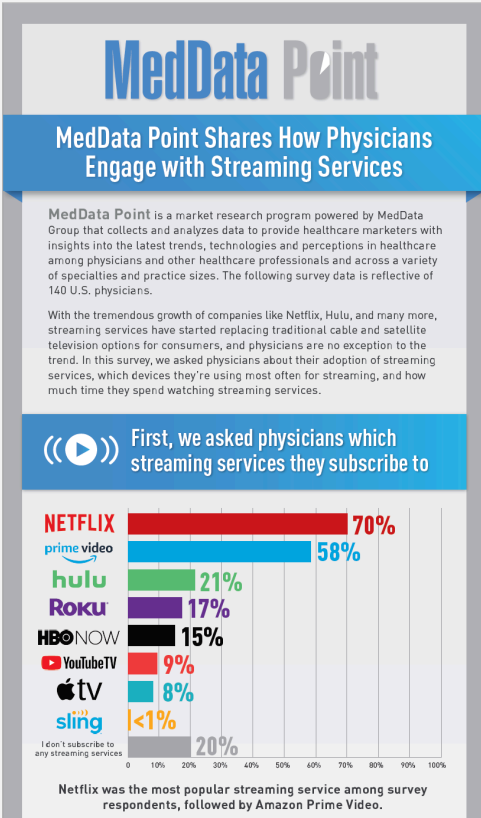
## Executive Search Firm

223 leads from  
one report



## Healthcare Data Provider

784 unique leads  
through a series of  
infographics



# 30 seconds about us...we write content!

## Blogs



**LMG SECURITY** Services About Events

### Not all Two-Factor Authentication is Created Equal

By Sherri Davidoff | December 12th, 2019

You did it: you set up two-factor authentication, so that a text message is sent to your phone when anyone tries to login to your accounts. The text message contains a PIN, which you need to enter in addition to your password, in order to login. That means criminals can't get into your accounts, right?



Wrong. Cybersecurity professionals have long known that there are security holes in two-factor authentication that relies on text messages (SMS). The U.S. federal government dropped SMS-based authentication like a hot potato back in 2016, urging users to switch to more secure options. Recently, criminals have ramped up their attacks, demonstrating repeatedly that SMS-based authentication is easily bypassed.

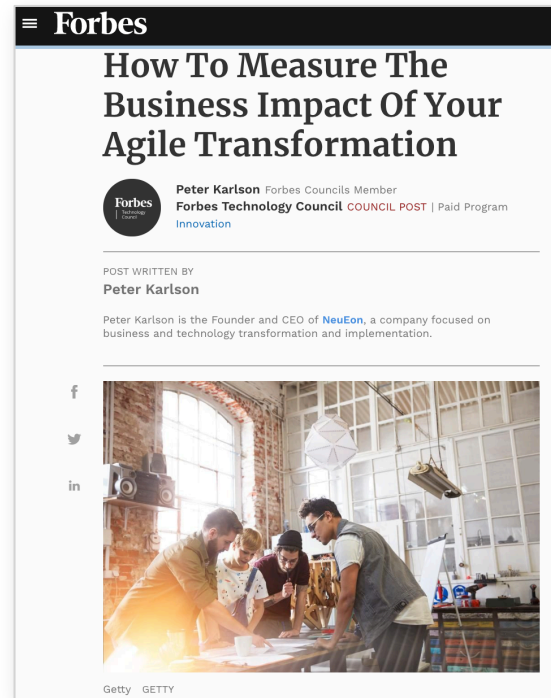
Hackers broke into Reddit employee accounts and stole customer data last year, despite the fact that the company had deployed two-factor authentication. "[W]e learned that SMS-based authentication is not nearly as secure as we would hope," wrote CEO Christopher Slowe, in the high-profile Reddit breach announcement.

**How do criminals bypass SMS-based two-factor authentication?**

**SIM-swapping attacks**

It's easier than you might think for criminals to take over your phone number. In "SIM-swapping" attacks, also known as "SIM hijacking," criminals convince an employee of your

## Contributed articles




**Forbes**

### How To Measure The Business Impact Of Your Agile Transformation

**Peter Karlson** Forbes Councils Member  
Forbes Technology Council COUNCIL POST | Paid Program  
Innovation

POST WRITTEN BY  
**Peter Karlson**

Peter Karlson is the Founder and CEO of **NeuEon**, a company focused on business and technology transformation and implementation.



Getty GETTY

## Website copy



**SECURITY INNOVATION** Training Services Who We Help Resources Blog About LET'S TALK

## SECURE SOFTWARE SLASHES RISK

Unequivocal Experts. Unprecedented Impact.

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verizon? Home Depot? Symantec? State Farm? Microsoft? Rockwell Automation? Edwards? Disney?

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Secure SDLC, Application Risk Reduction, IT Infrastructure Hardening, Secure DevOps and more.  
**LET'S GO!**

## Infographics



### THE MULTIPLIER EFFECT OF A GREAT EXECUTIVE HIRE

Companies typically hire an executive with a specific goal in mind—driving more sales, replacing an outgoing leader, or growing a certain part of the business, for example. What many firms don't realize is that a great executive hire can achieve their intended objective and have a positive ripple effect across the entire organization, from improving culture to encouraging diversity.

### THE 4 BENEFITS OF HIRING A NEW LEADER THAT YOU DIDN'T SEE COMING

- INFUSE A NEW CULTURE**  
Great leaders can have a powerful effect on a company's culture.
  - The likelihood of job turnover at an organization: **14% VS 48%** WITH HIGH COMPANY CULTURE VS WITH LOW COMPANY CULTURES
  - A company whose culture is strongly aligned with its strategy is likely to report a profit margin of: **12% VS 5%**
  - 82% of respondents in a Deloitte Insights survey said culture is a competitive advantage
- ENABLE YOU TO ACHIEVE YOUR GOALS**  
One person can change the trajectory of a company.
  - Great leaders can: **DOUBLE YOUR PROFITS**
  - Companies with excellent leaders achieve: **4.6X BETTER CUSTOMER SATISFACTION**
  - The more previously held CTO jobs by your CTO, the more likely your startup is to achieve an acquisition: **50% VS 65%** 1 PREVIOUS CTO JOB VS 8 PREVIOUS CTO JOBS



*and we also do all of the other parts of marketing, too, like strategy, social media, SEO, paid ads, website developments, email marketing, and more.*

Questions?

# Thank you!

[Kaitlyn@magnetudeconsulting.com](mailto:Kaitlyn@magnetudeconsulting.com)

## Check your email after this!

All attendees will receive:

- Magnetude's content map & plan template
- Today's slides
- Webinar recording





**magnetude**  
consulting is a B2B tech marketing firm that works with companies looking to grow more rapidly and compete more effectively, helping our clients market the right way in today's increasingly complex environment. We provide growth strategy consulting services that often dovetail into fractional marketing department implementation support with full-service capabilities spanning messaging and positioning, digital marketing, demand generation, channel & sales enablement, content development and brand visibility. Magnetude specializes in working with clients in the cybersecurity and professional services sectors, with depth of industry knowledge across key team members and a breadth of client successes under our belt.