

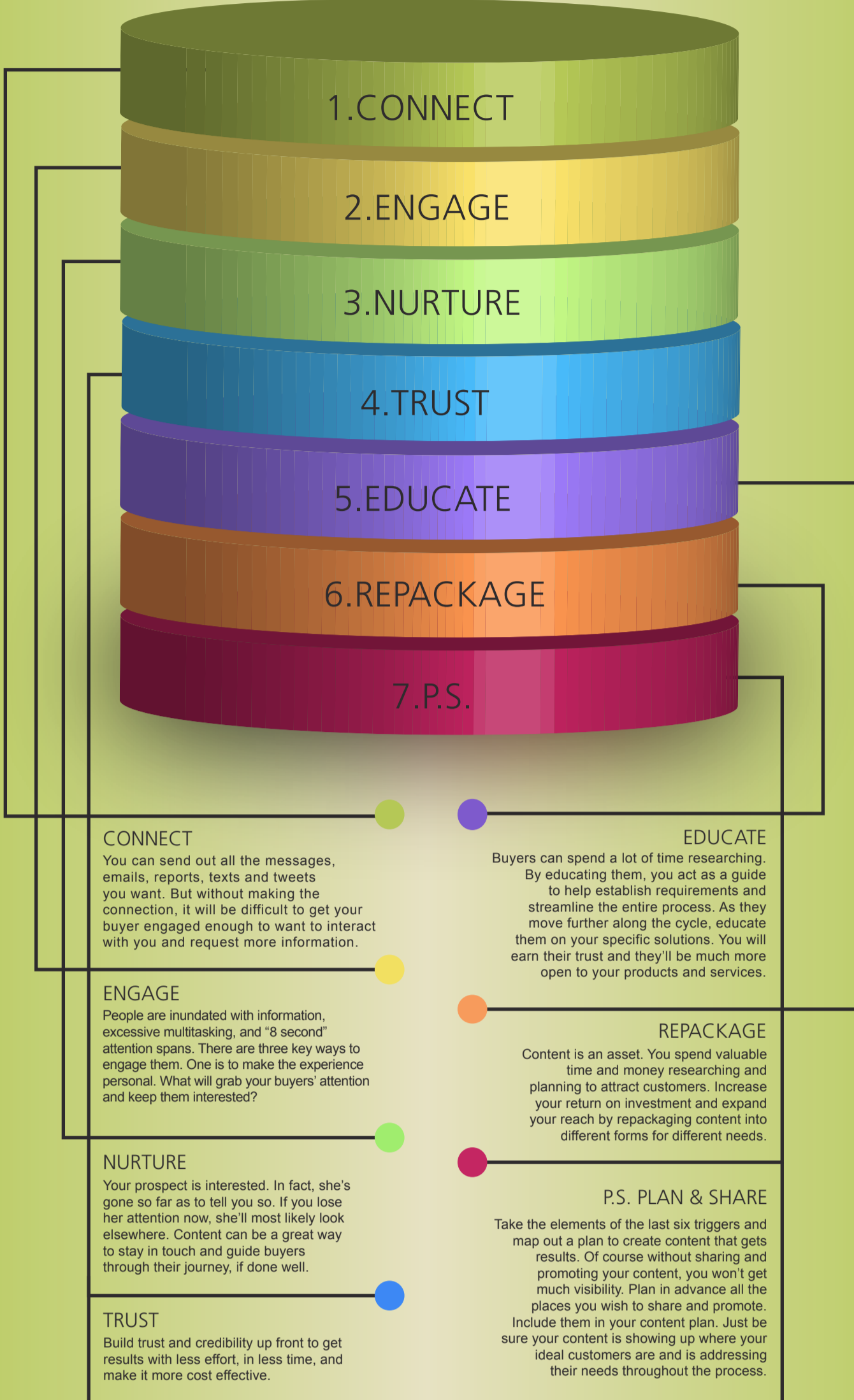
# 7 triggers for irresistible content

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.

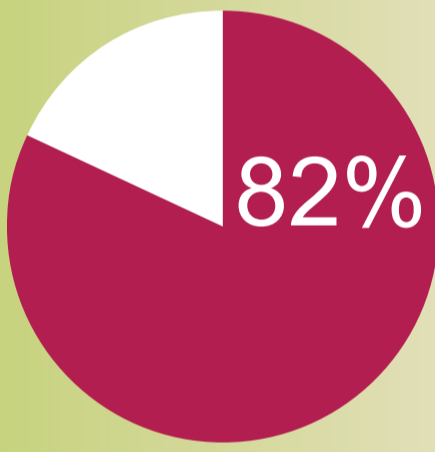
Content has to be crafted in a different way from what many companies are used to. These 7 triggers position the customer at the C-E-N-T-E-R of communications in this digital age. You can turn your strategy right around using the 7 Triggers for Irresistible Content to attract and engage loyal customers.

## HOW IT WORKS

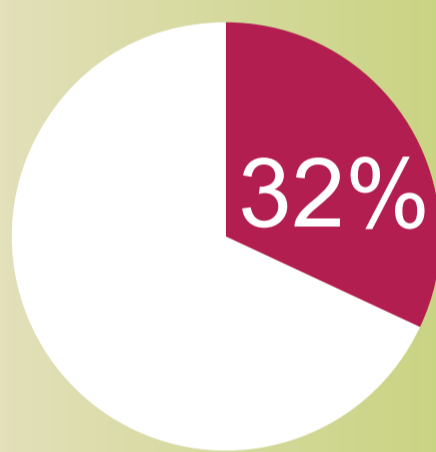


## WHO'S DOING IT

THE FUTURE OF B2B MARKETING (2011 SURVEY) // CURRENT STRATEGIES USED



CONTENT MARKETING



PRINT, TV, RADIO ADVERTISING

## CHALLENGES

B2B CONTENT MARKETING // 2012 BENCHMARKS, BUDGETS & TRENDS

**41%**

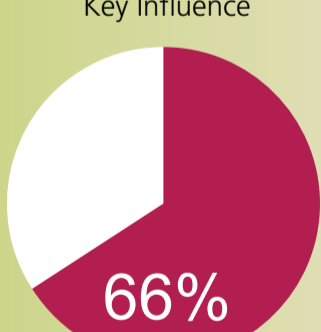
Say the biggest B2B marketing challenge is producing engaging content

**20%**

Say the second-biggest challenge is producing enough content

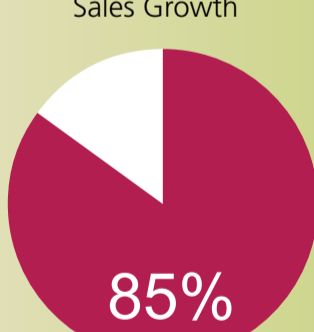
## GET THE FACTS

Key Influence



Believe that consistent and relevant communication provided by both sales and marketing was a key influence in choosing a company.

Sales Growth



Sales growth by companies that have succeeded at engaging their potential customers over their competitors.

## 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."*

– THE CHALLENGER SALE, by MATTHEW DIXON & BRENT ADAMSON –  
Research by SALES EXECUTIVE COUNCIL

*"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](http://contenttriggers.com) at [contenttriggers.com](http://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.