

### is there really a missing

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## From CONTENT to CUSTOMER® How to Generate Demand with Content Marketing

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## SUSPECT **EVERYONE** (IN YOUR TARGET MARKET) PROSPECT .....



LEAD

OPP

**ANYONE** (WHO HAS TAKEN ACTION) **RIGHT PERSON** (ACTION + FIT) **READY PERSON** (FIT + NEED)



INFOGRAPHICS
NON-DEMO-Y VIDEOS
CURATED LISTS (& PEOPLE)
"INFOTAINING" STUFF



### WHAT YOU KNOW NOT WHAT YOU SELL

## Unat do SUSPECTS want?

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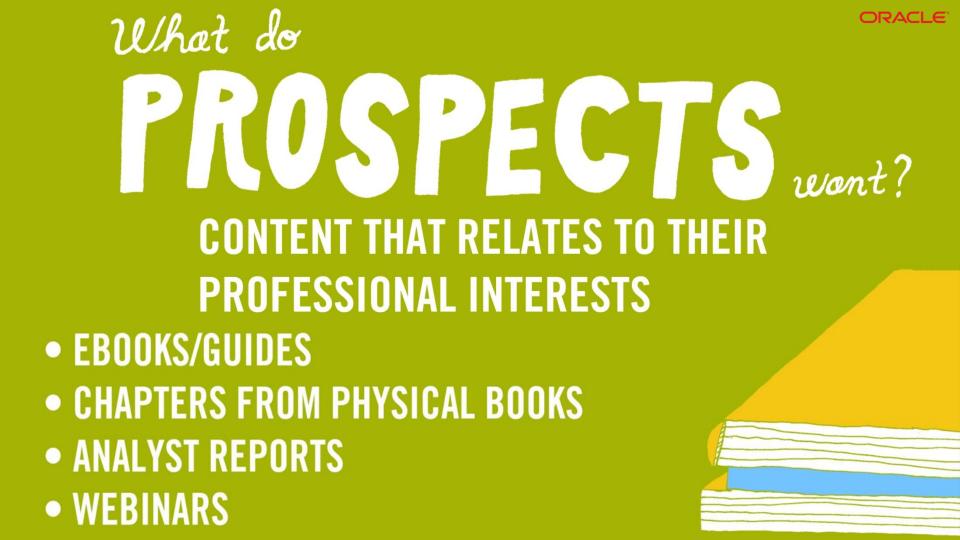


# PROSPECTS

### HAVE ACTIVELY SUPPLIED PERSONAL INFORMATION IN EXCHANGE FOR MORE CONTENT



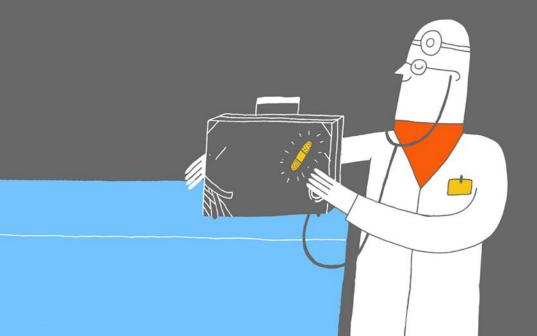






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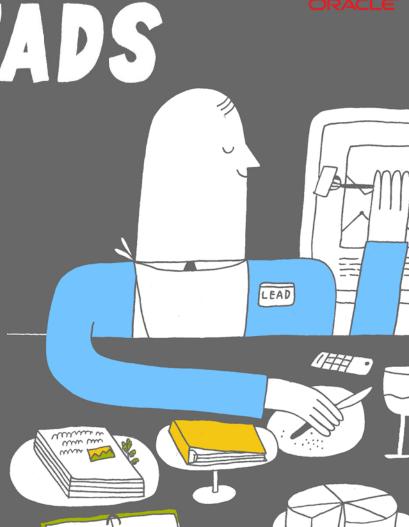
# Unat do LEADS want?



### **CONTENT THAT ADDRESSES THEIR BUSINESS PAINS**

## FEED to our LEADS

WHITEPAPERS
CASE STUDIES
DEMO VIDEOS
PRODUCT COMPARISONS





## PISH" fuv' CONTENT during this stage EMAIL, ONE-ON-ONE CONVERSATIONS...

"THIS IS WHERE AUTOMATED NURTURING MAY BEGIN TO TRANSITION TO AN ACTUAL SALES REP"





## MEASURING LEAD-STAGE EFFECTIVENESS IS ALL ABOUT ENGAGEMENT

- DOWNLOADS
- CLICK-THROUGH
- ATTENDANCE
- TIME SPENT WITH CONTENT







OPPORTUNITIES WANT CONTENT THAT HELPS THEM MAKE THE RIGHT BUYING DECISION

## **OPPORTUNITES** LEADS share روج common channels

NURTURE THE BUYER ALL THE WAY TO A CLOSED DEAL – DON'T RELY EXCLUSIVELY ON THE SALES REP TO DELIVER CONTENT



# STILL WANT MORE?

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