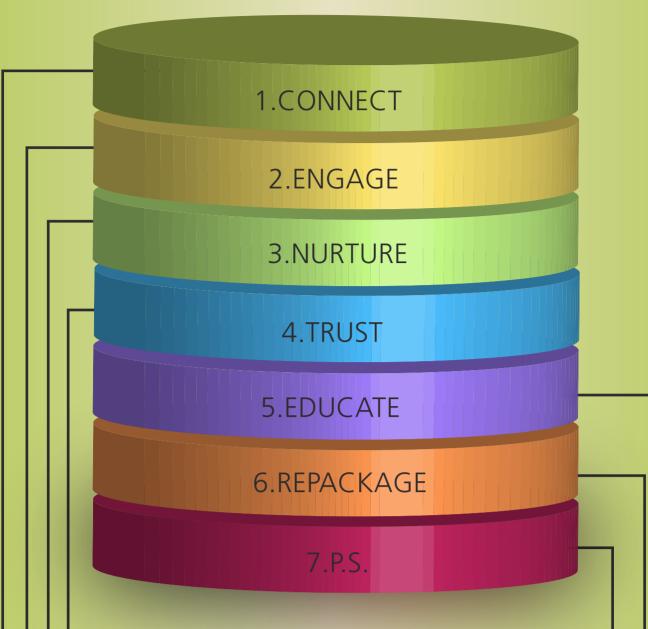


Buyers have a ravenous appetite for information when searching for things they want, or problems they wish to solve. They are also looking for sources they can trust.

Companies have jumped in to serve these buyers with content. They're blogging, tweeting, sharing white papers, creating videos, sending emails and more. But many are struggling with it. Some have the wrong message. Others have the wrong type of content for their audience. Still others have no content plan or promotion strategy.

Content has to be crafted in a different way from what many companies are used to. These 7 triggers position the customer at the C-E-N-T-E-R of communications in this digital age. You can turn your strategy right around using the 7 Triggers for Irresistible Content to attract and engage loyal customers.

HOW IT WORKS



CONNECT

You can send out all the messages, emails, reports, texts and tweets you want. But without making the buyer engaged enough to want to interact with you and request more information.

ENGAGE People are inundated with information,

excessive multitasking, and "8 second" attention spans. There are three key ways to engage them. One is to make the experience personal. What will grab your buyers' attention and keep them interested?

Your prospect is interested. In fact, she's

gone so far as to tell you so. If you lose her attention now, she'll most likely look elsewhere. Content can be a great way

NURTURE

TRUST Build trust and credibility up front to get results with less effort, in less time, and make it more cost effective.

to stay in touch and guide buyers

through their journey, if done well

EDUCATE

Buyers can spend a lot of time researching. By educating them, you act as a guide to help establish requirements and reamline the entire process. As they move further along the cycle, educate them on your specific solutions. You will earn their trust and they'll be much more open to your products and services.

REPACKAGE

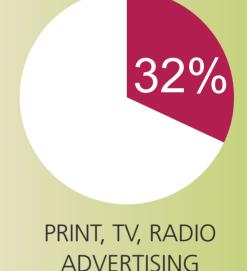
Content is an asset. You spend valuable time and money researching and planning to attract customers. Increase your return on investment and expand your reach by repackaging content into different forms for different needs.

P.S. PLAN & SHARE Take the elements of the last six triggers and

map out a plan to create content that gets results. Of course without sharing and promoting your content, you won't get much visibility. Plan in advance all the places you wish to share and promote. Include them in your content plan. Just be sure your content is showing up where your ideal customers are and is addressing their needs throughout the process.

WHO'S DOING IT THE FUTURE OF B2B MARKETING (2011 SURVEY) // CURRENT STRATEGIES USED





CHALLENGES

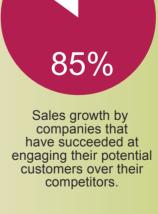
B2B CONTENT MARKETING // 2012 BENCHMARKS, BUDGETS & TRENDS

Say the biggest B2B marketing challenge is producing engaging content

Key Influence

Say the second-biggest challenge is producing enough content **GET THE FACTS** Sales Growth





HERE'S THE STORY

"In 2012, short-term attention spans deflated down to just eight seconds."

- STATISTIC BRAIN, ATTENTION SPAN STATISTICS -

"Freely accessible, high-quality educational content is proving to be more effective than advertising."

- AMERICAN MARKETING ASSOCIATION (AMA) -

"The new, star sales performers are the Challengers. They challenge customers' thinking with new ideas and ways to solve problems."

Research by SALES EXECUTIVE COUNCIL

- THE CHALLENGER SALE, by MATTHEW DIXON & BRENT ADAMSON -

"Those who enjoy the greatest success establish a brand... They then constantly build upon it, repackaging

their original concept in as many ways as possible."

- ROGER C. PARKER, THE BEST-SELLING \$32 MILLION AUTHOR -

Click to Get the FREE Report at contenttriggers.com.

B2B Marketing Trends Survey 2011 Report; HiveFire, Inc., Aug, 2011 // B2B Content Marketing: 2012 Benchmarks, Budgets, and Trends; Content Marketing Institute (CMI) and Marketing Profs // Inside the Mind of The B2B Buyer: Influences Outside the Funnel; Genius.com and DemandGen Report, Feb. 24, 2010 // Gallup, http://www.gallup.com/consulting/49/Customer-Engagement.aspx // Attention Spans; STATISTIC BRAIN, http://www.statisticbrain.com/attention-span-statistics // Educational Marketing: An Emerging Competitive Advantage; The American Marketing Association, Webinar, March 22, 2010 // The Challenger Sale: Taking Control of Customer Conversation; Matthew Dixon and Brent Adamson http://www.executiveboard.com/challenger/index.html // Roger C. Parker, Interview, Feb. 2012 // Initial Infographic Design by Skye Gould //

Design refinement and creation of concept, 7 Triggers for Irresistible Content, by Deb Monfette at contenttriggers, LLC.