

*"This eBook challenges your thinking on what it takes to engage today's crazy-busy buyers. Deb taps into the key elements needed for an effective content strategy."*

*- Jill Konrath, Author of SNAP Selling and Selling to Big Companies*



# 7 triggers for irresistible content

what every **B2B marketer** needs to know to attract and engage **loyal customers**

by deb monfette

## published and created by

Deb Monfette at contenttriggers, LLC—[www.contenttriggers.com](http://www.contenttriggers.com).

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Marketing Content 101 – 022314

# introduction

**Welcome.** I'm thrilled to share this eBook with you on a subject that is of paramount importance for marketers at B2B companies, of any size, in this hyperconnected world. Sharing value matters more than ever.

**Are you challenged by creating content that engages your prospects and customers? Are you frustrated as content demands continue to grow, attention spans continue to shrink and your time is stretched thin?**

**If so, this eBook can serve as a guide to help you beat those challenges and make your job a little easier.** But it goes deeper than engagement—it gets down to the basics. You'll find a mix of trends, industry research studies and success stories of companies and individuals who are making it happen. As I sifted through all this information, certain triggers—7, to be exact—rose to the top.

**These 7 triggers position your customer at the CENTER of all your marketing content.** (I'll be explaining this concept in Part Two.) They work together to empower you to create a strong foundation for a customer-focused content network. Why not make it more than just good? Why not make it *irresistible*?

This easy to scan, **106-page eBook** is packed with results, examples and interesting tidbits updated for 2015. It includes photos, screen captures, infographics, charts and a links to videos to give you a richer content experience. So sit back. Imagine how you can create an experience for your potential customers, so they *want* to hear from you...

Here's to attracting your ideal customers with *irresistible* content!

*Deb Monfette*

B2B Content Marketing Creator, Copywriter, and Consultant at contenttriggers, LLC

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## Part One

# The Marketing Shift

# 1: the rise of the “me” buyers

In just one day, Americans are expected to consume an average of 15.5 hours of traditional and digital media, per person, not including the workplace. In the past, we sat passively and watched TV, now our experience is highly interactive with time delays and multitasking.<sup>1</sup>

Yet in spite of this colossal consumption of information and interactivity, a top challenge for companies, and on the list for five years now, is creating content that engages potential customers.<sup>2</sup>

## why is creating content a challenge?

One big reason it’s difficult to engage customers and hold their interest is this. Buyer behaviors have changed and are continually evolving.

We’ve experienced the fall of the “me too” mass production, mass advertising era. Just a few short years ago B2B companies coasted by delivering the same sales messages focused on products, services and pricing to every buyer. It worked because our culture was much different back then.

Today, behaviors have shifted drastically. We’ve quickly evolved into the “me” society, where “users like me also bought ...”

1 Short, James E. “How Much Media? 2013 Report on American Consumers” (2008 - 2015) Research rept. N.p.: n.p., 2013. University of Southern California Marshall School of Business Web.2013 <<http://www.marshall.usc.edu/faculty/centers/ctm/research/how-much-media>>.

2 Content Marketing Institute (CMI), and MarketingProfs. B2B Content Marketing: 2015 Benchmarks, Budgets and Trends. Research rept. N.p.: n.p., 2015. Content Marketing Institute. Web.2014 <[http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015\\_B2B\\_Research.pdf](http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf)>.



**Figure 1: "Biggest Content Marketing Challenges" | B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America | Content Marketing Institute (CMI) and MarketingProfs | Sponsored by Brightcove**

# 1: the rise of the "me" buyers

Buyers have identified their personal stories and are searching for the best ways to solve their specific challenges and fulfill their desires. It's no longer about the one-size-fits-all approach. The Internet and technology have provided the fuel to drive people to find what they want, when, and where they want it.

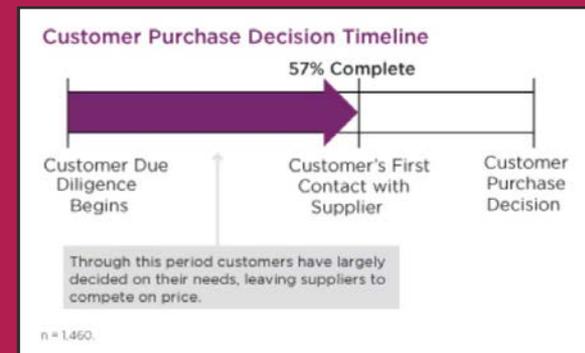
## research and the internet

Most buyers first turn to the Internet to research and get recommendations before contacting the company. In fact, B2B customers on average complete 57% of a typical purchase process before even contacting a supplier, according to a well-known study by the Corporate Executive Board (CEB).<sup>3</sup>

Old-school marketing tactics only make it tougher to engage today's self-focused, sophisticated buyers and get customers. The days of "Mad Men"-era advertising tactics being effective are long gone. Marketers are now reinventing opportunities to adapt their communications to the "me" buyers. They need to be part of their research from the onset and help sales add value and get engaged early on with new tools and content.

It's not easy, especially when you have several decision-makers with their own concerns and desires to confront. But it's entirely possible to adapt if you focus on these new buying behaviors.

<sup>3</sup> "Sell How Your Customers Want to Buy: New Decision Timeline." The Corporate Executive Board.: Web. <<http://www.executiveboard.com/exbd/sales-service/challenger/new-decision-timeline/index.page>>.



**Figure 2: "Sell How Your Customers Want to Buy: New Decision Timeline" | Corporate Executive Board**

## 2: eight seconds to grab attention

**b**uyers are faced with so many distractions today your company has even less time to communicate your message effectively.

We live in a world primed for speed, convenience, ease of use, sharing, personalization, waning trust, and digital, on-demand lifestyles. A fine line exists between personal life and work, and it's all being driven by content. Through all this, you may only get 8 seconds to grab and keep your buyer's attention with your messages.<sup>4</sup>

Short attention spans are in part a result of excessive multitasking. The big question is how do you capture the attention of a person multitasking that is split between devices, thoughts, and projects? How do you trigger their attention before you lose it to something or someone else?

### marketing content is finally catching up

Content focused on product details, services, and pricing is still important. But its effectiveness is diminished if you don't share content that's helpful first. Content that illustrates what's in it for your potential customers.

Today marketing is finally catching up. Many companies are sharing *how they can solve problems people actually face* instead of just advertising, focusing on the sale, and talking about what they think is important. They're adapting marketing content to the latest technologies, digital lifestyles, and behaviors to help buyers in their research. Companies are also trying to simplify how they communicate with their customers.

<sup>4</sup> "Attention Span Statistics." The Associated Press. Date Verified: 5.16.2012 ed. Statistic Brain, n.d. Web. 31 July 2012. <<http://www.statisticbrain.com/attention-span-statistics/>>.



Figure 3: "8-second attention spans"  
| Photo © iStockphoto.com | asbe

# 3: push customers' thinking

**i**n a special report a few years back in BtoB Magazine, John Osborn, president-CEO of the ad agency BBDO, shared timeless advice, *“It’s increasingly important to get into the why and the what. Why does this company do what it does, for what benefit, for what purpose?”*<sup>5</sup>

## “the why” and “the what”

Some companies have bounced back with “the why” and “the what.” They express their beliefs, passions, and solutions people can relate to, and they capture attention. (You may already be one of these companies.)

Their products and services share a bigger yet more personal stage and take on a new leading role. That role is to show how they make a difference to their customers in a world with so many challenges. They communicate this through compelling, emotional content that breaks through the multitasking.

## the zaarly story

Zaarly is a technology company that helps people discover a new way to buy and sell local goods online. Zaarly is changing the way the economy works. They guide people to build their community, create jobs, and keep money local. Prior to their launch a few years ago, they described what they are as a *proximity-based, real-time, buyer-powered market*.

CEO Bo Fishback explains, *“... but customers just didn’t care.”*

<sup>5</sup> Maddox, Kate. Top Agencies Special Report. Pub. N.p.: BtoB Magazine, 2011: 24-25.



**Figure 4: “Top Agencies Special Report,” by Kate Maddox | BtoB Magazine, March 14, 2011**

“... but customers just didn’t care.”

## 3: push customers' thinking

So they changed their value statement to “Name your price for anything and get it from people nearby.”

As a result, they received 20,000 prelaunch sign-ups and Twitter shout-outs from Demi Moore and LeVar Burton.<sup>6</sup>

### the smarter city

Look at IBM’s “TheSmarterCity.” Their big goal is to improve some of the world’s greatest challenges. Consider *energy*—the stress on our energy supplies and water systems. *Transportation*—rush hour is gridlocked now, what happens when we add even more people? *Healthcare and education*—we realize the need to tear down silos and share information seamlessly and securely, make it accessible, and become interconnected.<sup>7</sup>

These companies’ value statements are not about what they’re selling. They’re all about what they can do for us, their customers, in a language we instantly understand. They’re changing our thinking with innovative ideas and new ways of doing things to enable all of us to live better.

<sup>6</sup> Chaey, Christina. “Hype Machine.” *Fastcompany* Nov. 2011: 76. Print.

<sup>7</sup> “TheSmarterCity.” TheSmarterCity. IBM, n.d. Web. 21 2015. <[http://www-03.ibm.com/innovation/us/thesmartercity/index\\_flash.html](http://www-03.ibm.com/innovation/us/thesmartercity/index_flash.html)>.



Figure 5: Zaarly | Zaarly.com



Figure 6: IBM’s “TheSmarterCity” | IBM.com/TheSmarterCity

## 3: push customers' thinking

### the challenger wins

In the book *The Challenger Sale: Taking Control of the Customer Conversation*, Matthew Dixon and Brent Adamson of the Corporate Executive Board (CEB) explain a new twist on selling today.

The Sales Executive Council (SEC)—a program within the CEB—surveyed more than 6,000 sales reps in 90 companies across a whole spectrum of industries. They've developed five profiles of different types of salespeople.

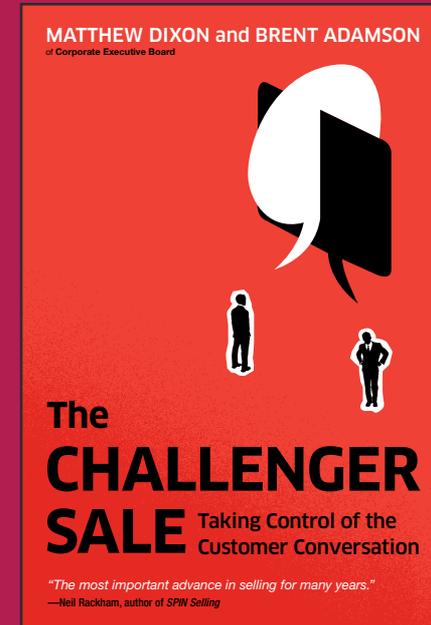
They were stunned to find that the type of sales reps classified as the Relationship Builders were **not** the star performers. **It was the type classified as the Challengers who won by a massive margin**<sup>8</sup>

Valuable customer impact now trumps relationships. Neil Rackman, professor and author of *SPIN Selling*, explains, ***"The relationship is the reward the customer gives you for the value you've created."***<sup>9</sup>

The Challenger helps customers think differently, opens their minds to new ideas, and offers creative and innovative ways to solve problems. **The Challenger teaches them things they didn't know.** It's then that the real relationship starts to form.

<sup>8</sup> Dixon, Matthew, and Brent Adamson, eds. *The Challenger Sale: Taking Control of Customer Conversation*. New York: Penguin, 2011. Print <<http://www.executiveboard.com/challenger/index.html>>.

<sup>9</sup> Dixon, Matthew, and Brent Adamson, eds. *The Challenger Sale: Taking Control of Customer Conversation*. New York: Penguin, 2011. Print. Interview with Professor Neil Rackman, Author of *SPIN Selling*. <<http://www.executiveboard.com/challenger/index.html>>.



**Figure 7: "The Challenger Sale: Taking Control of the Customer Conversation," by Matthew Dixon and Brent Adamson | Corporate Executive Board (CEB)**

# 4: adapt or be left behind

**b**uyers no longer need to schedule sales calls to find the latest information. Now more than ever they have plenty of ways to educate themselves. They search online for unbiased information and solutions. They get recommendations from other experienced buyers on social networks. They surf your website and can qualify your company before ever meeting you. Buyers can easily shut out advertising. To make it even more challenging, they get information on demand.

That's why it's so important to be visible before their search and reach out early, armed with useful information they can trust. To compete, companies either adapt to changing behaviors or are left behind. However, capturing their attention requires a new mindset and long-term planning. This is where content marketing can be extremely valuable.

## what is content marketing?

Let's go right to the experts at CMI (Content Marketing Institute). They refined content marketing as **a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and ultimately, to drive profitable customer action.**<sup>10</sup>

Basically it's communicating without just trying to sell stuff. Instead, you are consistently delivering information that is useful, memorable, and available when people are searching for it.

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<sup>10</sup> Content Marketing Institute (CMI), and MarketingProfs. B2B Content Marketing: 2015 Benchmarks, Budgets and Trends. Research rept. N.p.: n.p., 2014. <[http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015\\_B2B\\_Research.pdf](http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf)>.

*“... the art of communicating without just trying to sell stuff.”*

## 4: adapt or be left behind

Content marketing has been around for centuries, but mainly took a back seat to advertising. Now the tables are turned.

Think of it as marketing like a Challenger. Help potential customers to think differently, open their minds to new ideas and ways to solve problems. **It takes the focus off price and features.** Your sales teams can now be armed with valuable information to communicate more effectively, especially early on with potential and current customers.

A study conducted by Content Marketing Institute and MarketingProfs reported, 86% of marketers use content marketing. However, only 38% feel they are effective at accomplishing their objectives.<sup>11</sup>

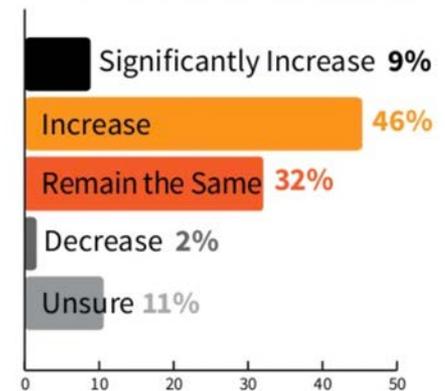
In the same study, approximately 55% of B2B marketers expect to increase their content marketing spending in 2015 in spite of how effective they are.

Content marketing takes time to plan, document, and track. Success doesn't happen overnight. It's a long-term goal packed with a lifetime of results. On the other hand, it's a time to be bold and creative. It can be rewarding to be able to quickly jump into real-time conversations.

Companies are hungry for information on ways to be more effective and you can find plenty of tools and strategies to help you. Yet without a strong foundation, it's hard to be effective. Here's where irresistible content comes in ...

<sup>11, 12</sup> Content Marketing Institute (CMI), and MarketingProfs. B2B Content Marketing: 2015 Benchmarks, Budgets and Trends. Research rept. N.p.: n.p., 2015. Content Marketing Institute. 11. Web. 2014. <[http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015\\_B2B\\_Research.pdf](http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf)>.

### B2B Content Marketing Spending (Over Next 12 Months)



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Figure 8: "Content Marketing Spending" | B2B Content Marketing: 2015 Benchmarks, Budgets and Trends | Content Marketing Institute (CMI) and MarketingProfs | Sponsored by Brightcove**

# 5: down to the basics

**I**f you're being challenged by crafting content that engages your core buyers and customers, this eBook can serve as a guide to help you beat those challenges. But it goes even deeper than engagement.

## It gets down to the basics.

This eBook is a combination of research studies and success stories of companies and individuals who are making it happen. As I sifted through all this information, certain triggers—7, to be exact—rose to the top.

**These 7 triggers position your customer at the CENTER of all your marketing content.** They all work together to empower you to create a strong foundation for a customer-focused content network. Move beyond engagement and where everyone benefits.

Use this as a guide to personalize your own plan to fit your needs. It's an ongoing process where you adapt to the changes, measure, and revise.

If you're short on time, take each of the 7 triggers and read through them separately. Really think about how your company is doing in all these areas. You may already be excelling at one or more. If so, examine the triggers you're missing and determine the improvements you can make. Be sure to go through the *iC Checklist* starting on **page 96** of this eBook.

Adding these 7 ingredients to your content mix gives you the best chance to not only engage, but to also interact with your ideal buyers and their changing behaviors. Irresistible content can help convert buyers into long-term customers and advocates of your company and your solutions.

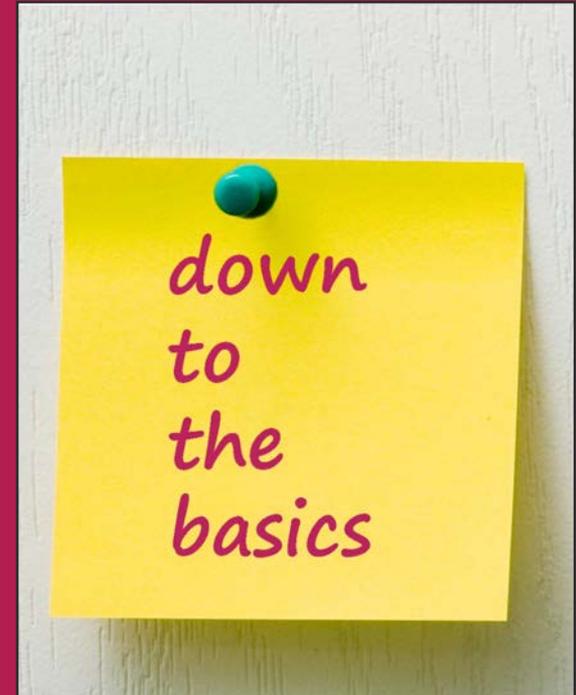


Figure 9: "Down to the basics" | Photo © Supertrooper | Dreamstime.com | Modified by Deb Monfette | [contenttriggers.com](http://contenttriggers.com)

## Part Two

# Irresistible Content

# 6: what is irresistible content?

“**d**estination restaurants I will go out of my way to eat at, or take people to if they’re visiting.”

Did that arouse your curiosity and grab your attention? Even for a second, did it compel you to want to find out the names of those restaurants? It would if you were searching for restaurants. Or if I were someone you trusted, and you were curious about my experiences.

That’s *irresistible* content.

It captured my attention as I was searching for 5-star restaurants. I clicked on a link to [yelp.com](http://yelp.com)<sup>13</sup> and it was first on the list. Then I started thinking ...

Endless streams of valuable advice and tools have surfaced: create a blog, optimize for search engines, be a social media player, curate content, keep your website updated, integrate videos, do email marketing, use mobile apps, create inbound marketing content ... you name it.

Even after all this, engagement is still the top challenge marketers face.

Wouldn’t it be great to have a basic guide of essential ingredients to create engaging content people would **go out of their way to get and want to share**? One you could follow and remember ... apply and tweak as people, trends, and objectives change, regardless of the types of content? But the basics would always remain the same. That’s irresistible.



Figure 10: “5-Star Restaurants” in New York screen capture | Yelp.com

<sup>13</sup> “5-Star Restaurants.” Yelp. N.p., n.d. Web. <<http://www.yelp.com/list/5-star-restaurants-new-york>>.

## 6: what is irresistible content?

*Irresistible* content gets down to the basics. It can help your potential customers determine their needs, refine requirements, visualize new solutions, and can drive them to make good decisions.

It can help you attract the types of people who would be mutually beneficial to partner and work with.

*Irresistible* content can also make your brand highly visible, position you as a trusted resource, increase customer loyalty, shorten the sales cycle, and show your expertise on a massive scale. Fast. It speeds up the entire process, and **everyone benefits**. It's a way to serve up value that's hard to resist.

In the next section see how one entrepreneur launched his company with lightning speed over five years ago using *irresistible* content.

### what's at the "heart" of irresistible content?

Buyer behaviors, technology, communications, and information are all being changed and exchanged at rapid speeds. But one thing remains constant.

#### You're marketing to people.

To survive, a new mind-set must be adapted ... to create content "that matters" in the eyes of your buyer. Reach out to her desires and needs and help her self-select your company. Share your passions. Make it *irresistible*. Once she experiences the value you provide, she'll not only be open to hear your solutions, but she'll crave more content.

## irresistible content ...



Figure 11: "You're marketing to people."  
| Photo © iStockphoto.com | Yuri\_Arcurs

## 6: what is irresistible content?

An intriguing and timeless resource on this subject is the book called *Launch: How to Quickly Propel Your Business Beyond the Competition* by Michael A. Stelzner. He shares amazing lessons from 15 years of trials, failures, and great success stories.

Michael explains, **“People’s core desires don’t change. Everyone wants access to great insight and to knowledgeable people who can help them.”** Michael’s advice is to start by helping people. Produce interesting and useful content that can help people solve their problems *at no cost*. Once they see the value they get, people will come to you.<sup>14</sup> And he’s proved it.

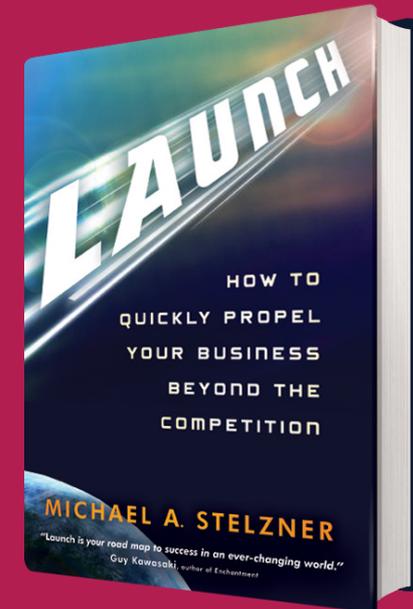
On Oct. 12, 2009, Michael Stelzner launched SocialMediaExaminer.com. His goal was to be the trusted, “go to” resource for social media and to provide tips, ideas, and results to their audience. It was a huge challenge. They had very little presence in the social media space, which was already full of experts.<sup>15</sup>

### How did they make it work?

They didn’t rush out and push what they were selling. Instead, they educated and guided people to solve their social media challenges. They did this by promoting the resources of other trusted experts and gaining credibility and trust.

<sup>14</sup> Stelzner, Michael A. “Introducing the Elevation Principle.” *Launch: How to Propel Your Business Beyond the Competition*. New Jersey: John Wiley & Sons, Inc., 2011. 7-9. Print.

<sup>15</sup> Stelzner, Michael A. “Introducing the Elevation Principle.” *Launch: How to Propel Your Business Beyond the Competition*. New Jersey: John Wiley & Sons, Inc., 2011. 12-12. Print.



**Figure 12: “Launch: How to Quickly Propel Your Business Beyond the Competition,” by Michael A. Stelzner**

## 6: what is irresistible content?

Within 12 months Social Media Examiner became one of the world's top 25 business blogs, according to Advertising Age and Technorati. Alexa ranked the site as one of the top 1,700 websites in the U.S. That same year Social Media Examiner also went from zero to more than 40,000 email subscribers, received 450,000 monthly page views, and acquired 20,000 Facebook fans. It quickly became the trusted resource in social media and earned more than \$1 million in the first 12 months because of it.<sup>16</sup>



Figure 13: SocialMediaExaminer.com

Today, Social Media Examiner is a multimillion dollar business. It's known as the world's largest online social media magazine, with more than 320,000 email subscribers. An example of long-term success.

As a key player in the podcast space, it's ranked in the top 10 marketing podcasts on iTunes. It's also host to the largest online conference, Social Media Success Summit and to Social Media Marketing World where you can network and get tips from the pros and successful brands in social media.

This is a terrific content marketing resource if you are looking for tips on social media, blogs, and podcasts to be more effective at attracting, engaging, and acquiring customers.

Content may be driving marketing and communications. But people are at the *heart* of it all.

Selling value first, and then products and services, is a different strategy than what many companies are used to. But today, in order to thrive in the future, it's vitally important to work toward this change. Customers not only want to solve their challenges, they're also looking for the experience they will get.

<sup>16</sup> Stelzner, Michael A. "Introducing the Elevation Principle." *Launch: How to Propel Your Business Beyond the Competition*. New Jersey: John Wiley & Sons, Inc., 2011. 13-13. Print. <http://www.socialmediaexaminer.com/launch/>.

# 7: what buyer experience have you had lately?

What buyer experience have you had lately with content?



# 7: what buyer experience have you had lately?

## here's the cue ...

Check out the next-generation buyer experience in this video of the CUE (Cadillac User Experience) Technology. It's a quick 2:35 video of interactions between car and driver.<sup>17</sup>

This is an incredible example of connecting and engaging with an audience. The personalized touch-technology engages your senses. Just feel the experience it creates. Cadillac calls it the CUE, the next generation of infotainment (information and entertainment).

Content, whether it's text, graphics, audio, or video, has to tell the story and add to the experience a person will have. This is especially important as your buyer is searching for and making decisions.

Just tossing more ads, traditional press releases, or product information in front of her doesn't increase response rates like it used to.

Today many customers look for more than solutions. They want to have a positive, memorable buying experience and will share the bad ones along with the exceptional ones.

They also want to know how quickly your solutions will improve their lives.

<sup>17</sup> Cadillac User Experience Technology | CUE. Prod. Cadillac. YouTube. N.p., 11 Oct. 2011. Web. <[http://youtu.be/CB\\_FmEfedA0](http://youtu.be/CB_FmEfedA0)>.

Click on the image to see the YouTube video.



Figure 14: Cadillac User Experience | CUE | YouTube Video

# 8: the 7 triggers for irresistible content

**t**he 7 Triggers for *Irresistible* Content is the formula to help you sell value first. It combines a person's core desires, changing behaviors, and business needs all packed into 7 powerful ingredients.

Together they create content that can be *irresistible* to your prospects and customers. But just like baking a cake, missing one of the ingredients can ruin the whole experience.

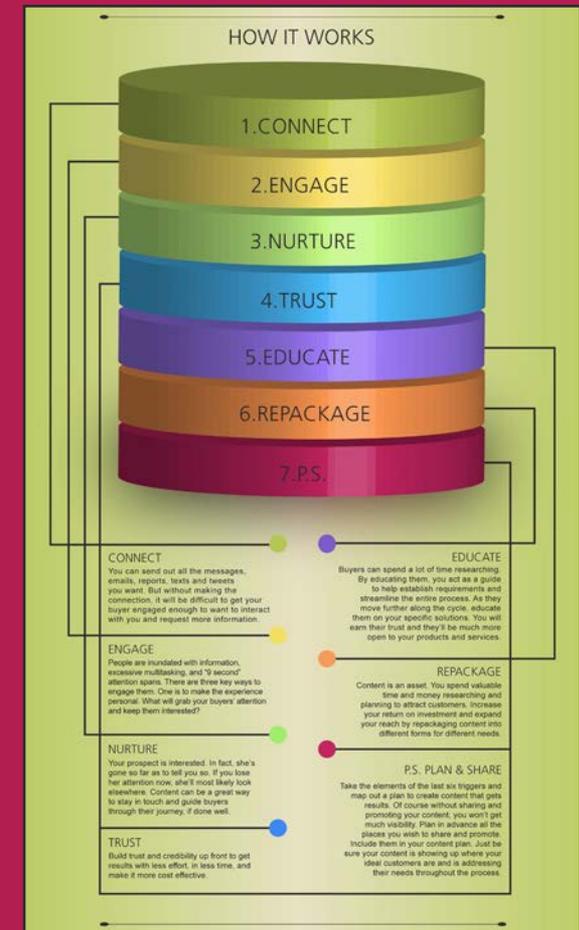
These 7 triggers position your customer at the CENTER of all your marketing content and communications efforts.



## The 7 triggers include:

Connect	It's the key to your WHY and to attracting your ideal customer.
Engage	Capture their attention with something they find valuable.
Nurture	Give them information to come back for more and build ...
Trust	Allow people to feel good about your communications.
Educate	Teach people things they didn't know to make better decisions.
Repackage	Find the "right" station—the channel, the context, the media.
P.S.	(Call to Action) Always guide people to the next step.
Plan.	Create a customer-focused content network.
Share.	Design a plan to share and promote content, so people see it.

[Click the image on the right to see the full infographic.]



**Figure 15: The 7 Triggers for Irresistible Content | Infographic | Deb Monfette | contenttriggers.com**

# 8: the 7 triggers for irresistible content—#1 connect

## trigger #1—connect

The biggest key to attraction is to connect with your ideal buyer. It's the most complex, but vital ingredient. It sets the stage for starting relationships and for getting your potential customers to trust you enough to take the next step.

However, it's often the missing link.

You can send out all the messages, emails, reports, texts, and tweets you want. But without making the connection, you can't engage your buyer to want to interact with you and get more information.

Jonathan Becher, SAP's first Chief Digital Officer as of November 2014, explains it best:

***“We think about what we do, not from a b-to-b or a b-to-c perspective—we actually internally talk about p-to-p, people-to-people—because marketing is all about people telling stories to other people.”***

SAP is a market leader in enterprise application software and services.<sup>18</sup>

<sup>18</sup> Callahan, Sean. “CMO Close-Up with Jonathan Becher, CMO of SAP.” BtoBOnline. N.p., 28 Sept. 2011. Web. <[http://www.btobonline.com/article/20110928/CMO\\_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit](http://www.btobonline.com/article/20110928/CMO_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit)>.



Figure 16: “People-to-People” | Photo © Almagami | Dreamstime.com | Modified by Deb Monfette

## 8: the 7 triggers for irresistible content—#1 connect

SAP isn't just about selling great software to other companies. Its customers are people who have their own desires and their own stories. For instance, they have customers who produce more than *70% of the world's chocolate*—and others who provide *85% of the world's athletic footwear*.<sup>19</sup>

They tell the story from their customers' perspective. Success stories at these companies affects both you and me as chocolate lovers and fitness enthusiasts.

The story is what sparks interest, creates a bond, and connects SAP with their audience. It isn't telling them about their software—that comes later after a buyer is aware and has expressed interest in their solutions.

People care most about how you can help them.

Translate your technology into values and stories your customers can relate to. It's this personal connection that grabs attention and compels your audience to read, watch, or listen. It invites them to become part of the story and encourages them to imagine and visualize the benefits and the outcome.

<sup>19</sup> Callahan, Sean. "CMO Close-Up with Jonathan Becher, CMO of SAP." BtoBOnline. N.p., 28 Sept. 2011. Web. <[http://www.btobonline.com/article/20110928/CMO\\_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit](http://www.btobonline.com/article/20110928/CMO_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit)>.



Figure 17: "70% of the world's chocolate"  
| Photo © Budda | Dreamstime.com



Figure 18: "85% of the world's athletic footwear"  
| Photo © Hurricanehank | Dreamstime.com

# 8: the 7 triggers for irresistible content—#1 connect

## the bridge to your customers

Think of your content as a bridge that connects you to your potential and current customers. You meet them. You listen to their concerns. You show them you understand their desires, their needs, and their challenges so you can help them successfully get across that bridge.

*What* you say, *how* you say it, and *why* are the keys to reaching them. But how you build the relationship—how you help them with their wants and challenges—is what **gets them securely to the other side**.

In building a bridge, if the purpose is not defined and the structure is not assessed, how would you know what type of bridge to build so it could withstand the terrain and forces of nature?

Well, it's the same with your content.

## two pillars of strength

To build a solid path for your ideal buyers, two pillars determine the strength of your marketing messages in making the connection.

One is the **Purpose** for your message—*why* you say it. The other is the **Structure** it needs to consider—*what* you say. If one of these two pillars isn't on target, your bridge and path to your potential customers will be on shaky ground.

Let's look at both of these more closely ...



Figure 19: Bridge Astore | Photo from en.wikipedia.org | File:Bridge\_Astore.jpg

# 8: the 7 triggers for irresistible content—#1 connect

## pillar #1: the purpose—your message

Why you say it has to be carefully planned to be effective and measured.

**Your Purpose is defined by three drivers:**

1. What fires you up?
2. What are the goals and objectives of your mission?
3. Where do you need content?

### driver #1: what fires you up?

What fires you up about your company that makes you want to climb to the top of Mount Everest and shout it out?

What bigger purpose are you trying to fulfill? What excites you about your products or services that can bring instant value to your target audience? Maybe you support a cause. How clear is your message?

Whatever it is, use it to create an experience that will get your buyers excited and engaged to make them remember you. This is fuel that can run through all your content.

**Here's what gets these companies *fired up*.**

**Xerox®** is making the world simpler, so you can focus on what really matters.

**Fast Company** is where ideas and people meet.

**Google Drive** gets all your files ready where you are.

**Syniverse®** makes mobile work.



Figure 20: Mount Everest National Park | Photo © iStockphoto.com | hadynyah

## 8: the 7 triggers for irresistible content—#1 connect

**Spotify**® streams music for everyone.

**LeadPages**™ makes beautiful software that grows your business.

**UserVoice** gives you a bird's eye view of your customers.

**Pinterest** connects everyone in the world through 'things' they find interesting.

**Evernote** is on a mission to make the world smarter.

*What fires you up* and sets you apart from your competition? Let's dig deeper.

Consider the following action items when creating content:

- **Make a list of features and describe the benefits of each.**  
Ask yourself what real benefits your customers get when they use your product or service and why they should use it.

For instance, a feature of Evernote's software is:

- *Evernote allows you to simply drag and drop articles, images, and even videos to store them.*

**Here are some of the real benefits:**

- *Evernote enables you keep all the details of a project with you at all times. You'll look impressive to your colleagues and your customers when you need to recall the information.*

- *Have fast, effective meetings by presenting your work as it evolves. Just one click and your notes transform into a beautiful screen friendly layout.<sup>20</sup>*

<sup>20</sup> Evernote. N.p., n.d. Web. <<http://www.Evernote.com>>.



**Figure 21: Screen capture of the home page at Evernote | Evernote.com**

## 8: the 7 triggers for irresistible content—#1 connect

*You can save hours of time and eliminate headaches scrambling to find content when the deadline approaches.*

- **What are the top two or three benefits your customers feel they get from you?**  
Find out what your ideal customers are saying about you. What are the most important benefits they received when using your products and services? What were their actual results?
- **What do you do different and better than your competition?**  
Review customer feedback and monitor social media, forums, etc. to identify how your company stands out from the competition.
- **How would you define the customer experience you provide?**  
What do your customers love about your brand? What don't they like about it?
- **How can you challenge your potential customers' thinking?**  
Think of problems they're unaware of, or may be overlooking, that you can solve. What will happen if they don't make the changes? What innovative solutions can you provide?

### driver #2: what are the goals and objectives of your mission?

Start with the end in mind. What long-term goals and short-term objectives do you want to achieve with your content? To capture more qualified leads, drive more traffic to your website, or simply attract new customers isn't enough.

### what fires you up?



Figure 22: "What fires you up?" |  
Photo © Supertrooper | Dreamstime.com |  
Modified by Deb Monfette |  
contenttriggers.com.

# 8: the 7 triggers for irresistible content—#1 connect

According to the resource, *Get Content, Get Customers* by Joe Pulizzi and Newt Barrett, organizational goals for content should be two things: specific and customer-focused.<sup>21</sup>

For example:

*Generate an average of 15% revenue growth with our top 30% high-end graphics customers in the U.S. with our new imaging software.*

Besides being measurable, specific goals and objectives set the pace for your entire content plan. They give you a direction to focus on and guide your message to attract a specific buyer. They determine how much and what types of content need to be created and the stages in the buying cycle that need to be addressed. They also guide the urgency and distribution of the content.

The more focused and personalized your goals and objectives are, the better the results will be.

## driver #3: where do you need content the most?

First, let's start with **buyer behaviors**. What buyer behaviors in the buying process do you need more content for?

People have different desires and needs prior to and throughout the buying process. For example:

- Are you trying to reach out to a buyer who doesn't realize the software her company is using is outdated and is costing

<sup>21</sup> Pulizzi, Joe, and Newt Barrett. "Making Great Content Happen." *Get Content, Get Customers: Turn Prospects into Buyers with Content Marketing*. N.p.: McGraw-Hill, 2009. 49-50. Print.

## 4 buyer behaviors

1. Unaware
2. Searching
3. Considering
4. Deciding

## 8: the 7 triggers for irresistible content—#1 connect

time and top dollar?

- Do you have buyers searching for answers to challenges you can solve?
- Are you nurturing qualified leads who are not sales-ready?
- Are you further along in the buying cycle and need to address concerns by providing proof, product details, and pricing?

To simplify your strategy, break out your buyers' interests and behaviors along the buying process. Then determine the content you wish to create based on their interests.

**Below is an example of four top buyer behaviors, along with ideas for content most suited to each behavior.** (See the chart on the right for an actual comparison of six types of content along the buying cycle.)

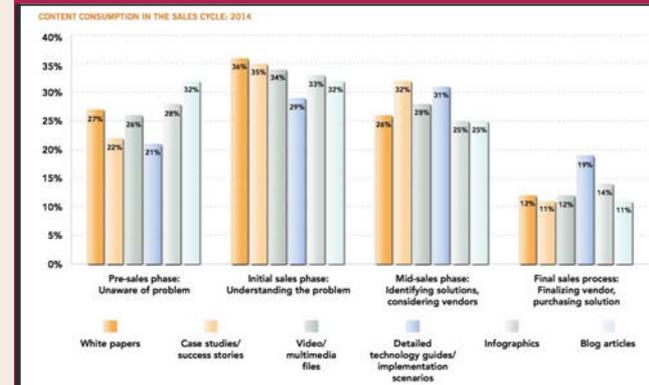
*(This example covers four major behaviors in the buying cycle. Not all buyers follow these stages in a linear fashion and consume the same content. This is meant for a best-practice scenario and should be customized to your situation.)*

**Four types of buyer behaviors are:**

1. **Unaware**—A buyer who doesn't know she has a challenge yet, or is aware but not actively searching.

**Content:** *Attention grabbing.* Hit the pain points.

This is where developing a deeper buyer persona helps determine these pain points and potential challenges. (This will be discussed in the next section on **pillar #2.**)



**Figure 23: "Content Consumption in the Sales Cycle:2014" | 2014 B2B Technology Content Survey Report | Ecco Media**

## 8: the 7 triggers for irresistible content—#1 connect

Create something newsworthy or industry specific like a new book or an infographic, share the latest research study in blog posts, or even create a business comic strip to capture attention.

2. **Searching** (Research Stage)—Your prospect is aware of a desire or challenge and has begun to research. She wants to learn more about what it will take to change and what solutions are available, and she is looking for advice from credible sources.

**Content:** *Educational.* Content should be informative and educate her about her challenges and needs first—explain things she didn't know—then *introduce* your products and services.

Communicate as an authority. Select topics that highlight trends, challenges, and general solutions. Use keywords based on those challenges and solutions.

It's also an important stage to build your credibility early on. Share customer success stories and video testimonials to show the prospect how other companies are solving challenges.

### ***Stimulate her thinking.***

Content can be in the form of industry webinars, business white papers, case studies, articles (how-to and tips), email marketing, special reports, and newsletters, to name a few.

3. **Considering** (Consideration Stage)—Your buyer is in a dialogue with your company. She is comparing options on the best solutions and thinks your company can help.

### stimulate their thinking ...



Figure 24: "stimulate their thinking" | Photo © Thanatonautii | Dreamstime.com

## 8: the 7 triggers for irresistible content—#1 connect

**Content:** *Educational about the details of your solutions.*<sup>22</sup>

Now is the time to show why you are a good choice based on the prospect's wants and needs. Content can include product webinars and videos, technical or company solution white papers, eBooks, press releases, case studies, buyer guides and checklists, vendor comparisons, third-party reports, and articles.

4. **Deciding** (Decision Stage) – Your potential customer wants to know if you are the right choice. This buyer needs to justify her decision, sense of urgency, and the financial investment to make the purchase.

**Content:** *Validating.*

This is the time to prove your claims and diminish the fear of risks they still may have. Share content such as customer references, case studies, referrals, comparisons, and pricing guides. Include action-oriented content such as live demos, coupons, free trials, and ROI tools.

Hubspot, the second-fastest-growing software company according to the Inc. 500 list, suggests the decision stage requires content that prompts action, since the prospect is ready to make a purchase.<sup>23</sup>

“The decision stage requires content that prompts action, since they're ready to make a purchase.”

<sup>22</sup> <sup>23</sup> Eridon, Corey. "How to Map Lead Nurturing Content to Each Stage in the Sales Cycle." Hubspot Blog. Hubspot, 16 Feb. 2012. Web. <<http://bit.ly/xFbkEI>>.

## 8: the 7 triggers for irresistible content—#1 connect

### Next, **existing content**—what content do you already have?

After you've defined the behaviors you wish to target, identify all the content you already have in these areas. See what has been a success, what you can expand on, and what you can pick apart to repackage. You'll be able to pinpoint the gaps in content you'll need after you've defined your ideal buyer in the next section.

Keep in mind that it's best to attract buyers when they are unaware or still searching and haven't yet defined their requirements. It also gives you the chance to build credibility and trust early on.

Once you've defined **what fires you up, your goals and objectives, and where you need content the most**, you're halfway to building a strong foundation to connect with your ideal customers.

The second pillar is ...

### **pillar #2: the structure—get to know your ideal customer**

The structure is built on knowing as much as you can about your ideal customers, also known as target buyers. Understand what they care about and create content they'll find useful. It's not about quantity. It's about providing value.

*What you say* will set the course for all your content. You'll either be able to influence your ideal customer to go out of her way to get it and she'll keep it on her to-do list, or she'll ignore it. Remember the **8 second rule** and capturing the multitasker's attention.

... get to know your  
ideal customer



Figure 25: "... get to know your customer" | Photo © Dragan Boskovic | Dreamstime.com

# 8: the 7 triggers for irresistible content—#1 connect

## whom do you want to connect with?

This is where all your research and data compiled about your ideal customers come together. It helps you create the right content, for the right buyers on topics that interest them, and when they need it.

### Seven ways to understand your ideal customer

#### #1: observe their behaviors online

Observe your buyers' online behavior, such as content downloads, email responses, website visits, and the technology they use (Web browsers, mobile, etc.). Monitor results from A/B testing—such as response to different headlines, messaging, calls to action, and content types.

You most likely are already using website analytics tools to track behaviors and measure results, such as Google Analytics, Clicktale, and KISSmetrics, to name a few.

For more extensive tracking, there is marketing automation software such as Hubspot, Silverpop, and Marketo. However, it's just software and needs to be fed accurate buyer personas along with enough relevant content to support buyer behaviors and lead to success.

Some organizations are taking it further with Business Analytics using descriptive, predictive, and prescriptive analytics provided by companies such as SAS, RapidMiner, and Oracle<sup>®</sup>.<sup>24</sup>

<sup>24</sup> Impact Analytix. "Business Analytics 101." Jen Underwood Jan. 2015. Web. <<http://www.jenunderwood.com/2014/12/08/business-analytics-101/>>.



Figure 26: Oracle<sup>®</sup> Business Analytics | Oracle.com

# 8: the 7 triggers for irresistible content—#1 connect

## #2: get true insights

Digital may be a major player in marketing, but don't forget about face-to-face interactions. True insights gleaned from these interactions can be powerful, as can be the connection you make with your customer.

### *Five ways to get true insights:*

1. **Just ask.** (Nothing could be more personal or engaging.)  
Talk with your current customers. Meeting customers face-to-face to see how they work will unearth a gold mine of information. Ask them what their biggest challenges were and why they decided to choose you. Listen to their stories. (These can later be repackaged into customer case studies highlighting their success with your solutions.)
2. **Meet with your sales and support teams.**  
You can find a wealth of knowledge from your colleagues who have direct interaction with current customers on a regular basis. Ask your salespeople or customer service reps about their conversations with potential and current customers. They get to see, hear, and feel the experience firsthand. Find out how they engage with customers and what reactions they get to issues such as content effectiveness, pricing, challenges, etc.
3. **Read what your buyers read and go where they go.**  
Peruse industry publications your customers read. For instance, BtoB Magazine, Marketing Sherpa, or FastCompany. Pay attention to hot topics and who is being interviewed. These are great places to identify what is important in the eyes of your B2B readers.



Figure 27: "Just ask" | Photo © Farang | Dreamstime.com

## 8: the 7 triggers for irresistible content—#1 connect

Attend industry events, conferences, or trade association meetings. People may be more willing to discuss things in an open forum, face-to-face. Be sure to take notes as questions pop up.

#### 4. Listen instead of talking.

Be a listening agent on social networks, groups and forums. For example, on Twitter you can track tweets in your niche using tools like TweetDeck. Set up Google Alerts to get the latest scoop on topics and companies you choose to stream into your inbox. Pay attention to what people are saying and writing about, so you can be more prepared to craft and share content while the interest level is high.

#### 5. Observe their actions.

If your site has a search box, find out what your visitors are searching for. If you have a contact us or questions section, find out what people are typing in there too. If you have a blog, track the comments on your blog posts.

### #3: map out the top challenges, questions, and desires

Think of this as the *invisible* handshake. To connect and engage your buyer let her know you understand her wants and needs. If you can craft content that nails the top challenges and desires of your buyer and offers solutions at the right time, it becomes personal.

For example, examine your top five to 10 customers in each market segment. Then **identify the key decision makers and influencers** you want to create content for, e.g., C-level executives, technical managers,

## observe, ask, listen



Figure 28: "observe, ask listen" | Photo © Pavel Losevsky | Dreamstime.com

## 8: the 7 triggers for irresistible content—#1 connect

and end users. They'll have different questions, obstacles, desires, wants, and concerns.

Next, determine the **top three challenges** each of them has. Examine what stops them from changing and what motivates them.

Last, identify the **top three questions and concerns** they may have in each phase of the buying process.

These challenges, questions and concerns will be key points to highlight in your content. Topics people will connect with and engage in instead of seeing your presentation as just another sales pitch.

Jill Konrath, best-selling author of *SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers*,<sup>25</sup> has a well-defined example to identify decision makers. She calls it the *Buyer's Matrix*. You can download a blank copy of the matrix to use which is included in her FREE *Prospecting Tool Kit* at [www.jillkonrath.com/sales-resources](http://www.jillkonrath.com/sales-resources). In her book, Jill explains an in-depth process to define a buyer's matrix and to create a personalized customer persona to go along with the matrix tool.

Do your homework and share content that solves top-priority challenges. Content that fits into a buyer's search to make it easy for her to act.

Here's an example of how one company segmented content on their website. Visitors can quickly choose, without wasting time, which content is most important to them.

<sup>25</sup> Konrath, Jill. "What's Going On Inside Your Customer's Head." *SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers*. New York: Penguin Group USA Inc., 2010. 42-47. Print.

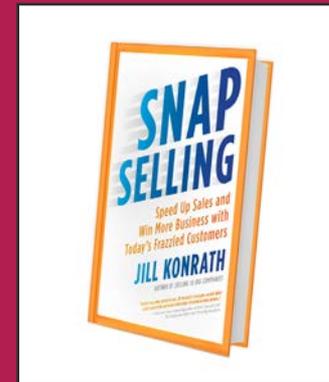


Figure 29: "SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers," by Jill Konrath

## 8: the 7 triggers for irresistible content—#1 connect

SAP, a market leader in enterprise application software and services, markets from a people-to-people perspective. They want to deliver a personalized Web experience to the individual needs of specific buyers.

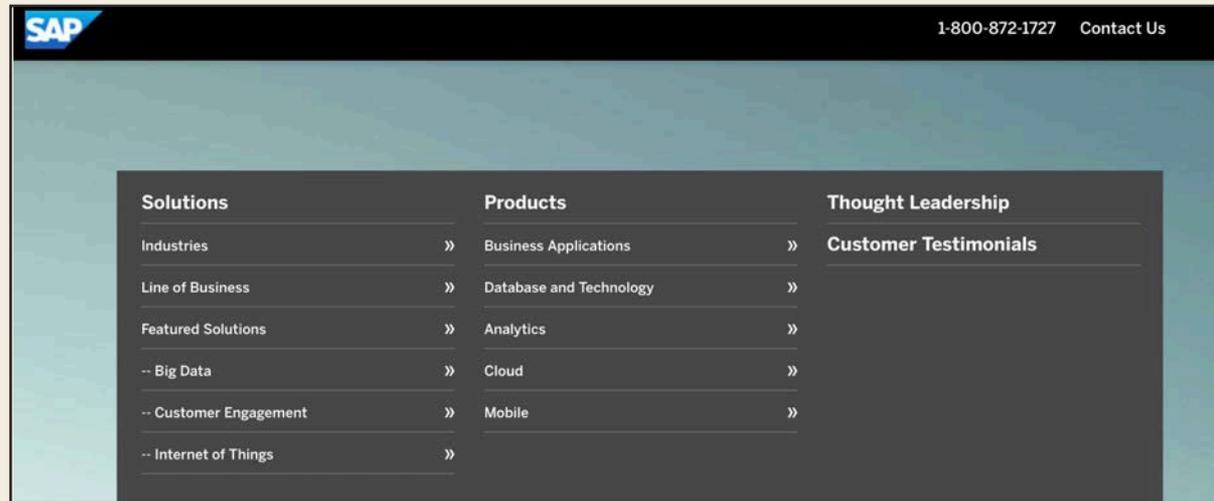


Figure 30: SAP - Run Simple | Discover.sap.com/runsimple | 2015

SAP's motto is "Run Simple". They know and understand their audience and want to simplify their lives. Just three years ago they made major changes to their service offerings on their website. They segmented all of their content into four key areas to personalize a buyer's experience based on interests.

### How well did this work?

According to Jonathan Becher, at that time CMO of SAP, the results were staggering. They've experienced a **350% increase in click-through rates**, automatic and quality lead generation, and acceleration of the sale.<sup>26</sup> In the latest redesign (2015), they simplified it even further (see the image above).

<sup>26</sup> BtoBOnline. "What is your most effective content marketing initiative?" BtoBOnline.com. N.p., 8 Feb. 2012. Web. <[http://www.btoonline.com/article/20120208/CMO\\_NEWSLETTER/302089999/what-is-your-most-effective-content-marketing-initiative#seenit](http://www.btoonline.com/article/20120208/CMO_NEWSLETTER/302089999/what-is-your-most-effective-content-marketing-initiative#seenit)>.

# 8: the 7 triggers for irresistible content—#1 connect

## #4: build deeper buyer personas

Knowing your buyer's business needs is just as important as knowing her personal ones. So try to get inside her head and dig even deeper.

Getting personal is a key factor in making your potential customer feel like your message is speaking to her. Personal emotions can pull your buyer into your content.

If you're already using targeted profiles and buyer personas, you're likely ahead of your competition.

But if you're not, you will stand out if you take action.

Develop a buyer persona for each decision maker in the market segment you wish to target. Think about the following questions:

- What are her goals, desires, and concerns?
- What is driving change and who does she have to persuade?
- What are the obstacles she's facing?
- What emotions may she be experiencing?

To develop a personalized persona, talk with that decision maker and collaborate with your sales and support teams. Find out what the real issues are so your content can make a difference. The following is a very visual example identifying a buyer persona for the consumer market. It's on a grand scale, but well worth examining. It was mentioned earlier in this eBook. It's the CUE (Cadillac User Experience).

**build  
deeper  
buyer  
personas ...**

## 8: the 7 triggers for irresistible content—#1 connect

The CUE team used *Contextual Design*, a consumer-focused method, to determine the interaction between the driver and the car. Team members basically visited the lives of the luxury car owners—rode along on daily commutes, trips to the grocery stores, and more. They observed how the owners used the options, their concerns and challenges, and their wishes for improvements.<sup>27</sup>

Cadillac directly engaged their customers. They didn't guess or assume. They knew exactly what they wanted. Then they used the results to develop new and better features for their car designs.

In their marketing content, they emphasized customers' wishes and stressed solutions to the concerns of the owners. The CUE team personalized the entire experience to deeply engage their target buyers.

Take a look at the infographic they've developed with *eight buyer personas*. Click on the image to pop up the full article and a larger view of the infographic.

Content can be very effective when you connect to the professional and personal needs of your ideal buyers. Your message can be tailored to their interests to attract and pull them into your content. It's like having a personal conversation with them.

27 Ferreira, Gerald. "Cadillac Contextual Research Drives Innovative Tech Design." 3d-car-shows.com. N.p., 8 Jan. 2012. Web. <<http://3d-car-shows.com/2012/cadillac-contextual-research-drives-innovative-tech-design>>.

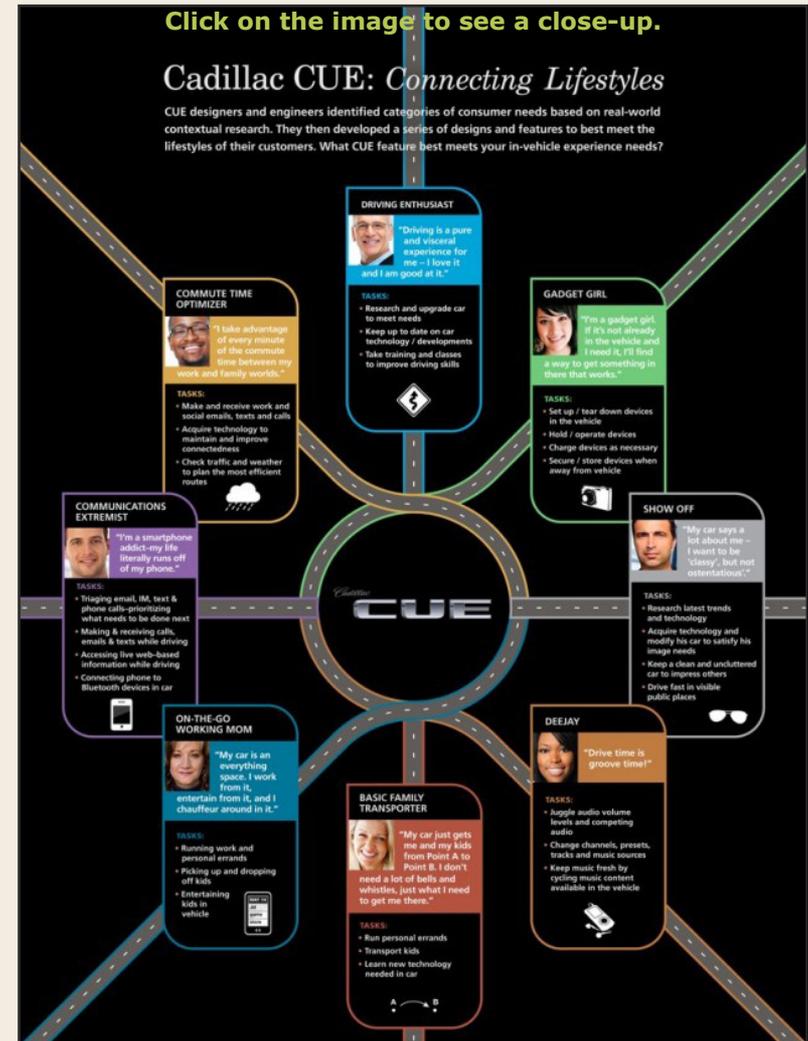


Figure 31: Cadillac CUE: Connecting Lifestyles | Infographic, Cadillac

## 8: the 7 triggers for irresistible content—#1 connect

### # 5: check out the competition

Use content to your advantage. Study your competitors' website, their messaging, their blog, and the content they're sharing. Find out what you may be missing or what makes your marketing stand out. Review their case studies and testimonials to find out why buyers chose their company over yours. Study the topics in the research reports they've published and interviews they're sharing to identify their focus.

### # 6: figure out what trends are driving buyer behavior

Market trends are a key driver for buyer behaviors. Trends can affect a buyer's actions, how she chooses to communicate, and what captures her attention.

Trends within four major segments are making a powerful impact on markets and buyer behaviors. The four segments are *the Internet, technology, the economy, and communications* (the fastest being mobile.) They have forever changed the way we think, communicate, work, buy and yes, market. The Internet, technology and communications have uniquely introduced and triggered the urge for speed, convenience, collaboration, ease of use, value, and simplicity.

### Mobile has hit the market like a giant tsunami.

Raja Rajamannar, CMO of MasterCard, says the pace with mobile is expected to continue with 50 billion connected devices by 2020.<sup>28</sup>

<sup>28</sup> Rajamannar, Raja. "Mobile 2015:15 Mobile Trends to Watch in 2015" Mashable. 2 Jan. 2015. Web. <<http://mashable.com/2015/01/02/mobile-trends-2015/>>.



Figure 32: "Mobile:2015 - 15 Mobile Trends to Watch in 2015" | Mashable

## 8: the 7 triggers for irresistible content—#1 connect

### Slow economic recovery.

On the other hand, the slow economic recovery has left many professionals strapped. They have more to do with less time and fewer resources. Their attention spans are short. They devour any product or service that saves them time and money, makes their business and personal lives less stressful, and is entertaining.

### Uncertainty and lack of trust.

Even with a multitude of new opportunities some companies are still fearful of change and risk-taking. Others may not realize the growth potential, and stay with the status quo. Knowing your buyer's biggest challenge can help you understand her concerns and guide her to the next step.

In addition, one scandal after another, from the corporate sector to banks to the U.S. mortgage crisis, have left people with uncertainty and a huge lack of trust.

Buyers look to companies that have limited their perceived risks and deliver what they want or need. They also search through endless streams of information for resources they can trust.

### Benefits people expect.

You will make a stronger connection if you can highlight one or more of the major benefits people now expect.

Benefits triggered from trends in the Internet, technology, the economy, and communications are: *speed, convenience, ease of use, value,*



Figure 33: "Lack of trust ... risks" | Photo © Melinda Nagy | Dreamstime.com

## 8: the 7 triggers for irresistible content—#1 connect

*simplicity, money savings, on-demand services, personalization, time savings, affordable, makes life easier, is entertaining, limits perceived risks, and a big one—trust.*

### #7: trigger events

Track *internal* and *external* trigger events.<sup>29</sup> These are specific events that can trigger your buyer to have immediate wants or needs. Content can be created based on the event to take advantage of these needs and provide solutions. An excellent free resource is the eBook, by author Jill Konrath, called *Leveraging Trigger Events*.

Internal trigger events occur within the company. Some examples are a company buyout, expansion into new markets, a new product launch, or a change in leadership.

External events take place outside the company, but they still make an impact. Some examples include environmental crises, new regulations, new trends, and economic changes.

### what content can spark the connection?

Think of your content as the connection between the two pillars, **you and your potential customer. This is the last phase in making the connection.**

You can produce many types of content. But some are more desirable than others, especially at certain points along the buying process.

<sup>29</sup> Konrath, Jill. "Priorities: Capitalize on Trigger Events." *SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers*. By Jill Konrath. New York: Penguin Group USA Inc., 2010. 77-83. Print.

what content can **spark** the connection?



Figure 34: "Try the Best Wings in Town!"  
| Photo © June M Sobrito |  
Dreamstime.com

## 8: the 7 triggers for irresistible content—#1 connect

First, pick one main challenge that's important to your ideal customer and also supports your purpose. Then decide what type of content is best suited to your objectives and your budget and aligns with your buyers, their behaviors, and the distribution channels they use.

Make sure your potential customer is receiving content tailored to her level of interest. For example, a white paper is not just a white paper. Some are focused on industry trends, while others cover technical details of products and services. If she's a technical decision maker, she may want to go straight to a technical white paper. The same holds true for videos, webinars, etc.

Based on all the data you gathered in the last section, revisit the four types of buyer behaviors—**unaware, searching, considering, and deciding**.

Next find out ...

### what inspires her to buy?

Once you've determined buyer behaviors, figure out what would inspire her to take the next step.

Here are three examples.

#### 1. *"But I don't know what I need."*

This buyer senses a challenge ahead but isn't sure about what is needed to solve it or what will work for her company. She's looking for advice and guidance to make the purchase decision.

what  
inspires  
her to buy?

## 8: the 7 triggers for irresistible content—#1 connect

**Content Suggestions:** Relevant articles, an eBook, or a special report identifying major challenges. A business white paper or a webinar on industry trends. A needs analysis to help identify what her needs are and why.

### 2. *“What will my experience be?”*

This buyer is concerned about the experience she will get once she chooses your solutions. She’s interested in the relevance, personalization, and relationship you can offer her.

This is where a personalized buyer persona is helpful. For instance, find out what types of content she engages in and the technology she uses. Would she rather have you stay in touch via social media or email? Does she have a smartphone and like using apps?

**Content Suggestions:** Relevant how-to articles or guides can make it easier to help accomplish goals. Provide free training, perhaps webinars. Develop customizable apps. Nurture her with useful information, not sales pitches.

### 3. *“I just want the facts.”*

This buyer knows her requirements and cares most about the facts, the value, and the proof.

**Content Suggestions:** She has already researched and wants information such as hard facts, data sheets, case studies, pricing guides, and analyst reports.

what  
will my  
experience  
be?

## 8: the 7 triggers for irresistible content—#1 connect

### how does she prefer to buy?

Identify the content your ideal buyer actually prefers at different stages in the buying cycle. If you're not sure, just ask. Check your Web analytics to get insights into your buyers' journey on your site.

Ask yourself these questions:

- **How is your buyer consuming information?**

Does she prefer to download and print out reports?  
Does she like mobile content while on the go?  
Would she rather read a white paper or join in on a webinar?  
Is she active on social media? If so, where?

- **How does she like to purchase products?**

Does she like the speed and convenience of ordering online?  
What content might she need to address concerns and make it easier for her to buy?  
Does she crave information and expect a lot of research content?

- **How do most of your prospects find your company?**

Check out your site analytics tools.  
Ask your audience in all your communications, including on your website, on registration forms, and in surveys.

Step into the shoes of your buyer. The more you know about your ideal customer, the easier it will be to craft content that will attract her. If you tap

how does  
she prefer  
to buy?

## 8: the 7 triggers for irresistible content—#1 connect

into her desires, answer her questions, and provide the solutions instead of just selling, you can make the connection.

A great example of content mapped to buyer goals and business objectives is the *Content Grid v2* infographic by Eloqua and Jess<sup>30</sup>. It's based on content distributed over several social channels. (Keep in mind that your potential customers may consume content types differently.) See the graphic on the right. You can click to open the article and view the enlarged infographic.

(More on the content plan in [trigger #7](#).)

Just remember, based on everything from technology to market trends, behaviors change, sometimes rapidly. You will continuously need to adjust your buyer personas and the content you create to the behaviors of your ideal customers.

### let's recap

You've now built a solid foundation for your bridge with two pillars. One, you've carefully defined **your purpose**. Two, you understand **the structure** you need to create to craft irresistible content.

Since the connection relies on several key points, the mind maps on the next page simplify the process. They outline all the main ingredients to effectively connect with your buyers.

30 Chernov, Joe. "Content Marketing in a Blink: The Content Grid v2 [Infographic]." Eloqua. N.p., 22 June 2011. Web. <<http://blog.eloqua.com/the-content-grid-v2>>.

Click on the image to see a close-up.

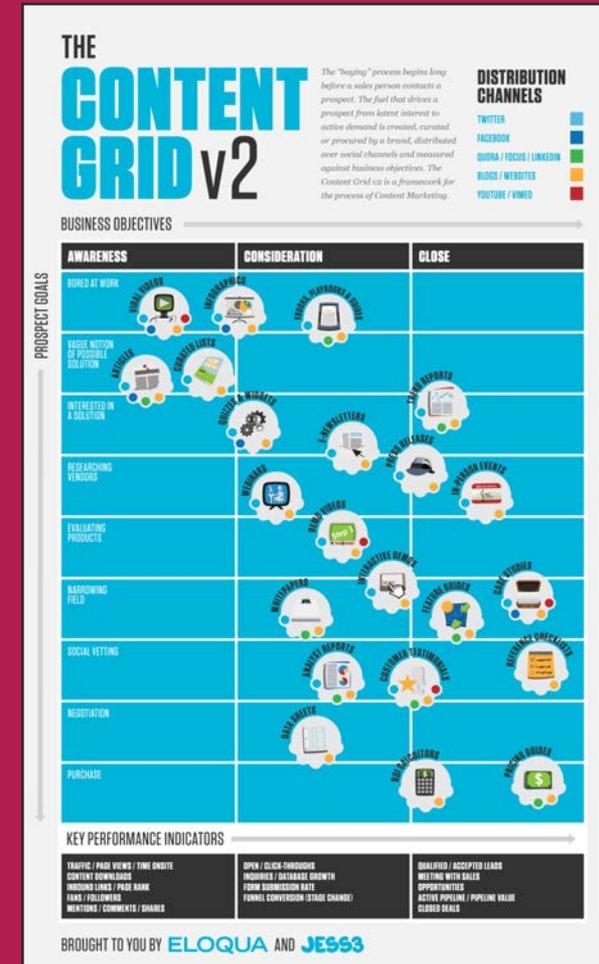


Figure 35: "The Content Grid v2" | Infographic, Eloqua and Jess3.

# 8: the 7 triggers for irresistible content—#1 connect

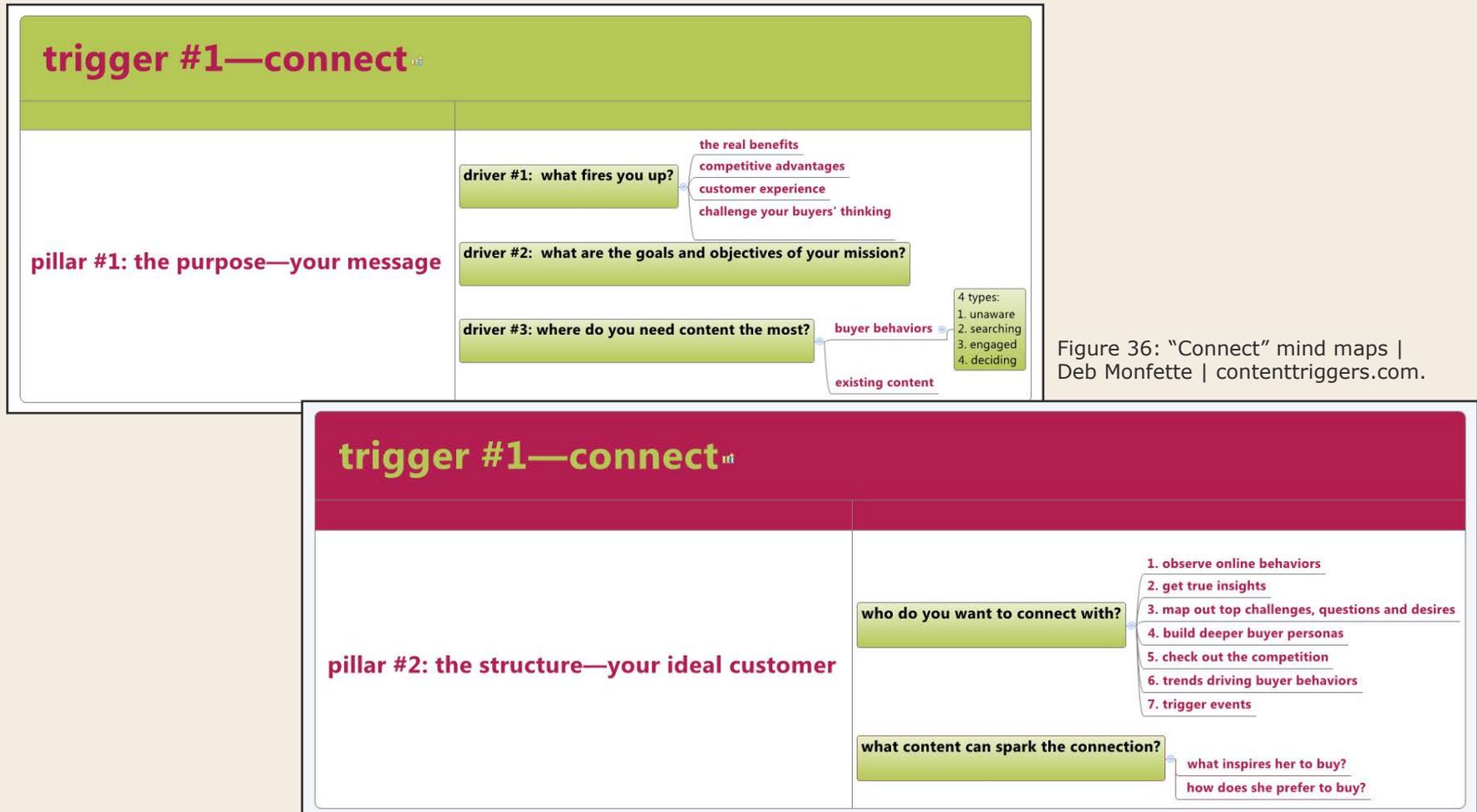


Figure 36: “Connect” mind maps | Deb Monfette | contenttriggers.com.

*What you say* and *why you say it* spark the initial attraction or connection. But to keep your buyer’s attention and empower her to take the next step, the challenge is *how you say it*. Which leads us to...

# 8: the 7 triggers for irresistible content—#2 engage

## trigger #2—engage

This is a critical step in the content process to acquire customers and repeat buyers. B2B buyers are not just faceless companies. They are people with personal tastes, preferences, desires, and goals.

The CMO Council™ shared, "There's a need for more engaging, customer-relevant content." In their white paper, 87% of those surveyed reported that online content significantly influenced their vendor selection <sup>31</sup>

Buying is not just about rational thinking—price, speed, increasing efficiency, and all the data. Whether it's B2C (business-to-consumer) or B2B (business-to-business), buying is wrapped up in emotions.

People who are satisfied with your solutions for the logical benefits of things like speed, price, and efficiency may become customers. But the first time your competitor offers something at a better price, or with a faster speed, they may jump ship.

If your customer is also emotionally charged about her experience with you, your company, or your product or service, she becomes your advocate. A better price that comes her way may not be able to trump her experience with you.

But engaging her can be difficult as she shuffles from her tablet, to her smartphone, and to her laptop all while watching TV.

<sup>31</sup> CMOCouncil.org. CMO Council™, NetLine Corporation, CMO Council's Content ROI Center. Better Lead Yield in The Content Marketing Field. Research rept. N.p.: n.p., 2013. 2013 Web. <<http://www.cmocouncil.org/images/uploads/262.pdf>>.

“ There's a need for more engaging, customer-relevant content. ”

## 8: the 7 triggers for irresistible content—#2 engage

Content is up against excessive multitasking, short attention spans, and massive amounts of information. That's why taking time to gather all the details about your target buyer to make a connection pays off. It makes it possible to jump over the hurdles while opening your buyer's mind to envision her desires, hopes, fears, and dreams.

### the triangle of engagement

You can trigger engagement with your potential customer by creating marketing messages that help to:

- Visualize
- Personalize
- Interact

Let's begin with visualize.

#### 1. visualize

It isn't just marketing hype. It's science.

Dave Farrow is the founder and president of Wizardtech Inc. and Accella Scientific. He is a two-time Guinness record holder for the **world's greatest memory**.

Dave has been featured on Live with Regis and Kelly, the Today Show and the Discovery Channel. He's known for memorizing and correctly recalling the exact order of 59 decks of shuffled playing cards.

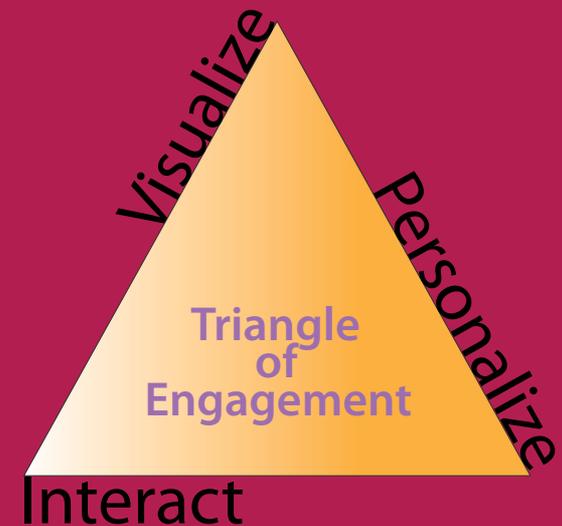


Figure 37: "The Triangle of Engagement"  
| Deb Monfette | contenttriggers.com.

## 8: the 7 triggers for irresistible content—#2 engage

That adds up to 3,068 cards! <sup>32</sup>

How did he do it? **Through visualization which triggered his memory.** In fact, The Farrow Memory Method is known as the most effective memory training system in the world.

Many studies have been done on the brain, memory, and mnemonics, learning techniques to enhance memory.<sup>33</sup> **The human mind remembers things that mean something—information it can easily remember and relate to.** The brain filters out things that aren't interesting.

Techniques exist to trigger your memory and hold your interest. One of those is to visualize.

So far, what do you remember most from this eBook? Was it the CUE video, the shaky bridge, or perhaps the story of SAP?

### how can I use visualization to engage?

#### Six ways companies use visualization to engage their audience:

1. **Create a video.**

Videos tell stories in a visual and engaging way. They can drive traffic to your site and can increase the time visitors spend on your site.

Videos can pull people into websites, emails, testimonials, case studies, and even reports to provide a memorable experience.

<sup>32</sup> Farrow, David. "The Worlds Greatest Memory." Web. <<http://www.davefarrow.com>>.

<sup>33</sup> "Mnemonic." Wikipedia.com. Wikipedia, n.d. Web <<http://en.wikipedia.org/wiki/Mnemonic>>.



Figure 38: "Visualize" | Photo © Alain Lacroix | Dreamstime.com

## 8: the 7 triggers for irresistible content—#2 engage

They come in many flavors—viral, educational, sales, training, informational, and even coaching—to attract and engage viewers.

Videos can be produced in several ways. They range from off-the-cuff personal videos to high-quality, multimedia presentations with PowerPoint slides, screen captures, and audio narrations.

### Video Scribing

To the right is an interesting video created by a company called Ydraw. It's based on video scribing, also known as white board animation.

Video scribing a unique way to create content that connects with and engages your audience. It enables the buyer to focus, retain information, and visualize possibilities.

According to Ydraw you are 56% more likely to have your materials *seen* in video format. Video improves results across the board, from click through rate to website ranking, leading to more sales.<sup>34</sup> Click the image to see for yourself.

Click on the image to see the YouTube video.



Figure 39: Video Scribing | Ydraw | “Whiteboard Animation Video Create For Income.com by Ydraw”

<sup>34</sup> Whiteboard Animation Video. Ydraw. N.p., n.d. Web. <<https://ydraw.com>>.

## 8: the 7 triggers for irresistible content—#2 engage

### 2. Use a visual slogan or product description.

An example is a simple slogan. Like the one Apple Inc. used to promote the large storage capacity and compact design of the first-generation iPod. They offered “1,000 songs in your pocket.” (2001)<sup>35</sup>

### 3. Headlines.

What’s the first thing your buyer sees in your content?

It’s the headline. Headlines are critical to spark engagement. Certain words can prompt your reader to visualize what she will get when she downloads, reads, listens to, or views your content.

Headline optimization tests were run by the experts at MECLABS, the world’s first Internet-based research lab focused exclusively on marketing and sales strategies and methods. The results were presented in a Web clinic.<sup>36</sup>

They tested 10 versions of a headline, along with a few other changes, for one landing page on a site that got a lot of traffic. The highest increase in conversions was 10.44%.

They revealed how this increase was mainly due to a three-letter word change in a headline on the page. Can you guess what it was?

<sup>35</sup> “1,000 Songs in Your Pocket.” Apple.com. Apple, Inc., Oct. 2001. Web. <<http://www.apple.com/pr/products/ipodhistory>>.

<sup>36</sup> Dr. Flint McGlaughlin, Managing Director. “Headline Optimization” Web Clinic. MECLABS at Marketing Experiments. <<http://www.marketingexperiments.com/website-optimization-transcripts/2011-07-15.pdf>>.

“1,000 songs  
in your pocket.”



Figure 40: “1,000 songs in your pocket” | 1st Generation iPod | Aaron Logan, Author | Wikimedia Commons | ([Creativecommons.org/licenses/by/2.5/deed.en](https://creativecommons.org/licenses/by/2.5/deed.en))

## 8: the 7 triggers for irresistible content—#2 engage

The *three-letter word* was **Get**.

### Get Paid to Take FREE Surveys

In fact, all the highest performing headlines were centered on the interest of the potential customer. They were focused on **what she will get**.

Not on *what she has to do* ... Set Up Your FREE Account ...

Dr. Flint McGlaughlin, managing Director (CEO), explained, ***“You deserve something from me before I ask something from you” is out converting “if you do this ... you will get that.”***<sup>37</sup>

You’re giving your visitors a chance to visualize what they will be getting in exchange for their interaction or personal information. Put the value right up front.

ID#	Headline Tested	CR	Rel. Diff.
HL1	Set Up Your FREE Account Today and Start Earning Money!	27.35%	5.03%
HL2	<b>Get Paid to Take FREE Surveys</b>	<b>28.76%</b>	<b>10.44%</b>

Figure 41: Partial test results from the “Headline Optimization” Webinar, by Dr. Flint McGlaughlin, Managing Director, MECLABS | Marketing Experiments

<sup>37</sup> Dr. Flint McGlaughlin, Managing Director. “Headline Optimization” Web Clinic. MECLABS at Marketing Experiment. 23 June, 2011. Web. <<http://www.marketingexperiments.com/website-optimization-transcripts/2011-07-15.pdf>> 14.

## 8: the 7 triggers for irresistible content—#2 engage

### 4. Use quality, relevant images.

High-quality, professional-looking images work wonders to fuel the imagination and draw you in. But they must be relevant to the copy.

Skyword, a content production platform, analyzed 78,000 pieces of content. They discovered that articles containing at least one image had **70% more views** than those without an image.<sup>38</sup>

### 5. Create data visualizations and information graphics.

These are visual representations of facts, knowledge, survey results, product comparisons, news, connections, complex processes, and even stories designed to communicate clearly, quickly, and effectively in a graphic form. Data graphics are changing the way people view content. You can catch your audience's attention in 8 seconds or less.

Some examples are mind maps, live animations, 3D maps, graphic timelines, and infographics, to name a few. Examples of infographics and mind maps are displayed throughout this eBook.

### 6. Create business comics or cartoons to tell your story.

Communicate your message in a colorful, unique, and memorable way. Comics are entertaining and can capture attention that gets people to share them. See the example on the right created by The Negotiation Experts.<sup>39</sup>

<sup>38</sup> Vavrek, Adam. "Image SEO: Pictures Can Increase Your Readership." Skyword.com. Skyword, 6 June 2012. Web. <<http://www.skyword.com/blog/image-seo-pictures-can-increase-your-readership-photo-from-research>>.

<sup>39</sup> "Business Cartoons." Negotiations.com. The Negotiations Experts, n.d. Web. <<http://www.negotiations.com/cartoons>>.



Figure 42: "Google Caffeine Update" | Post by Ryan Deiss



Figure 43: Business Cartoons | The Negotiations Experts

## 8: the 7 triggers for irresistible content—#2 engage

Be creative in your content choices to trigger interest. Mix it up. Create infographics; videos; polls; demos; free apps; games, to name a few.

Think about it. If you can intrigue your buyer to visualize your messages and see how she fits into your solutions, the chance of her interacting with you soars. But whatever you do...

### 2. personalize

Find ways to make your content personal to your core audience.

#### why make it personal?

For one, several people can be involved in purchasing decisions for a company. Each of these decision makers have their own desires and concerns you can focus on to get their attention.

Making it personal taps into emotions, brings people back, and triggers word of mouth. People have become conditioned to getting a relevant, versatile, and personalized experience. They expect it.

Think of the app market. Reports from March 2012 revealed that Apple's App Store reached 25 billion global downloads. As of June 2014, the number of apps tripled to 75 billion downloads.<sup>40</sup>

Apps give people *a choice* to do what they want, when they want to. They give it their full attention, if it's easy and useful, and interact with it.

<sup>40</sup> "Statistics and facts about Mobile App Usage." Statista. The Statistics Portal, n.d. Web. <<http://www.statista.com/topics/1002/mobile-app-usage/>>.

*personalize...*



Figure 44: "Personalize"| Photo © Iperl | Dreamstime.com

## 8: the 7 triggers for irresistible content—#2 engage

Personalization is a goal in many industries. Look at healthcare. HealthFitness® is a proven leader in corporate wellness programs. It delivers highly personalized support, from interacting with participants, to providing digital tools for better engagement. They serve one in five Fortune 100 Companies.<sup>41</sup>

There are companies like Evergage that help businesses with real-time web personalization and serve up relevant and timely content.<sup>42</sup>

The more time you take to understand your buyer, the easier it will be to craft content she needs and select the right programs to engage her.

### what personal experiences do you provide?

Companies are now sharing how they can solve problems people face every single day, instead of focusing on the sale. Many companies are also adapting their marketing content to the latest technologies their buyers are using, digital lifestyles, and buyer behaviors. Think mobile, social media, and video to name a few.

Syniverse® is a worldwide mobile solutions provider and are at the center of the mobile ecosystem. They understand that wherever you are, you expect your mobile device to work. Their passion is *25 Years of Making Mobile Work*. Their most effective marketing initiative is their mobile-enabled website with advanced SEO tagging and analytics.<sup>43</sup>

41 “Personalization.” HealthFitness®. February 2015. Web. <<http://healthfitness.com>>.

42 Evergage. February 2015. Web. <<http://www.evergage.com/>>.

43 “What is your most effective content marketing initiative?” BtoBOnline.com. N.p., 8 Feb. 2012. Web. <[http://www.btoonline.com/apps/pbcs.dll/article?AID=/20120208/CMO\\_NEWSLETTER/302089999#seenit](http://www.btoonline.com/apps/pbcs.dll/article?AID=/20120208/CMO_NEWSLETTER/302089999#seenit)>.



Figure 45: “Personalization” | HealthFitness® | Healthfitness.com

“ what personal experiences do you provide? ”

## 8: the 7 triggers for irresistible content—#2 engage

They continually measure and optimize. Videos are the most popular content on their website. The feedback they received confirms that video is an optimal tool to examine solutions to complex problems.<sup>44</sup>

Most business people searching for answers want to hear from product experts. In the snapshot (right), Syniverse® uses the title Product Experts. It takes the unknown and makes it familiar.

### It's a Way of Life

Peggy Anne Salz, Mobile Analyst at Gigaom Research, Top 30 Mobile Marketing Influencer, was the expert and guest speaker at the Syniverse® webinar, *In 2015 It's All About "ME" — Mobile Engagement That Is. Are You Ready?* She explained, "Mobile is not a channel, it's a way of life."<sup>45</sup>

Mobile is about having conversations to connect with people in their everyday lives wherever they may be, and on any device. That's personal. Content must be extremely relevant and provide clear value instantly.

Anything you personalize is tapping into someone's way of life.

44 "What is your most effective content marketing initiative?" BtoBOnline.com. N.p., 8 Feb. 2012. Web. <[http://www.btoonline.com/apps/pbcs.dll/article?AID=/20120208/CMO\\_NEWSLETTER/302089999#seenit](http://www.btoonline.com/apps/pbcs.dll/article?AID=/20120208/CMO_NEWSLETTER/302089999#seenit)>.

45 Peggy Anne Salz, Mobile Analyst Gigaom Research. "In 2015 It's All About "ME" — Mobile Engagement That Is. Are You Ready?" Webinar. Syniverse®. <<http://www.sitecore.net>>.

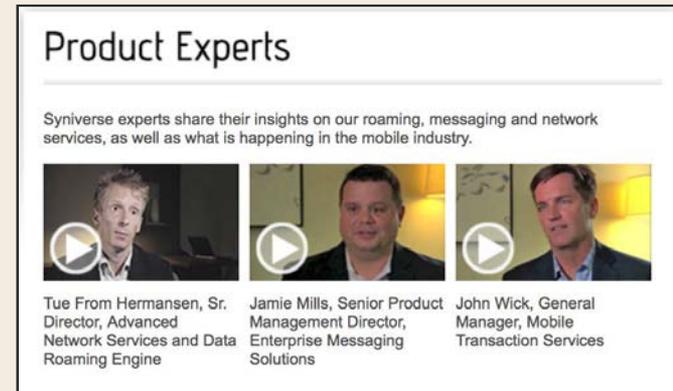


Figure 46a: Product Experts on Products & Services Page | Syniverse® | Syniverse.com



Figure 46b: "What is Mobile Engagement?" | Webinar In 2015 It's All About "ME" — Mobile Engagement That Is. Are You Ready? | Syniverse®

## 8: the 7 triggers for irresistible content—#2 engage

### tell me your story

Another way to make it personal is to craft a meaningful and relevant story. Everyone has this tool and ability in their business tool kit.

A good story has to have a strong foundation. Just like connection, it's based on your *purpose*. But it also needs *structure*, knowing your audience or ideal buyer. A good story can propel your buyer to make a decision.

Peter Guber is the founder and CEO of Mandalay Entertainment Group, owner and co-executive chairman of the NBA's Golden State Warriors, longtime professor at UCLA, and former CEO of Sony Pictures (among many other accomplishments). He is also the author of *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*. Peter explains that **everyone in business shares one universal problem: to persuade others** (*executives, shareholders, the media, buyers, investors customers, employees*) **to support a vision, a dream, or a cause.**<sup>46</sup>

His research spans a wide variety of industries and academic fields, and includes some of America's most successful people. He discovered a big mistake that many businesses make today. They focus *only* on numbers, data, and tactics. They ignore the emotional power of telling stories to get people to take action. But people pay the story forward and can become viral advocates and fans. The game changer is reaching people's hearts as well as their minds—not just their pockets.<sup>47</sup>

He calls it *purposeful* storytelling to win.

<sup>46</sup> Guber, Peter. "It's The Story Stupid." *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*. USA: Crown Business, 2011. 9-9. Print. <<http://www.peterguber.com/telltowin>>.

<sup>47</sup> Guber, Peter. "It's The Story Stupid." *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*. USA: Crown Business, 2011. 14-15. Print.

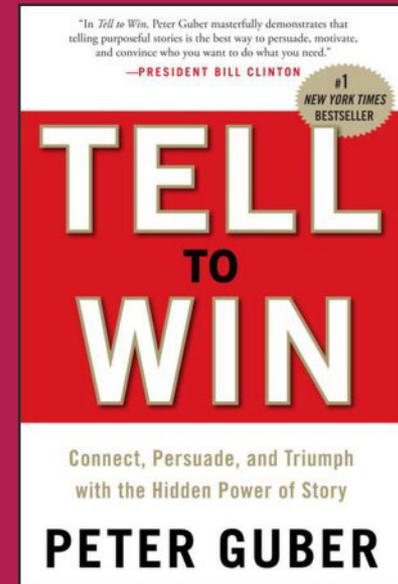


Figure 47: "Tell To Win: Connect, Persuade and Triumph with the Hidden Power of Story," by Peter Guber.

## 8: the 7 triggers for irresistible content—#2 engage

The book was about telling stories face-to-face in business. But his insights could easily be used in developing content that stands out from the crowd and inspires your audience to act.

### What's your story?

Think of real, authentic stories you can tell.

How did the idea for your product or service come to life? How was your company founded? What successes or failures have you encountered not only in your business but in your personal experience?

Keep a tally. Jot them down so they don't slip away. Use them when you need to pull ideas to craft content that will move your buyers' hearts to support your vision and your goals. Make your content come to life.

### tell me your customer's story

#### People pay attention to customer success stories.

Customer success stories, also known as *case studies*, get people to pay attention. They are an invaluable way to gain credibility and trust and to shrink objections, if written effectively.

In the presentation, *How Stories Engage & Excite the Brain to Grow Sales*, Christophe Morin, CEO and founder of SalesBrain, explains **“Customer stories are the most powerful way to prove the value proposition of your products and services.”**<sup>48</sup>

<sup>48</sup> Morin, Christophe. “How Stories Engage & Excite the Brain to Grow Sales.” SalesBrain.com. Neuromarketing Webinars, 27 Apr. 2012. Web. <<http://www.salesbrain.com/are-you-delivering-with-impact-on-the-brain/neuro-charge-your-2012/>>.



**“Customer stories are the most powerful way to prove the value proposition of your products & services.”**

## 8: the 7 triggers for irresistible content—#2 engage

In the eyes of the buyer, it's safe because **it proves the past**. But to be effective you must capture the emotion of the customer's situation and *pain before* as well as the *relief after* the solutions.<sup>49</sup>

True stories of success give people the chance to imagine how they can put those ideas to work for their own success.

According to the *B2B Content Marketing: 2015 Benchmarks, Budgets and Trends*, **58% of marketers feel case studies are effective**.<sup>50</sup>

What customer successes and experiences can you share?

So far you've got your buyers' attention with something they care about. You've inspired them to visualize solutions. Now engage them further and allow them to...

### 3. interact

You've made a connection if your buyer reads your headline. If it engages her, she'll read your message and take the next step to interact with you. Maybe she clicks on a link to your website and downloads your report, leaves a comment on your blog, or shares your articles. Basically, something in your message has stirred her appetite. When you guide her to the next step, she becomes interested in how you can help her. So she starts a two-way dialogue and interacts with you.

49 Morin, Christophe. "How Stories Engage & Excite the Brain to Grow Sales." SalesBrain.com. Neuromarketing Webinars, 27 Apr. 2012. Web. <<http://www.salesbrain.com/are-you-delivering-with-impact-on-the-brain/neuro-charge-your-2012/>>.

50 Content Marketing Institute (CMI), and MarketingProfs. B2B Content Marketing: 2015 Benchmarks, Budgets and Trends-North America. Research rept. N.p.: n.p., 2014. Web. 2015. <[http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015\\_B2B\\_Research.pdf](http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf)>.

## "#5 Case Studies"

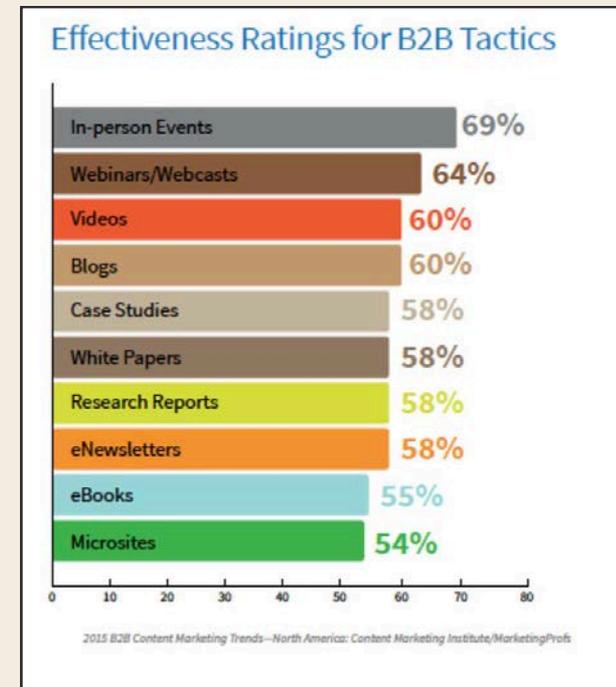


Figure: 48: "B2B Content Marketing: 2015 Benchmarks, Budgets and Trends-North America" | Content Marketing Institute (CMI) and MarketingProfs | Sponsored by Brightcove.

# 8: the 7 triggers for irresistible content—#2 engage

## why is interaction such a big deal?

Interaction is what really starts the relationship and moves buyers to the next step.

It's easier than ever to interact. People are becoming accustomed to it. Having the ability to interact gets people involved. It holds their attention as they spread the word and get others to do the same. It's contagious.

Let's put this into perspective. This is a great visual. Look at all the interactions happening on the Internet ...

**Every Minute of the Day ...** there are more than:

- 204,000,000 emails sent
- 4,000,000 search queries on Google
- 2,460,000 pieces of shared content on Facebook
- 277,000 tweets on Twitter
- 72 hours of new video uploads to YouTube <sup>51</sup>

Remember, interaction leads your buyers down the path to *wanting* to get to know more about you, your products and your services. It also gives you the chance to qualify them as your “ideal” customer.

51 Domo. “Data Never Sleeps 2.0.” Domo. N.p., 23 Apr. 2014. Web. Infographic. <<http://www.domo.com/blog/2014/04/data-never-sleeps-2-0/>>.

Click on the image to see a close-up.

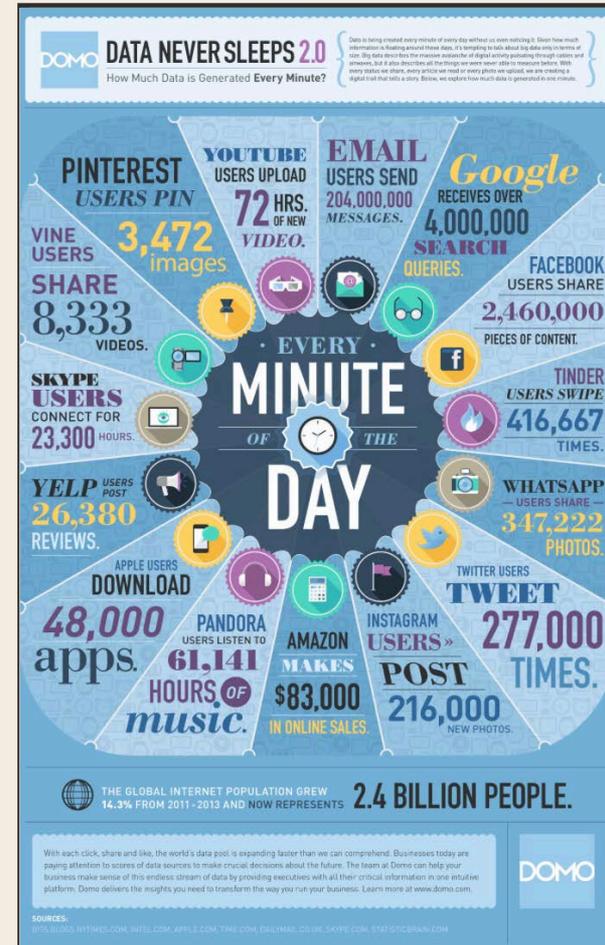


Figure 49: “Data Never Sleeps 2.0” | Infographic 2014 | Domo | [www.domo.com/](http://www.domo.com/)

## 8: the 7 triggers for irresistible content—#2 engage

### the trail to interaction

Here are a few suggestions on ways to inspire your audience to interact with you:

- Inspire readers to give feedback through comments and suggestions on your blog, or have a comment form on your website.
- Conduct a survey or a poll, but be sure to give an incentive for their time.
- Throw a contest. Perhaps ask for *The Most Creative Tip That Worked to Inspire Interaction*. The best tip wins a free product or gets published in your exclusive newsletter or publication (it's free advertising).
- Answer questions on social media sites.
- Share other people's content on social media.
- Create a custom app for a mobile device.
- Invite visitors to take a poll.
- Conduct a Q&A webinar.
- Create an interactive online game.

But whatever you do ...



Figure 50: "Trail to Interaction" |  
Photo © Richard Thomas |  
Dreamstime.com

## 8: the 7 triggers for irresistible content—#2 engage

### make it easy

Make it easy for people to interact with you and get them talking about your brand. Some ideas include:

- Provide share buttons in all your online content to allow people to email or spread your stories on social networks. Include them in articles and throughout your white papers and reports. Display them prominently on your website, landing pages, and blogs.
- Place “Follow Me” buttons in easy-to-spot locations on your website and all your other content.
- Always provide your contact information on each page and piece of content to make it easy for people to get in touch with you.
- Think about which content you really need gated. Requiring someone to register by trading too many personal bits can be a turnoff.

### where do I go next?

Always guide people to the next step with a clear call to action. Don't leave them hanging, or they'll move on to the next priority racing through their mind.

#### **Calls to action:**

- Make sure your calls to action are friendly, clear, and prominently placed on your website, blog, and landing pages.

where do I go next?



Figure 51: “The Right Way” | Photo © Iqoncept | Dreamstime.com

## 8: the 7 triggers for irresistible content—#2 engage

Buttons that say **Submit** don't make buyers want to click. How about you? Instead use **Get Your Free White Paper Now: 12 Ways to Boost Email Subscribers**.

- On your website, after your articles, or within your blog posts, provide a link to another relevant article, video, or section of your site.
- In all your content, offer a link for an invitation to the next step. For example, to attend a webinar, get a free trial, download a report, or schedule a consultation.

### Get Creative

Get creative with your content in order to engage your prospects and customers. Besides the tips and techniques discussed in the **Triangle of Engagement**, try using photo sharing sites like Pinterest. Through Pinterest you can create awareness and desire for your brand, visually. You can share your story, community engagement, “how to” ideas, frequently asked questions, and even inspirational quotes to drive traffic back to your website. Inspire people to connect and to interact with you.

So far we've covered what, why, and how you say it. But how you *build the relationship* is what compels her to come back and choose to do business with you.

This leads to the next ingredient ...

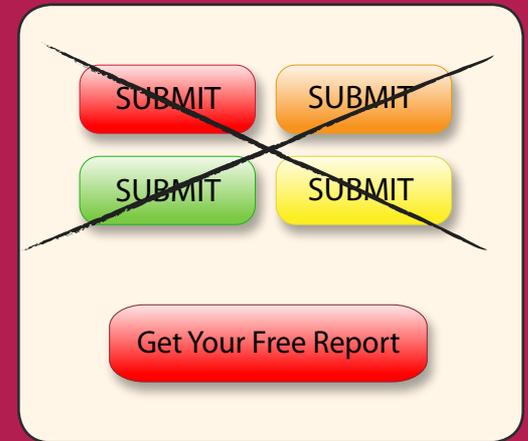


Figure 52: “Buttons” created by Deb Monfette | [contenttriggers.com](http://contenttriggers.com)

# 8: the 7 triggers for irresistible content—#3 nurture

## trigger #3—nurture

Keep in touch with useful and interesting content. It helps buyers gather enough information to determine what they need, and guide them to make the right decisions when they're ready to buy.

It also helps to keep in touch after the sale. Not only can you strengthen the relationship with your customer, you can also introduce her to other offerings you have that adds even more value.

The 2014 Lead Nurturing and Benchmark Study by Demand Gen Report shared that 71% of the companies they surveyed are using a lead nurturing strategy. The biggest challenge for 66% of these companies is developing content that interests buyers along the buying process.<sup>52</sup>

That's why it's important to understand your buyer. What are their biggest obstacles and desires? What do they need to know while they're researching or deciding to buy or not to buy? Who are the decision makers? What types of content do they like to consume?

Also in this report, the top four types of content that worked best were thought leadership articles (61%), research-based content (52%), webinars (54%), and white papers (50%).<sup>53</sup>

<sup>52</sup> <sup>53</sup> Demand Gen Reports. The 2014 Lead Nurturing and Benchmark Study. Research rept. N.p.: n.p., 2014. Web. 2015 < <http://www.demandgenreport.com/industry-resources/research/2936-the-2014-lead-nurturing-benchmarking-study.html#.VMgJS1q-X8k>>.

### Which tactics have worked best within your nurture?

(Respondents chose 4 or 5 out of 5)



**Figure 53: Lead Nurturing Tactics That Worked Best | The 2014 Lead Nurturing and Benchmark Study | Demand Gen Report**

## 8: the 7 triggers for irresistible content—#3 nurture

Content exists everywhere you turn. But it takes time to search, sort, and figure out whom you can rely on. If you can regularly share useful information with your potential and current customers, you'll save them loads of time, challenge their thinking, and build trust in the process.

### what information does my buyer need?

To understand your buyer's interests, her behaviors and actions need to be tracked along the way. These include face-to-face interactions; event triggers; survey results; and online behaviors in search outlets, social media, and on your site or blog. For more information on understanding your buyer, refer to [trigger #1—connect](#) on page 28 in this eBook.

**You can face three big challenges creating content** for nurturing your audience. They are:

1. Having the right kind of content that interest buyers in each stage.
2. Having enough content.
3. Sharing it at the right time.

**Here are some solutions:**

1. **Make it useful.**  
If your potential customers don't see value in your content, it won't matter how much content you have. They'll simply ignore it. Content has to serve the needs of your buyers on topics they find useful and not be just sales copy.



**Figure 54: Content Solutions - 3 Big Content Challenges | Mind Map created in XMind by Deb Monfette | [contenttriggers.com](http://contenttriggers.com)**

## 8: the 7 triggers for irresistible content—#3 nurture

Useful content can be industry trend reports, “how to” or “what not to do” articles, eBooks on hot topics, interviews, buyer’s guides, infographics and assessments, to name a few. You can go back and review the section in this eBook on **trigger #2—engage** on page 54.

### 2. **Customize it.**

Customize your content for different types of decision makers. The more targeted your data, the more relevant and useful your content can be. A C-Level executive will want different information than a technical manager needs.

### 3. **Map it out.**

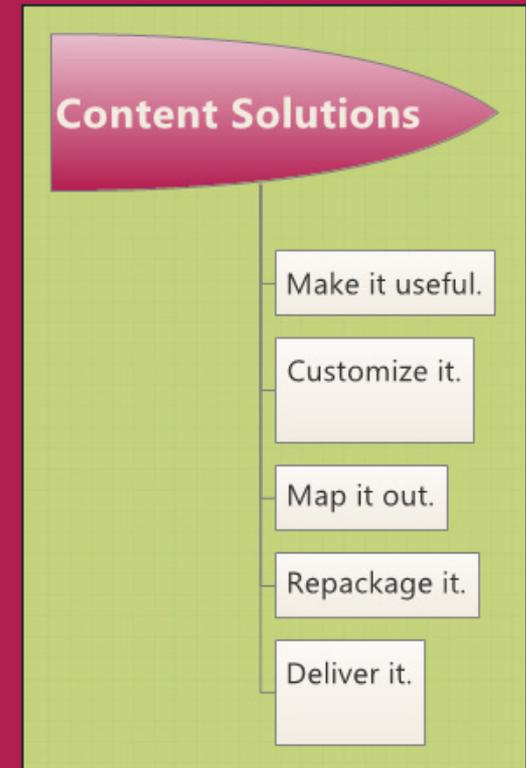
Map out your content needs to address the top buyer behaviors along the buying process early, middle, and late stages.

First define what stages in the buying process you want to map out. Then determine who your ideal buyers are, their job roles and their desires along the process. Decide what type of content would fulfill those needs and desires. For more information review **driver # 3—where do you need content the most** on page 34.

### 4. **Repackage it.**

Take a look at the content you currently have. Decide whether it fits into your content map. Pull out the main points and repackage them for different channels, buyer behaviors, roles, and stages.

Plan to create *new* content and repackage it. More about this topic in **trigger #6—repackage** on page 85. Keep in mind, longer form content can be highly effective and widely repackaged.



**Figure 54: Content Solutions | Mind Map created in XMind by Deb Monfette | contenttriggers.com**

## 8: the 7 triggers for irresistible content—#3 nurture

### 5. Deliver it.

It's crucial to make your content available, and deliver it based on your target buyers and their behaviors when searching.

This is where marketing automation (MA) tools can be very effective for delivering content when buyers need it. MA is also beneficial for planning, executing, tracking, measuring, and managing lead generation and nurturing programs. From sophisticated enterprise solutions to email campaigns.

However, according to Software Advice, a leading authority on software selection, MA tools are only as good as the information feeding them. If content misses the point, a bad message will simply get delivered more efficiently. Or if the wrong target buyer is selected, effective delivery will not get results.<sup>54</sup>

By nurturing your potential customers with relevant content when they need it, you help them make better decisions and build the relationship. At the same time, you increase awareness for your solutions and your sales team gets tools for more effective conversations. This can bring your buyers closer to a decision to select your company.

A good experience for buyers can take time to build. But as a result, you can earn one of the most important rules in communications ...

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<sup>54</sup> "Marketing Automation Software Buyers Guide." Software Advice. Software Advice, n.d. Web. <<http://www.softwareadvice.com/crm/marketing-automation-comparison/>>.

**“If content misses the point, a bad message will simply get delivered more efficiently.”**

## 8: the 7 triggers for irresistible content—#4 trust

### trigger #4—trust

What is trust?

According to Jack Welch, former CEO of General Electric, in *The Speed of Trust*, “**You know it when you feel it.**”<sup>55</sup>

Think of your last encounter with one of your managers, salespeople, or a consultant on a project deadline ...

Was it an energy drain? Was she unreliable and good at skipping over the important details? Maybe she acted as though she really didn't care about your challenges and goals ... Did it drag the campaign or project down, causing you to spend way more of your time fixing mistakes?

Yes, the lack of trust will slow the entire process.

Or was she sharp, easy to communicate with and focused on achieving your goals? Were you confident in her abilities and desire to do a great job and meet the deadline? Were your doubts and concerns lifted? Was it a relief to be able to save time and leverage her skills to achieve better results than you could do yourself?

In the latter case, I'm sure you experienced less stress and wouldn't hesitate to select her for a future project. I'll bet your **trust in her created results with little effort and saved time and money.**

One of the biggest takeaways from Steven M. R. Covey's book,

<sup>55</sup> Covey, Steven M.R. *The Speed of Trust: The One Thing That Changes Everything*. New York, NY: FREE PRESS, 2006. 5. Print.



Trust ...  
 “You  
 know it  
 when  
 you  
 feel it.”

## 8: the 7 triggers for irresistible content—#4 trust

*The Speed of Trust: The One Thing That Changes Everything* is this. Trust is more than a nice-to-have virtue. It's a real economic driver. Trust always affects two outcomes.

**When trust goes up, speed goes up, and cost goes down. But when trust goes down, speed follows, and cost goes up.**<sup>56</sup>

### why should I believe you?

Trust starts with belief and credibility. Buyers need to believe you can really help them solve their challenges and not be just another sale. They also want to know you're credible and can deliver results.

Build trust and credibility before the buying process begins.

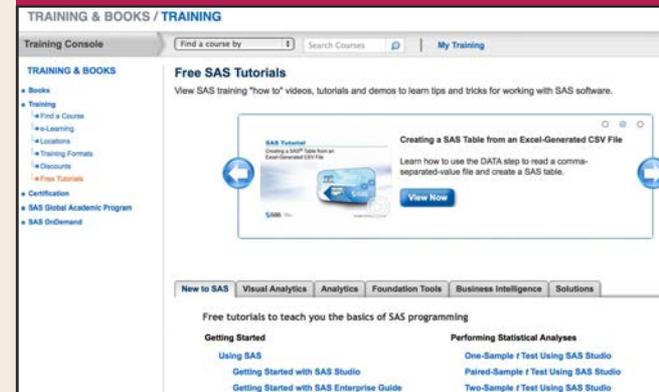
One company building credibility first is SAS, the business analytics software provider. When they redesigned their site back in 2010, their focus was on problems the customer might be trying to alleviate with SAS software. They made it easier to navigate their site and shared free, ungated tutorials. Since then their site has been updated and is still customer-focused and easy to navigate with free tutorials.

Aaron Hill, senior director of online strategy and service, explains that their visitors will now find valuable information without having to log in. Hill said, ***“We build the trust and credibility up front, and that leads them to the demos and webcasts, which are behind a login.”***<sup>57</sup>

<sup>56</sup> Covey, Steven M.R. *The Speed of Trust: The One Thing That Changes Everything*. New York, NY: FREE PRESS, 2006. 13. Print.

<sup>57</sup> BtoBOnline. “10 Great Websites: SAS.com.” *BtoBOnline.com*. N.p., 13 Sept. 2010. Web. <<http://edit.btobonline.com/article/20100913/FREE/100919970/10-great-websites-sas-com#seenit>>.

“We build the trust and credibility up front ...”



**Figure 55: SAS Resource Center | 2015**  
[Support.Sas.com/training/tutorial](http://Support.Sas.com/training/tutorial)

## 8: the 7 triggers for irresistible content—#4 trust

Show how you help your customers succeed through credibility builders that highlight your expertise and successes. Some examples are:

- Provide case studies and testimonials to show results you've had with customers and prominently displayed guarantees.
- Share what you know, make it useful and easy to understand to address a buyer's needs and interests, rather than just sell.
- Craft content that is accurate with claims backed by research. But be sure to include citations or links to the actual sources.
- Organize your content and make it easy to navigate and to get.
- Give them a chance to interact with you. Provide *Follow Me* buttons for the social networks you use. Promote comments in your blog posts and forums and answer questions posted. Display your contact information prominently in your content.
- Provide privacy statements on your site as well as in opt-ins for email marketing reports, webinars, newsletters, etc. Also include the option to opt-out or unsubscribe.

### e-perception vs. reality in a virtual world

A component of trust often missed is perception. Perception takes over online. People can have perceptions of what they think your intentions are.

You may be terrific at building customer relationships in person. But if your content is all about your products and services, what do you think a new buyer's perception of your company will be when she finds you online?

### e-perception ...



Figure 56: "e-perception" | Photo © Dreamstime.com Agency | Dreamstime.com

## 8: the 7 triggers for irresistible content—#4 trust

### Why is perception important?

Roger C. Parker, a design expert and coach, is known as the best-selling \$32 million author. He has published 41 books and has worldwide sales of more than 1.6 million copies. He is a master at mind mapping the contents of books, articles, research, and just about anything you can think of. In an interview with Roger, he shared his insights into the importance of perception.

***“Those who enjoy the greatest success establish a brand for themselves and their books,”*** he explains. ***“They then constantly build upon it, repackaging their original concept in as many different ways as possible.”***

Customers become familiar with a consistent brand. Over time it builds a level of comfort and credibility.

Roger adds, ***“Customers like brands. Brands establish trust. Many supermarkets sell their own brands of staples like ketchup, cereal or shampoo; however, generic brands still represent just a fraction of the store’s total sales. Buyers prefer the perceived safety and predictability of a Heinz, Kellogg’s, Campbell’s or Clairol.”***<sup>58</sup>

<sup>58</sup> Parker, Roger C. Published & Profitable. Feb. 2014. Personal Interview. <<http://www.publishedandprofitable.com>>



Figure 57: “Brands” diagram | Deb Monfette | [contenttriggers.com](http://contenttriggers.com).

## 8: the 7 triggers for irresistible content—#4 trust

It's even tougher online.

From search engines to social media, forums, and even webinars, your buyer is spending valuable time sifting through content. She's trying to find up to date research, recommendations, advice, and companies that can help solve her challenges.

But, are the sources believable? Do they have a consistent voice? Do they provide a continuous stream of spot-on content? Or is the information inaccurate, dated or simply false?

Even recommendations are questioned.

Are they biased or made up in any way? Which sources can be trusted, and who really cares about me and my specific challenges?

Presenting a consistent brand, sincerely helping people with their challenges, and continuously sharing high-value, useful content will increase your perception as a trusted resource.

***A great way to build credibility and trust is to ...***

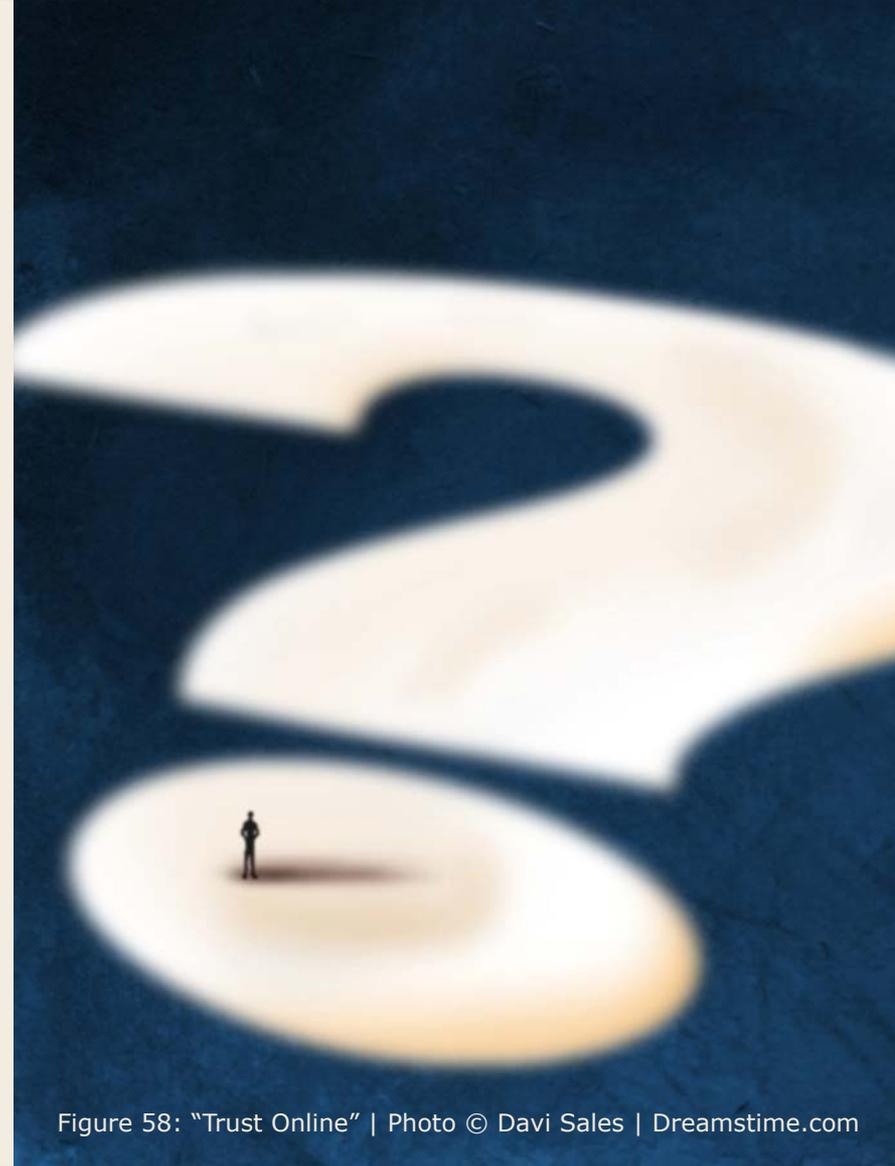


Figure 58: "Trust Online" | Photo © Davi Sales | Dreamstime.com

# 8: the 7 triggers for irresistible content—#5 educate

## trigger #5—educate

Education deepens your connection and grows your relationship with your prospects, customers, the media, and even partners. It gives you a competitive advantage while you earn their trust.

Today if you want to move forward in business and in your personal life, you have to keep learning. Educating buyers makes them smarter and inspires confidence in their decisions and in you.

It's especially useful in the buying process. Buyers can spend a lot of time researching and sorting information. If you provide them with trusted content they can make better decisions and save loads of time.

**Educating your customers can save you time — and make you money,** according to Lorna Breault-Snyder, Director of Customer Education Development at Schneider Electric in an interview with CMI. Educated customers make better purchasing decisions, need less support from you, reduce product returns, and are more satisfied.<sup>59</sup>

Schneider Electric created a unique lead generation content channel called Energy University. It's a free online resource that offers vendor-neutral courses to organizations on improving their energy efficiency. They provide free ongoing courses with additional paid certification programs.<sup>60</sup>

<sup>59</sup> Gold, Tracy. "12 Lessons for Focusing Your Content Marketing Strategy on Education" ContentMarketingInstitute.com. CMI, 16 Sept., 2013. Web. <<http://http://contentmarketinginstitute.com/2013/09/focusing-content-marketing-strategy-education/>>.

<sup>60</sup> Energy University. Schneider-electric.com. Schneider Electric, 22 March, 2010. Web. <<http://www2.schneider-electric.com/sites/corporate/en/products-services/training/energy-university/energy-university.page>>.



**Figure 59: Energy University | Schneider Electric | Schneider-electric.com**

## 8: the 7 triggers for irresistible content—#5 educate

Currently they have over 350,000 active users and generate millions of leads globally. <sup>61</sup>

To build trust, these courses are not about their products, instead they use reliable resources and teach the foundation of energy efficiency. Check out the article on "[12 Lessons](#)" for more details. <sup>62</sup>

### why is high-quality educational content more effective?

Education is a powerful influence. Adding it to your marketing mix removes three major obstacles:

1. Increases your buyers' confidence in making the right decision.
2. Increases their trust in you.
3. Influences buyers to interact with you.

Let's get a close-up of each of these:

1. **Increases your buyers' confidence in making the right decision.**  
It's not about giving away your trade secrets. It's about providing enough information to give people the chance to make decisions they feel good about and to succeed. This is where you can ease concerns without appearing biased.

<sup>61</sup> Energy University. Schneider-electric.com. Schneider Electric, 22 March, 2010. Web. <<http://www2.schneider-electric.com/sites/corporate/en/products-services/training/energy-university/energy-university.page>>.

<sup>62</sup> Gold, Tracy. "12 Lessons for Focusing Your Content Marketing Strategy on Education" ContentMarketingInstitute.com. CMI, 16 Sept., 2013. Web. <<http://http://contentmarketinginstitute.com/2013/09/focusing-content-marketing-strategy-education/>>.



**Figure 60: "Educational Content" | Mind map created in XMind by Deb Monfette | [contenttriggers.com](http://contenttriggers.com).**

## 8: the 7 triggers for irresistible content—#5 educate

Think of ways you can educate your buyers to understand the advantages of change. Better yet, why not explain the implications of **not** taking action? Share the options. Don't let your buyers piece together solutions or be persuaded by the competition.

Some buyers just don't have the time to keep up with the quick pace of trends in the industry. Here's where you come in. Show them why it matters, what other companies are achieving, and what they are missing.

### 2. **Increases your buyers' trust in you.**

As you educate buyers to solve their challenges successfully, you become the authority in your niche. It's a fact that most people have a certain level of trust in authority figures. When an authority makes a recommendation, buyers usually listen.

Think of people you view as an authority. Do you trust what they have to say?

### 3. **Influences buyers to interact with you.**

By giving the gift of education, people are more likely to interact with you long term. They are also more likely to buy from you.

In the book *Influence: Science and Practice*, Robert B. Cialdini talks about the Law of Reciprocity.<sup>63</sup> Numerous studies have shown that if you give someone something of value, the person feels a sense of obligation to give something in return. **It's an even stronger influence than the "like" factor.**

<sup>63</sup> Cialdini, Robert B. *Influence: Science and Practice*. N.p.: HarperCollins Publishers, 1993. 22-23. Print



Figure 61: "Influence" |  
Photo © iStockphoto.com | lisegagne

## 8: the 7 triggers for irresistible content—#5 educate

You may be thinking “Well, when I offer a free online white paper and have a registration page, some visitors won’t fill it out, and if they do it will be with false information. So what about reciprocity? They’ve taken the white paper without giving me real information in return or, worse yet, left without getting the content.”

### It could mean one of four things:

1. **They’re not your ideal buyer** and don’t have a real interest in your topic. It’s crucial to tap into your ideal buyers’ major pain points.
2. **You haven’t earned their trust yet** as an authority or in providing solutions with successful results.
3. **You may be asking for too much personal information** on your registration form. This is especially true for a new visitor. After a few touches when she gains confidence in your content she will be more open to giving her personal information.
4. **You haven’t clearly explained the value of what the buyer will get** in exchange for her personal information. She may not realize how and why your information can help her. She may also be unaware of potential challenges looming.

If your content taps into your buyer’s challenges and she’s ready to learn more, she’ll register with her real name and want to interact with you.

Remember to keep an open mind in looking for creative content ideas you can use to educate your potential customers. Think of creating...

Complete the form below to download:  
(all fields are required)

First Name:

Last Name:

Phone:

Email:

Company:

Job Title:

Country:

State:

Figure 62: Landing page form | Deb Monfette | contenttriggers.com.

# 8: the 7 triggers for irresistible content—#5 educate

## a personalized resource center

Constant Contact has done a great job at personalizing their Resource Center.<sup>64</sup>

Their goals are clearly stated, "Get the answers you need today. Gain the knowledge to guide you tomorrow. And make connections that will last a lifetime."

They tap into the bigger picture that their audience can relate to now and in the future.

Next, they give their users three options because everyone has different ways of learning and getting their questions answered.

They offer extensive, high-quality educational content that increases their buyer's confidence in making good decisions, inspires trust, and influences buyers to interact with them.

You may be wondering "How can I create all this content to engage, nurture and educate my potential customers?"

This is where the next essential for *irresistible* content comes into play ...

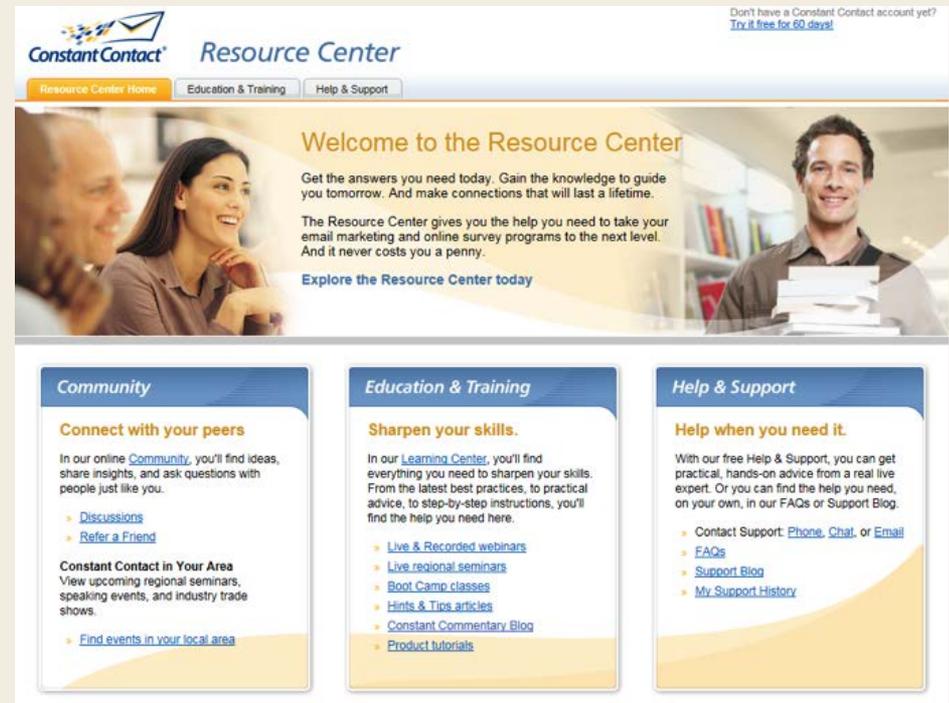


Figure 63: Constant Contact Research Center, screen captures | ConstantContact.com

64 "Learning Center." Constant Contact. N.p., n.d. Web. <<http://www.constantcontact.com/resource-center/index.jsp>>.

# 8: the 7 triggers for irresistible content—#6 repackage

## trigger #6—repackage

You spend valuable time and money planning to attract customers with content. Why not increase your return on investment by leveraging your content assets? To reach more buyers easily, simply repackage useful content into different forms and across different media channels.

For example, take the main points of a white paper and create a tip sheet, an infographic, a webinar, three articles, and a video case study.

### why is repackaging so important?

Content demands are only increasing. B2B buyers consistently use content to research and make decisions. According to a 2014 survey by DemandGen, more than 75% of buyers rely on more content than a year ago and the majority use five different types.<sup>65</sup>

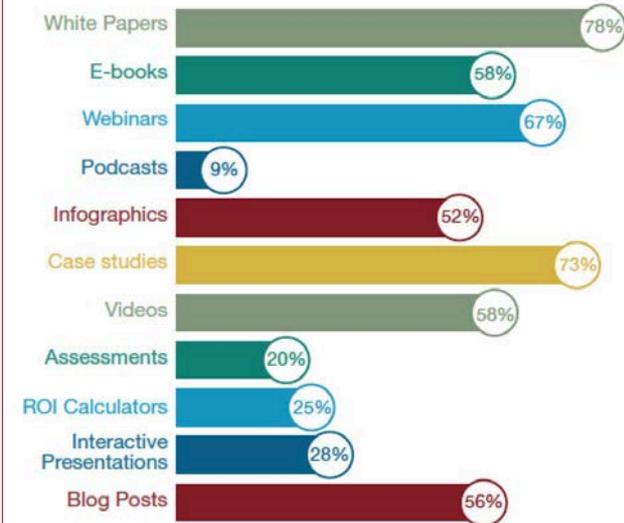
They are also using a more diverse range of content at various stages along the buying journey. The chart on the right shows 11 common formats, two more than last year. Repackaging content allows you to save time while keeping up with these demands.

#### Repackaging content makes sense for several other reasons:

- **Buyers are insanely busy, and priorities can change fast.**  
Don't risk the chance of your content being missed because of

<sup>65</sup> "2014 B2B Content Preferences Survey: Mobile-Optimized Content with Visual Appeal Catches the Attention of B2B Buyers." DemandGen Report. Web. 2015 <<http://www.demandgenreport.com/industry-topics/content-strategies/2746-b2b-content-preferences-survey-buyers-want-short-visual-mobile-optimized-content.html#.VMpSUIq-X8k>>.

Which types of content have you used during the past 12 months to research B2B purchasing decisions?



**Figure 64: 2014 B2B Content Preferences Survey: Mobile-Optimized Content with Visual Appeal Catches the Attention of B2B Buyers. | DemandGen Report**

## 8: the 7 triggers for irresistible content—#6 repackage

stand-alone, static content. People are so overwhelmed with messaging. And what isn't a priority this morning may be on top of the list by the end of the day. Your content can easily be passed by or sit in the bottomless inbox.

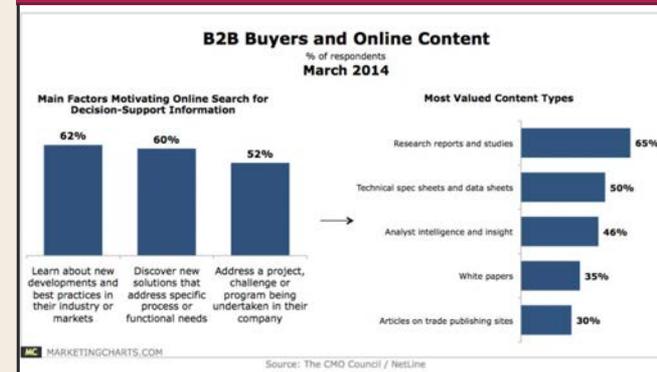
- People choose to consume information differently.**  
 Some people search for information. Others would rather get information delivered to them via options such as email. Some like to read white papers. Others like to watch videos. Repackaging allows you to extend your message across different media channels to reach your audience in the way they like to consume content. See the chart on the right.
- You become the “go to” person.**  
 If your content *is useful* and is seen in more places, your audience will perceive you as an authority on the subject. You can increase your credibility, trust, and exposure.

### how to be successful with repackaging

Repackaging is NOT copying the same content and slamming it everywhere. **Successful repackaging requires being strategic.**

Create a content map to identify the plan and the progress. Find out what content you need and where you need it. Then pick out what can be repackaged to fit the new media and the roles and changing behaviors of your audience.

Remember to test the formats you create. Monitor the response to



**Figure 64: “B2B Buyers and Online Content” | March 2014  
 The CMO Council / NetLine**

## 8: the 7 triggers for irresistible content—#6 repackage

your topics, measure the results, and make changes to your content when you need to adjust.

### Three content pools

Three main content pools to get ideas for repackaging:

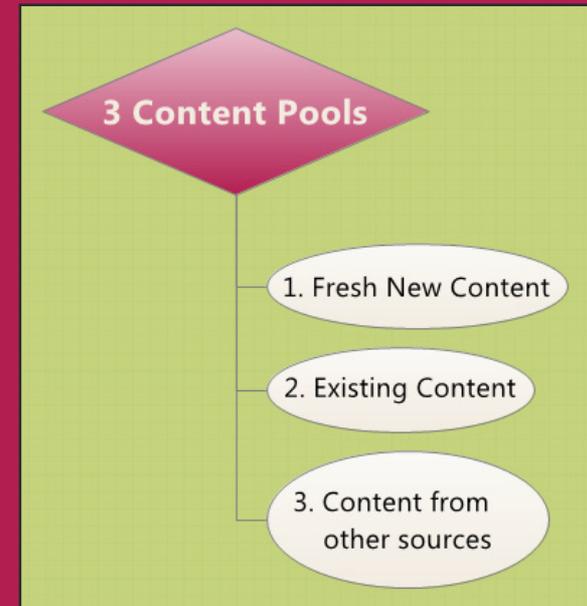
#### 1. Fresh new content

Create original, fresh content based on your own expertise and research. While you're planning new content and sharing strategies, look over the first **5 triggers for irresistible content**. Then decide the best way to repackage it into other forms based on your purpose and your buyers' wants and needs.

Let's say your goal is to create a special report on a big challenge buyers are up against that you can provide solutions to.

Conduct a survey and do a little research to get facts for your report. Then take the results and create an infographic. Next, pull out bits of content from the report and create a how-to article, a guideline, a tip sheet, and content for your newsletter. Then craft messages and tweets linking to your content to share in emails, and on Twitter, LinkedIn, and other social networking sites.

You can also create slides and videos for use in a webinar. Then post the webinar to YouTube. Create a SlideShare and upload your visual presentation there too. If you want to integrate print, create an informational brochure to hand out at trade shows with a QR code that links to a sign-up and recording for the webinar.



**Figure 65: 3 Content Pools | Mind map created in XMind by Deb Monfette | contenttriggers.com.**

## 8: the 7 triggers for irresistible content—#6 repackage

Think of it as creating an entire campaign around the original topic, repackaged in different formats and for different buyer behaviors and needs.

### 2. Exiting content

Take a piece of content and breathe new life into it.

As an example, take an existing white paper and strip it down. Create three articles, a case study, and a video to simplify the ideas. Upload the video to YouTube and create a slide presentation and post it on SlideShare.

The image on the right is a SlideShare of a study on mobile health & fitness apps and wearable devices. It was created in 2013. But as these apps saw a big 62% increase in usage in 2014, this study can ride the wave.<sup>66</sup>

### 3. Content from third party sources

Find engaging, relevant content from third party sources. Summarize key points and add your thoughts. In other words, put your own spin on it. Then create content such as a blog post, a top tips article, and a SlideShare. Be sure to always give credit or provide a link to the source.

For instance, after you attend conferences, trade shows, or

Click on the image to see the SlideShare presentation.

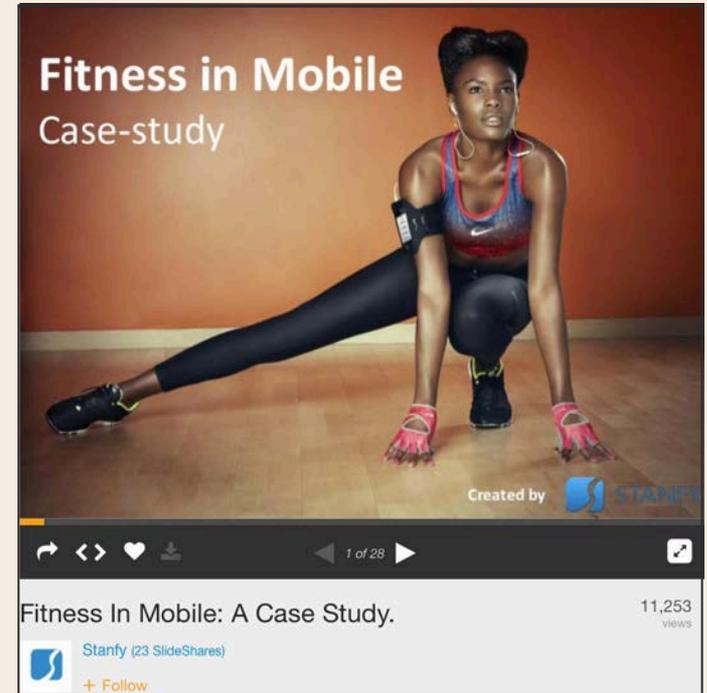


Figure 66: “Fitness in Mobile: A Case Study” | SlideShare Presentation | Stanfy | Study of mobile health & fitness apps and wearable devices market | Slideshare.net/stanfymobile

<sup>66</sup> Stanfy. “Fitness in Mobile: A Case Study.” 14 June, 2013. Web. <[http://www.slideshare.net/stanfymobile/fitness-cs-22962137?qid=b4c548da-3b45-4482-b14e-a038b757dce1&v=qf1&b=&from\\_search=20](http://www.slideshare.net/stanfymobile/fitness-cs-22962137?qid=b4c548da-3b45-4482-b14e-a038b757dce1&v=qf1&b=&from_search=20)>.



## 8: the 7 triggers for irresistible content—#7 p.s.

### trigger #7—p.s. (call to action) plan. share.

The first 6 triggers are the key ingredients for creating high-quality content your audience will find *irresistible*. It answers their questions, is easy to recall, and you won't have to struggle to create content to fill your calendar.

The 7th trigger is the call to action—plan and share.

This is the recipe to mix all the ingredients in the first 6 triggers and develop a long-term strategy. You can attract your ideal customers not only with useful and valuable content, but when, where, and how they want it.

#### plan

As with most strategies, creating a documented plan to track and adjust will drive your success. There are dozens of components to help content marketing work which could fill up another eBook. I can at least guide you in a direction to get more information.

If you have a visual plan, you can be much more effective by documenting your efforts. There are too many pieces to the content plan, including buyer behaviors shifting, different challenges emerging, industry trends adjusting, new products and services launching, and content marketing tools that are constantly being added and updated. Your content creators need direction. Plus, your customers will always have new questions they need answered. It's next to impossible to visually plan it all and do it successfully.

For those of you who have a documented plan, I hope to provide you with new insights you can explore and make your content strategy even better.



Figure 68: "Plan" | Photo © Iqoncept | Dreamstime.com | Modified by Deb Monfette | contenttriggers.com

## 8: the 7 triggers for irresistible content—#7 p.s.

The most important thing to remember is to **put your customers at the center** of all your content and answer their questions, first. The tools and strategies you choose are only as good as the information you feed them.

### the ultimate lists

An editorial calendar is an essential tool for your plan. Each company will have different ways to create, manage, share, and track their content. Whatever plan you choose, personalize it to the way you collaborate and work at your company and include the ability to make revisions easily.

I stumbled onto *Content Marketing Editorial Calendar Templates: The Ultimate List* at the Curata blog. It includes 19 varieties of templates you can download (on the right).<sup>67</sup> Conveniently it includes the formats and whether it's gated or ungated. It's wise to choose one that includes content types, stages in the buying cycle, and keywords and phrases.

There are also many companies offering content production tools to help you to simplify, organize, and track the entire process.

This time I found Pawan Deshpande's *Content Marketing Tools: The Ultimate List*, updated as of January 29, 2015, another one of Curata's really useful "Ultimate Lists" (see the next page).<sup>68</sup>

It's the most helpful resource I've seen to examine how the pieces connect.

<sup>67</sup> Deshpande, Pawan. "Content Marketing Editorial Calendar Templates: The Ultimate List." Curata. N.p., 2 Oct. 2014. Web.<<http://www.curata.com/blog/content-marketing-editorial-calendar-templates-the-ultimate-list/>>

<sup>68</sup> Deshpande, Pawan. "Content Marketing Tools: The Ultimate List." Curata. N.p., 29 Jan. 2015. Web.<<http://www.curata.com/blog/content-marketing-tools-ultimate-list/>>.

Click on the image to go to the post and see the all the details.

Content Marketing Editorial Calendar Templates

TEMPLATE	FORMAT				ACCESSIBILITY	
	Excel	Google	WP Plugin	PDF	Gated	Ungated
HubSpot	✓					
Convince & Convert	✓				✓	✓
Pam Moore	✓					
Bob Angus	✓					✓
VerticalMeasures	✓					✓
Lee Odden	✓					✓
Shareaholic	✓				✓	
myMarketing Cafe	✓					✓
Web. Search. Social	✓				✓	
Content Marketing Institute	✓				✓	
Bluewire Media	✓				✓	
98toGo	✓				✓	
Brett Snyder	✓					✓
Webpage FX		✓				✓
Crackerjack Marketing		✓			✓	
Editorial Calendar			✓			✓
EditFlow			✓			✓
Roger Parker				✓	✓	
CoSchedule				✓	✓	

★ curata

If you use this graphic or framework, please cite and link to [www.curata.com](http://www.curata.com).

Figure 69: Content Marketing Editorial Calendar Templates: The Ultimate List | Curata | [Curata.com/blog/content-marketing-editorial-calendar-templates-the-ultimate-list/](http://Curata.com/blog/content-marketing-editorial-calendar-templates-the-ultimate-list/)

# 8: the 7 triggers for irresistible content—#7 p.s.

It's a difficult list to compile as some vendors fall into several categories. Pawan has placed these companies in segments that represent what each one does best.

He also breaks out the key strategies into tactics and tools to consider for an effective plan, and the vendors to go with it. I've highlighted the key strategies (on the right) to make it clear. Follow the arrows in the list to the tactics, tools, and vendors.



Keep in mind, you'll have to do more research and dig down into the strategies and tactics you need most, and then find the right software, tools, and vendors for your business needs.

Use this map as a guide and keep an eye out for new options, categories, and vendors not listed here. One category that you could add would be mobile.

The more organized you are with every aspect of your content marketing, the easier your success with it will be.

## Content Marketing Tools: The Ultimate List

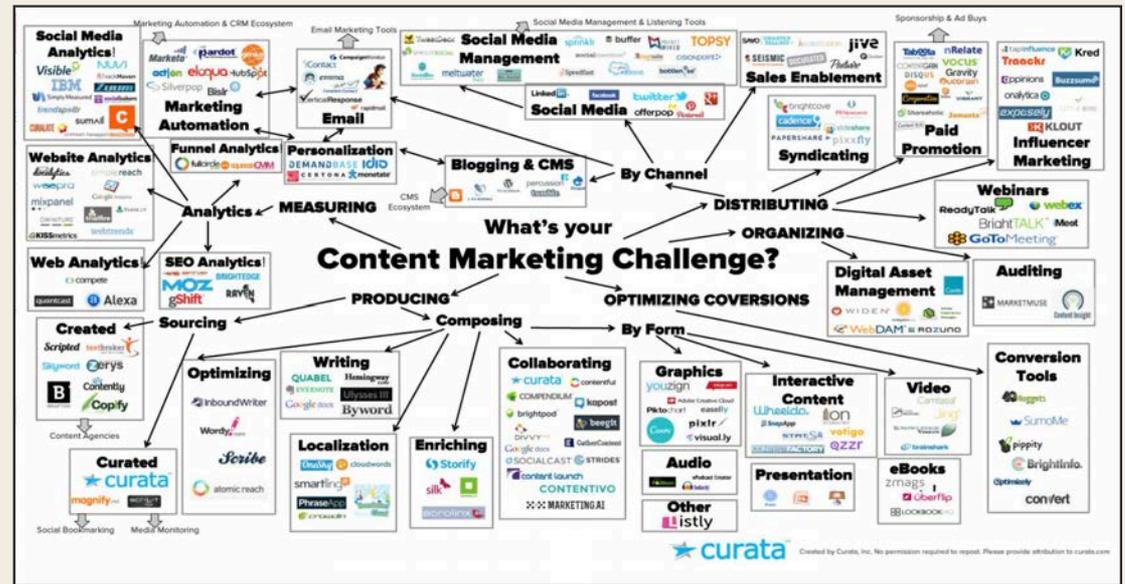


Figure 70: Content Marketing Tools: The Ultimate List | Curata | [Curata.com/blog/content-marketing-tools-ultimate-list/](http://Curata.com/blog/content-marketing-tools-ultimate-list/)

## 8: the 7 triggers for irresistible content—#7 p.s.

### share

The second half of the call to action is share. Get your content in front of people who will want more of it. Plan in advance all the places you wish to share and promote content, online and offline, and build it into your content plan before you create it.

To optimize social media for your plan, examine the visual map on the right. It's the latest creation of Brian Solis called, *The Conversation Prism*. It's an ongoing study of social media networks organized into *how* people are using them. Use this as a guide in your social media planning and a way to spark new ideas with social tools for sharing.

Besides the online options like your blog, websites, and email, distribute your content internally. Collaborate with your CEO's, sales teams, customer service, and training so everyone can communicate effectively. Co-create content with internal experts.

To position your content in front of a wider audience try guest blogging and co-create content with partners, influencers, and customers. Share content in interviews on podcasts or webinars, and at conference presentations and speaking engagements. Ask your advocates, fans, and stakeholders for distribution support.

Get media coverage for your unique content such as research reports, guides, or eBooks and use paid channels to distribute and promote it. Then use social media to expand sharing. Be sure to measure your distribution and promotion sharing strategies, make changes, and try new options to compare results. If you follow the Center Strategy you will be able to create high-quality, useful content that people will want to share and will help buyers make better decisions.

Click on the image to see see the details.

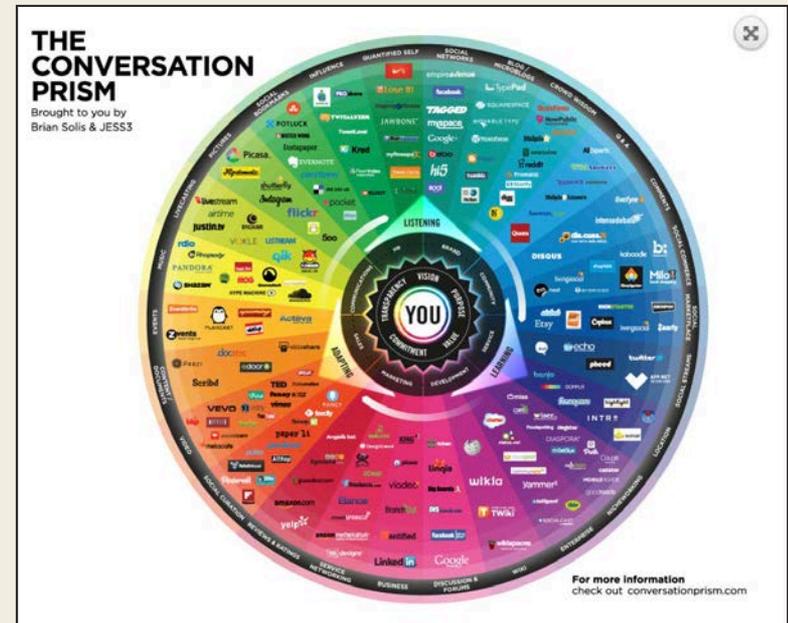


Figure 71: "The Conversation Prism" | Brian Solis & JESS3 | 2015 Version 4.0 | [www.theconversationprism.com/](http://www.theconversationprism.com/)

69 Solis, Brian. "The Conversation Prism." Brian Solis and JESS3. N.p., 2015. Web. <<http://www.theconversationprism.com/>>.

# 8: the 7 triggers for irresistible content—#7 p.s.

The Center Strategy can help **unfold your story.**

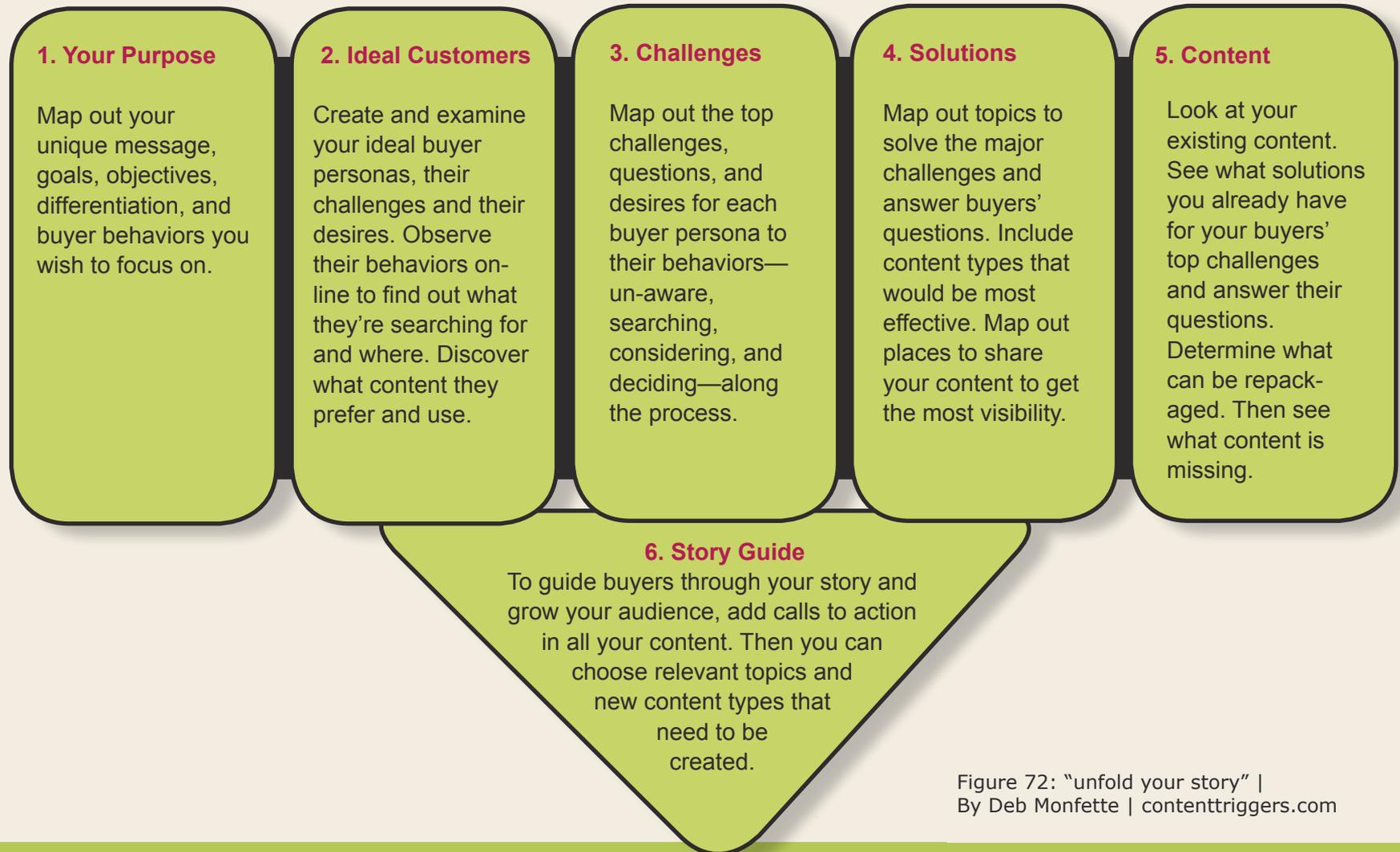


Figure 72: “unfold your story” |  
By Deb Monfette | contenttriggers.com

# 8: the 7 triggers for irresistible content—#7 p.s.

Here is an example of how the story can unfold to repackage an industry research study. It's a mind map created in *XMind*.

[Note: This is not a complete mind map. It is for demonstration purposes only, just to give you an idea of how your story can unfold.]

To generate instant buzz, even before the research study is complete, an infographic can be created from data in the study. The call to action is to sign up to be the first to get the research study when complete.

Then choose one of the main points in the research study and repackage it into an industry white paper.

Once completed, the study, the infographic, and the white paper could easily be repackaged into other content such as blog posts, articles, tip sheets, tweets, case studies, videos, data graphics, webinars, and the list goes on.

You can also get media coverage for the research report to expand your audience.

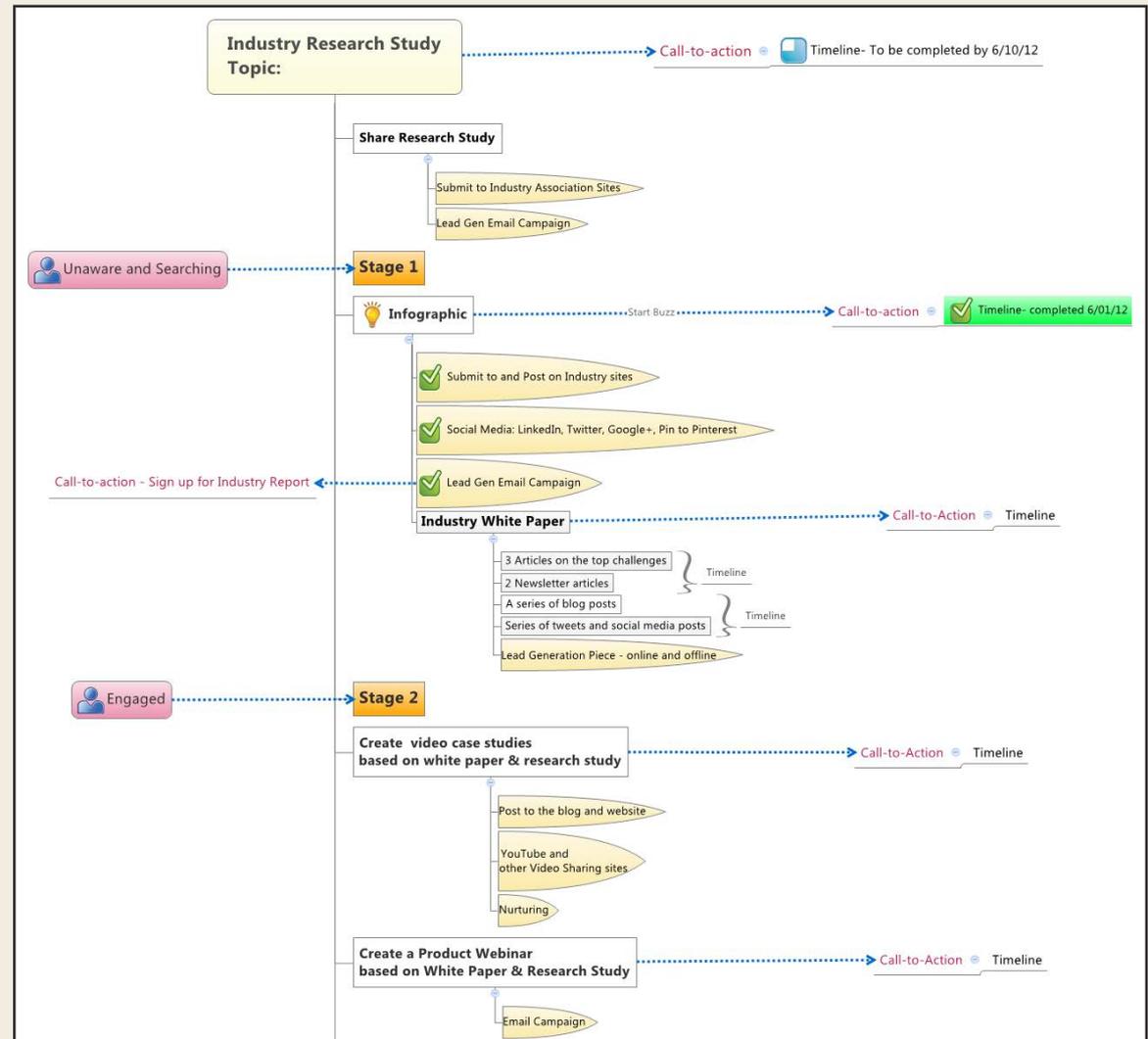


Figure 73: Repackaging mind map | Deb Monfette | contenttriggers.com

## 8: the 7 triggers for irresistible content—#7 p.s.

### irresistible content checklist

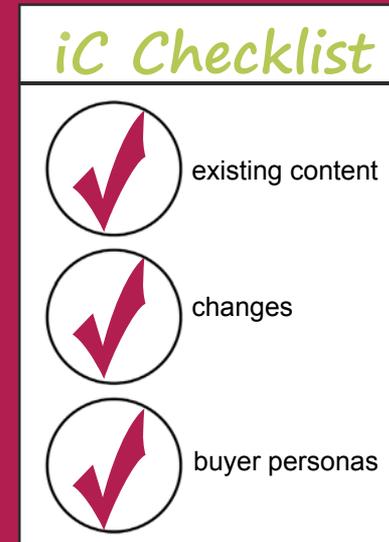
Next, take your content plan and run it through the *irresistible Content Checklist* (*iC Checklist*) on the next page. If you're having any challenges engaging your potential customers with your content, this checklist that can help identify areas you may be missing.

It also helps to challenge your thinking with ideas you may not have thought about before.

Here are three ways you can use this checklist:

1. **Existing content**  
Take your existing content and strategy and compare them to the checklist. Mark key areas you're missing and determine improvements you wish to make.
2. **A mapped-out content plan**  
After you've mapped out a content plan, go through the checklist. If you've left something out, you can make changes before you create your content.
3. **Buyer personas and behaviors**  
Identify your buyer personas and their behaviors (unaware, searching, considering, and deciding). Take each behavior and examine the checklist to see whether you are communicating on all the levels with your content for that behavior.

The *iC Checklist* can take the burden off you in remembering all the details and provide a road map for making improvements to your content. You can turn your strategy right around to attract and engage loyal customers.



**Figure 74: Irresistible Content (iC) Checklist by Deb Monfette | contenttriggers.com**

# 8: the 7 triggers for irresistible content—#7 p.s.

## the *iC* checklist

Use this checklist to identify key areas missing in your content and content marketing plan. Personalize this list with items you've found to be effective in other content you have used to market your solutions.



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Click here to post this on Twitter

<p style="text-align: center;"><b>CONNECT</b></p> <p style="text-align: center;"><b>The Purpose</b> <i>Your Message and Goals</i></p> <ul style="list-style-type: none"> <li><input type="radio"/> Specific, measureable goals and objectives</li> <li><input type="radio"/> What sets you apart from your competition?</li> <li><input type="radio"/> List of features and deep benefits of your products and services. List of the top 3 benefits</li> <li><input type="radio"/> Selected 1 main topic for your content project.</li> <li><input type="radio"/> What customer experience do you provide?</li> <li><input type="radio"/> Determined the major customer-focused advantage of your solutions.</li> </ul> <p><b>Content available for each buyer behavior:</b></p> <p>1. <b>Unaware</b> (or aware but not actively searching).</p> <ul style="list-style-type: none"> <li><input type="radio"/> Do you have attention grabbing content?</li> </ul> <p>2. <b>Searching</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Are you focusing on buyers' challenges before introducing your solutions?</li> <li><input type="radio"/> Are you providing credibility early on?</li> </ul>	<p style="text-align: center;"><b>CONNECT</b></p> <p style="text-align: center;"><b>The Purpose</b> <i>Your Message and Goals</i></p> <p>3. <b>Considering</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Are you educating buyers on the details of how your solutions can help them?</li> </ul> <p>4. <b>Deciding</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Do you have content that proves your claims and diminishes risk?</li> <li><input type="radio"/> Do you have content that prompts action?</li> </ul> <p style="text-align: center;"><b>The Structure -Your Ideal Buyer</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Have you observed online behaviors?</li> <li><input type="radio"/> Do you have true insights into your buyers?</li> <li><input type="radio"/> Do you have buyer personas identifying top challenges, questions, and desires?</li> <li><input type="radio"/> Did you identify trends driving buyer behavior?</li> <li><input type="radio"/> Did you identify trigger events?</li> <li><input type="radio"/> Did you determine content choices?</li> <li><input type="radio"/> Do you know how your buyers find your company?</li> </ul>	<p style="text-align: center;"><b>ENGAGE</b></p> <p style="text-align: center;"><b>Triangle of Engagement</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> <i>Visualize</i>: Do you have content that helps buyers visualize your solutions?</li> <li><input type="radio"/> <i>Personalize</i>: Are you personalizing your buyer's experience?</li> <li><input type="radio"/> <i>Interact</i>: Are you encouraging buyers to interact with you using calls to action, content links, <i>Share</i> and <i>Follow Me</i> links and buttons, free trials, demos...</li> </ul> <p style="text-align: center;"><b>NURTURE</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Do you have the right mix of content?</li> <li><input type="radio"/> Do you have enough content?</li> <li><input type="radio"/> Are you sharing it at the right time?</li> <li><input type="radio"/> Did you map out your content nurturing process?</li> </ul>
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# 8: the 7 triggers for irresistible content—#7 p.s.

## the iC checklist

Review each of the 7 triggers in this eBook for more detailed information in these areas.

TRUST	REPACKAGE	P.S.
<ul style="list-style-type: none"> <li><input type="radio"/> Do you have belief &amp; credibility builders in your content, and on your site/blog/landing pages?</li> <li><input type="radio"/> Do you have content that includes testimonials, case studies/customer success stories?</li> <li><input type="radio"/> Do you have <i>Follow Me</i> buttons, certifications and guarantees when promoting content?</li> <li><input type="radio"/> Do you have Privacy Statements on your site/blog and opt-in pages for all your lead generation content?</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Are you repackaging content?</li> <li><input type="radio"/> Are you repackaging your fresh new content?</li> <li><input type="radio"/> Are you repackaging your existing high-level content?</li> <li><input type="radio"/> Are you repackaging content from other sources?</li> <li><input type="radio"/> Are you repackaging content for calls to action?</li> <li><input type="radio"/> Have you mapped out a plan to repackage your content?</li> </ul>	<p style="text-align: center;"><i>Plan. Share.</i></p> <ul style="list-style-type: none"> <li><input type="radio"/> Do you have a content plan calendar to map out your content strategy?</li> <li><input type="radio"/> Are you able to create, track and share your content with your ideal buyers?</li> <li><input type="radio"/> Do you have a plan to share your content where your buyers are?</li> <li><input type="radio"/> Do you have a plan to share your content when your buyers need it?</li> <li><input type="radio"/> Do you have a plan to share your content how your buyers want to consume it?</li> <li><input type="radio"/> Do you have <i>Share Buttons</i> in all your content?</li> <li><input type="radio"/> Do you have a call to action for each content asset?</li> <li><input type="radio"/> Do you have a plan to get media coverage for your most valuable content with paid channels to distribute and promote it?</li> </ul>
EDUCATE		
<ul style="list-style-type: none"> <li><input type="radio"/> Do you have content for buyers who are aware of challenges but not searching yet?</li> <li><input type="radio"/> Are you educating on industry trends and challenges as an expert and thought leader?</li> <li><input type="radio"/> Are you educating buyers about your products/services instead of just <i>selling</i> them?</li> <li><input type="radio"/> Are you personalizing content to your major types of buyers and their personas?</li> </ul>		<p style="text-align: right;">By Deb Monfette   <a href="http://contenttriggers.com">contenttriggers.com</a></p>

# 9: embrace change

**“t**he only certainty in life is uncertainty. The only constant in life is constant change ... We value comfort, stability and certainty, yet these things don't really exist ... It is change that allows us to succeed at our goals. It is change that allows new opportunities to reveal themselves to us. It is change that allows us to be creative. It is change that allows us to try different things. It is change that encourages us to adopt new strategies ... and take on new skills.”  
John Kehoe, author of *Mind Power into the 21st Century*<sup>70</sup>

Engaging your prospects and customers is a work in progress as buyer behaviors, technology, lifestyles, and business needs rapidly change. It's important to adapt to and embrace change to make a connection.

But always remember the *one* thing that remains the same.

**You're marketing to people.** Your customers have challenges they're trying to solve and desires they're trying to fulfill. They make decisions rationally as well as emotionally. To get their attention, content should focus on *their* interests before and during the buying process and after.

To help you with this, pick apart the suggestions and examples in this eBook on the **7 Triggers for Irresistible Content**. These **7 triggers** are *easy to recall* and keep at the center of all your marketing efforts on a consistent basis. Integrate the iC Checklist into your plan and add your own ideas and successes to each of the seven ingredients. Personalize your experience and get the results you expect.

<sup>70</sup> Kehoe, John. "The Law of Constant Change." *LearnMindPower*. N.p., n.d. Sept., 2004. Web. <<http://www.learnmindpower.com/articles/law-constant-change>>.



**“The only certainty in life is uncertainty. The only constant in life is constant change...”**

John Kehoe, author of *Mind Power into the 21st Century*

# 9: embrace change

Consistent, high-quality content can be powerful. It can make all your other marketing strategies work better.

If you follow the **7 Triggers for Irresistible Content**, you will have the best chance of creating content that inspires your ideal customers to be more engaged. The more engaged they are, the longer they'll stick around.

Not only can *irresistible* content help grow your business, but it can create loyal customers and followers who will *go out of their way to get it*.

## Which bridge are you building with your marketing content?

### The Primitive Path



Figure 75: Photo retrieved from Wikipedia | [http://en.wikipedia.org/wiki/File:Bridge\\_Astore.jpg](http://en.wikipedia.org/wiki/File:Bridge_Astore.jpg)

### The Solid but Slow Path



Figure 76: Photo retrieved from Wikipedia | [http://en.wikipedia.org/wiki/File:Shehara\\_02.jpg](http://en.wikipedia.org/wiki/File:Shehara_02.jpg)

### The High-Speed Route



Figure 77: Photo retrieved from Wikipedia | [http://en.wikipedia.org/wiki/File:Brooklyn\\_Bridge\\_Postdlf.jpg](http://en.wikipedia.org/wiki/File:Brooklyn_Bridge_Postdlf.jpg)

# share this

## share this eBook

If you found value in this eBook, please share it with your colleagues and friends.



Figure 78: "Share and Connect" | Photo © Leigh Prather | Dreamstime.com |

# resources

## many thanks for creative guidance:

*Creative Tips*: Roger C. Parker — [www.publishedandprofitable.com](http://www.publishedandprofitable.com)

*Guidance and Support*: Ed Gandia — [www.internationalfreelancersacademy.com](http://www.internationalfreelancersacademy.com)

*Design Assistance*: Donna Berger — [www.donnaberger.com](http://www.donnaberger.com)

*Editing Tips*: Mike Kalil — [www.mikekalil.com](http://www.mikekalil.com)

The resources in this eBook are independent and not endorsed for or by the author.

## list of resources mentioned in this eBook:

**Content Marketing Institute (CMI) and MarketingProfs, sponsored by Brightcove**: “B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America.”

**University of Southern California Marshall School of Business**: “How Much Media? 2013 Report on American Consumers”

**The Corporate Executive Board**: “Sell How Your Customers Want to Buy: New Decision Timeline | “The Challenger Sale: Taking Control of Customer Conversation”

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**BtoB Magazine | BtoBOnline.com**: “Top Agencies Special Report,” March 14, 2011 | “CMO helps show SAP’s impact on the world,” Sept. 28, 2011 | “What is your most effective content marketing initiative?” Feb. 8, 2012 | “Content marketing becoming vital,” Feb. 13, 2012 | “10 Great Websites: SAS.com,” Sept. 13, 2010.

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**Content Marketing Institute**: Resources | “12 Lessons for Focusing Your Content Marketing Strategy on Education,” Sept. 16, 2013.

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**Cadillac**: Cadillac User Experience Technology—CUE

# resources

## list of resources continued:

**Xerox®**

**Fast Company**

**Google Drive**

**Syniverse®**

**Spotify®**

**LeadPages™**

**UserVoice**

**Pinterest**

**Evernote**

**Eccolo Media:** "Content Consumption in the Sales Cycle: 2014"

**Hubspot Blog:** "How to Map Lead Nurturing Content to Each Stage in the Sales Cycle"

| Feb. 16, 2012.

**Impact Analytix | Jen Underwood:** "Business Analytics 101"

**Oracle®:** Business Analytics

**SAP:** "Run Simple"

**3d-car-shows | Gerald Ferreira:** "Cadillac Contextual Research Drives Innovative Tech Design"

| Jan. 8, 2012.

**Mashable | Raja Rajamannar:** "Mobile 2015:15 Mobile Trends to Watch in 2015"

**Eloqua | Joe Chernov:** "Content Marketing in a Blink: The Content Grid v2".

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Buyers and Online Content."

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**Skyword:** "Image SEO: Pictures Can Increase Your Readership," June 6, 2012.

**MECLABS at Marketing Experiments:** "Headline Optimization" Web Clinic, June 23, 2011.

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**Apple, Inc.:** “1,000 songs in your pocket,” iPad and iPhone Apps.

**Android Community:** Android Apps.

**The Negotiations Experts:** Business Cartoons.

**Statista:** “Statistics and facts about Mobile App Usage,” 2014.

**HealthFitness®:** “Personalization.”

**Evergage**

**Syniverse®** | Mobile Analyst Gigaom Research: Webinar: “In 2015 It’s All About “ME” — Mobile Engagement That Is. Are You Ready?”

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**Domo:** “Data Never Sleeps 2.0.”

**Demand Gen Reports:** The 2014 Lead Nurturing and Benchmark Study

**Software Advice:** “Marketing Automation Software Buyers Guide”

**Published & Profitable | Roger C. Parker**

**Schneider Electric:** Energy University

**Constant Contact:** Learning Center

**DemandGen Report:** “2014 B2B Content Preferences Survey: Mobile-Optimized Content with Visual Appeal Catches the Attention of B2B Buyers.”

**Stanfy:** SlideShare: “Fitness in Mobile: A Case Study,” June 14, 2013

**Curata:** Content Marketing Editorial Calendar Templates: The Ultimate List, 2014 | Content Marketing Tools: The Ultimate List, 2015.

**Brian Solis | JESS3:** Visualization Prism: “The Conversation Prism,” 2015

**Learnmindpower.com | John Kehoe:** “The Law of Constant Change.”

**SocialMediaExaminer.com | Michael Stelzner:** “How to Add Retweet Buttons in Your PDF Documents.”

# resources

## list of resources continued:

### Books

[The Challenger Sale: Taking Control of Customer Conversation](#) | Matthew Dixon and Brent Adamson  
[Launch: How to Propel Your Business Beyond the Competition](#) | Michael A. Stelzner  
[Get Content, Get Customers: Turn Prospects into Buyers with Content Marketing](#) | Joe Pulizzi and Newt Barrett  
[SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers](#) | Jill Konrath  
[Free Prospecting Tool Kit](#) | Jill Konrath | <http://www.jillkonrath.com/sales-resources>  
[Leveraging Trigger Events eBook](#) | Jill Konrath | <http://www.jillkonrath.com/prospecting-trigger-events>  
[Tell To Win: Connect, Persuade, and Triumph with the Hidden Power of Story](#) | Peter Guber  
[The Speed of Trust: The One Thing That Changes Everything](#) | Steven M. R. Covey  
[Influence: Science and Practice](#) | Robert B. Cialdini

### Infographics

[The 7 Triggers for Irresistible Content](#) | Deb Monfette | [contenttriggers.com](http://contenttriggers.com)  
[Cadillac CUE: Connecting Lifestyles](#) | Cadillac  
[The Content Grid v2](#) | Eloqua and Jess3  
[Data Never Sleeps 2.0](#) | Domo  
[The Conversation Prism 2015](#) | Brian Solis and JESS3

### Videos

[Cadillac User Experience](#) | CUE | Cadillac | [http://youtu.be/CB\\_FmEfedA0](http://youtu.be/CB_FmEfedA0)  
[Video Scribing](#) | Ydraw | Whiteboard Anomation Video | <https://www.youtube.com/watch?v=jZ1E98Sr64Q>

# about deb monfette



Deb Monfette, content creator and strategist, helps B2B companies save time. She creates and repackages content to attract and engage buyers, and nurture them throughout the buying cycle and after the sale.

With over 22 years experience in technology, Deb excels at creating content that explains how complex or disruptive ideas, products, or services solve urgent problems for today's overwhelmed business buyer.

Deb has a very visual and creative background working with start-ups and launching new products and services. She created one of the first 3-D package design studios in the country and worked with Playtex, Inc. to decrease the design cycle from 6 months to just under 4weeks.

She is a published author with Customer Engagement Magazine a digital publication in iTunes. Using rich media, the contributors help motivate, instruct, and inspire you to be your best in empowering your employees to engage your customers through every touch point.

## What can I help you with?

If you need help creating high-quality, personalized content to engage your customers, partners, and employees, or simply have a question, **email me** [deb\[at\]contenttriggers.com](mailto:deb[at]contenttriggers.com) or call me at 603-818-8814.

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