

# CUSTOMER

# ENGAGEMENT

LATE AUGUST 2013  
ISSUE 12



## 7 INGREDIENTS

THAT CAN COMPLETELY TRANSFORM  
YOUR MARKETING CONTENT

Deb Monfette

MARK SANBORN: UP, DOWN, OR SIDEWAYS.  
WHAT YOU MUST ALWAYS DO TO SUCCEED  
WHEN TIMES ARE GOOD, BAD, OR IN BETWEEN  
*BY: PHIL TAYLOR*

MELONIE DODARO: TOP DOG SOCIAL MEDIA  
*BY: TOM CUNNINGHAM*

# CONTENTS

➤ LETTER FROM THE EDITOR

➤ AMAZING CUSTOMER SERVICE GIVES COMPETITIVE EDGE IN ANY ECONOMY AND ANY MARKETPLACE  
*SHEP HYKEN*

➤ PERSONAL VELOCITY: BETWEEN BOREDOM AND BURNOUT  
*JIM CATHCART*

➤ MINDSET MANAGEMENT - THE POWER OF USING YOUR INTUITION TO GROW YOUR BUSINESS AND ACHIEVE YOUR GOALS  
*RAY STENDALL*

## COVER STORY

➤ 7 INGREDIENTS THAT CAN COMPLETELY TRANSFORM YOUR MARKETING CONTENT  
*DEB MONFETTE*



➤ HOW TO DETERMINE HOW MUCH WORK IS ENOUGH EACH DAY: WHAT IS THE LIMIT TO YOUR PRODUCTIVITY?  
*LAURA STACK*

## BONUS

➤ MARK SANBORN: UP, DOWN, SIDEWAYS. WHAT YOU MUST ALWAYS DO TO SUCCEED WHEN TIMES ARE GOOD, BAD, OR IN BETWEEN  
*PHIL TAYLOR*

➤ USING BEHAVIORAL DIFFERENCES TO BUILD TEAMS THAT WORK  
*DR. TONY ALESSANDRA*

BONUS



MELONIE DODARO: TOP DOG SOCIAL MEDIA  
*TOM CUNNINGHAM*



ARE YOU WILLING TO SOCIALIZE WITH YOUR CUSTOMERS?  
*LIOR ARUSSY*



SALES STRATEGIES FOR A TOUGH ECONOMY  
*DON HUTSON*



THE MAGIC PLAN  
*NAPOLEON HILL FOUNDATION*



BAD CUSTOMER LOYALTY EXPERIENCE:  
VISA CUSTOMER SERVICE SKETCH



GOOD CUSTOMER LOYALTY EXPERIENCE:  
ROSS SHAFER TELLS AN INSPIRING CUSTOMER SERVICE STORY



MOTIVATIONAL VIDEO:  
STEVE JOBS' INSPIRATIONAL SPEECH  
"IF TODAY WERE THE LAST DAY OF MY LIFE"



© Konradlew | Dreamstime.com

# 7 Ingredients That Can Completely Transform Your Marketing Content

by Deb Monfette

I stumbled onto an article at [BtoBonline](#) that caught my eye. It was about Xerox Corp., the leader in the business process and document management industry. They took two of their top challenges and transformed them into opportunities. This led to more than 1,500 sales appointments and generating more than \$1 billion in a 12-to-18 month sales cycle.

First, they decided to create a new voice and show *how they were different* and not just

better than the competition. While everyone else was focusing on problems, they took a look at the bright side. Their new campaign with agencies Roberts Communications and Babcock & Jenkins, was released last year and called “Get Optimistic.”

Xerox solved their second challenge by transforming their sales collateral into *content that had a high perceived value*. They created a custom magazine, print and digital editions, in partnership with Forbes as a trusted

resource. It includes content such as customer stories and tips from Xerox executives. (The full article can be found at [BtoBonline Magazine](#) by Charlotte Woolard<sup>1</sup>.)

Why is this important?

Last month, we took a dive into the top two challenges marketers are facing with content. One of these challenges was creating **engaging** content that attracts and keeps a buyer's attention.

Xerox not only made the connection with their potential clients, but they made it so engaging they generated huge revenues.

In this article, I'll take you to back to the basics. You'll be introduced to a strategy where you can not only create more engaging content, but craft a plan to produce enough of it. Even better, it will give you ingredients to create a solid foundation for communicating with your potential customers and give you the best chance to increase your revenues.

## Why Change?

The average focused attention span in 2000 was 12 seconds. In 2012, short-term attention spans deflated even more, to just *8 seconds*<sup>2</sup>—the aftermath of the addictive nature of Web browsing and getting what you want at the touch of a finger.

We live in a world primed for speed, convenience, ease of use, sharing, personalization, waning trust, chaos, 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.**

Yet in the middle of all these changes, there's *one* thing that remains the same.

**You're marketing to people.** Your prospects and 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 along the buyers' journey.

Jonathan Becher, CMO of SAP, a market leader in enterprise application software and services, 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.”<sup>3</sup>**

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**.



Photo © Almagami | Dreamstime.com | Modified by Deb Monfette

## The 7 Basic Ingredients

To pick this apart, I've developed 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 ... remember ... apply and tweak as people, trends and objectives change, regardless of the types of content. But the basics would always remain the same.

It's called the CENTER Strategy.

It includes 7 basic ingredients called triggers: Connect – Engage – Nurture – Trust – Educate – Repackage – P.S. Plan. Share. (We'll briefly touch on all 7. In future articles, we'll get more in depth on each one with tips and examples... You can also get my free eBook<sup>4</sup> on the topic [here](#).)

These 7 triggers position your customer at the *center* of all your marketing content.

They can help your potential customers determine their needs, refine requirements and visualize new solutions that drive them to take action.

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

They can also make your brand highly visible, while positioning you as a trusted resource to increase customer loyalty. These 7 triggers can speed up the entire process where **everyone benefits**.

But just like baking a cake, missing one of the ingredients can ruin the entire experience.

Lets' start with...



The biggest key to attraction is to connect with your ideal client. **It's the most complex, but vital ingredient. However, it's often the missing link.**

You can send out all the emails, reports, 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.

Two pillars determine the strength of your message in making a connection.

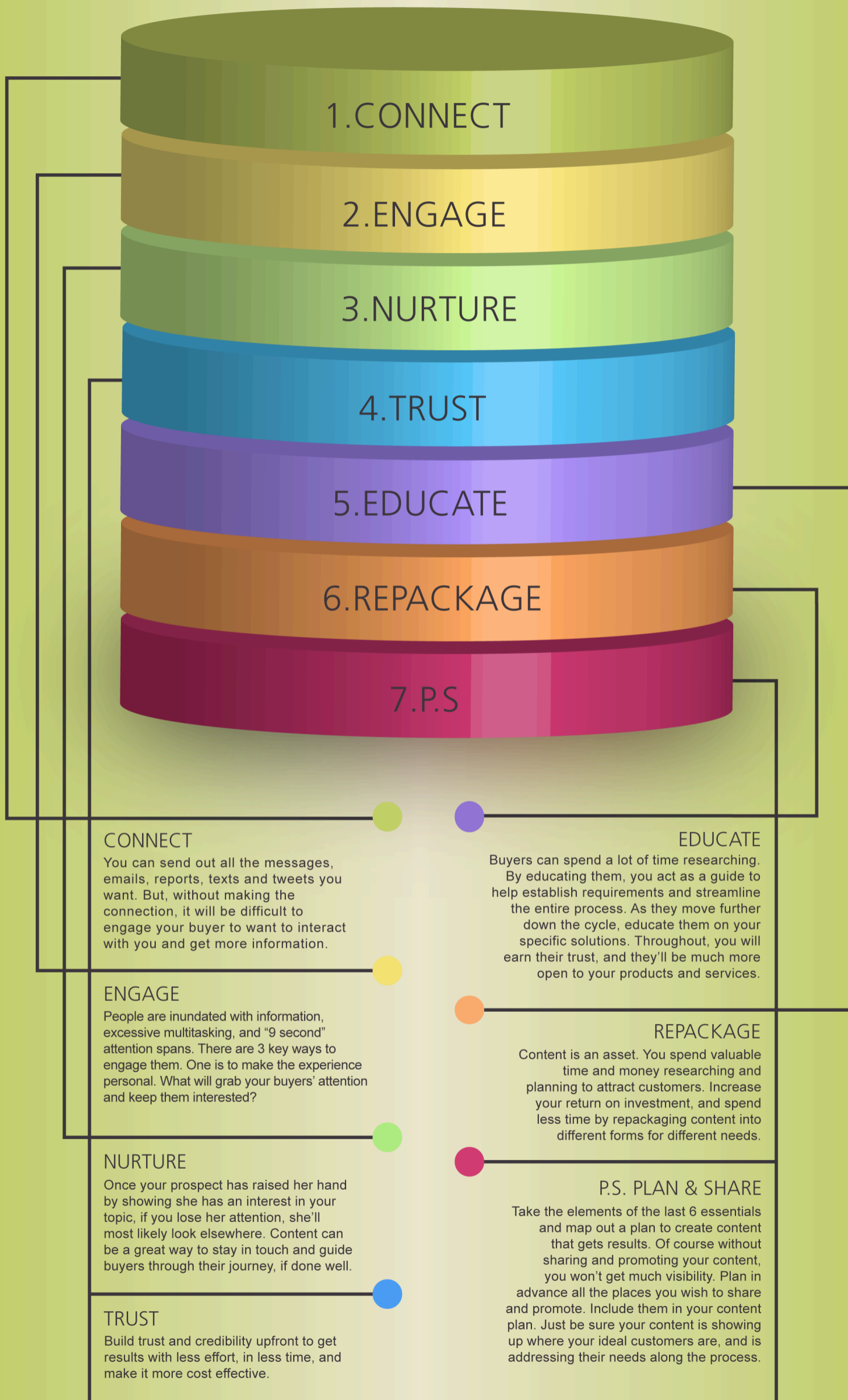
One is the **Purpose** for your message. Take your business out of the boxing match on price and quality and determine the bigger purpose your company is trying to fulfill. What is the one unique benefit or solution *only* your product or service can offer that really matters to your *select group* of clients? This becomes your voice and the beginning of defining your purpose, just like Xerox did.

The other pillar is your **Ideal Customer**.

Here's where all the research about your ideal customer comes together. It helps you create the right content, for the right buyers. Topics that capture their attention based on what *they* want to learn more about.

The way you connect 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

# HOW IT WORKS



it, keep it on her to-do list or she'll ignore it. Remember the **8 second rule**.

There are several other ingredients for defining your purpose and ideal client. We'll get to these in the next article which will focus on ways to connect with your audience.

Remember, the right message can spark the initial attraction or connection. But to keep your buyer's attention and empower her to take the next step, you need to...

## #2 ENGAGE

It's the next critical step in the content process in acquiring customers and repeat buyers.

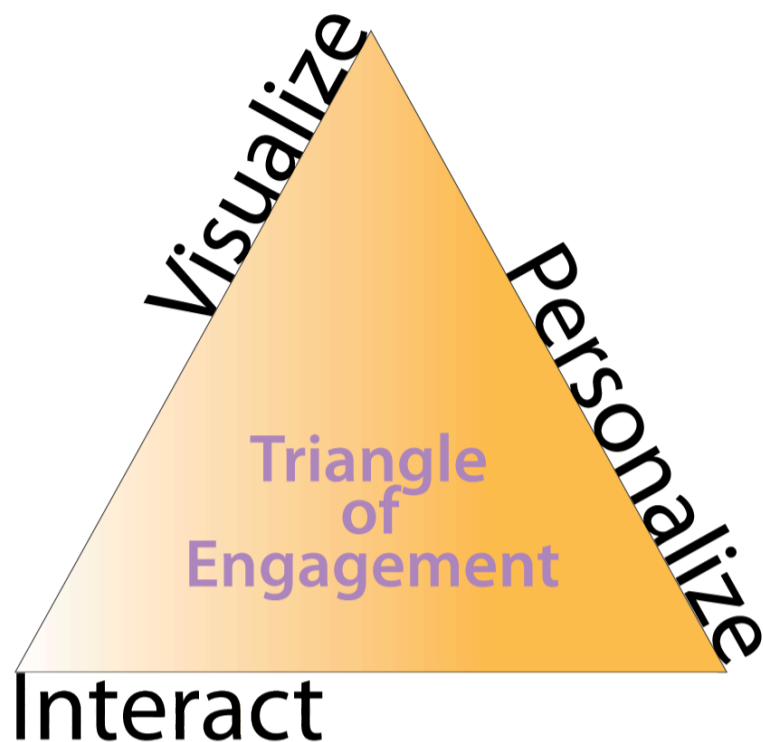
Buying is not just about rational thinking—price, speed, increasing efficiency and all the data. Whether it's B2C (business-to-consumer) or B2B (business-to-business), buying is wrapped up in emotions.

According to a poll from Gallup, companies who are succeeding at engaging their potential customers have outperformed their competitors by 85% in sales growth. **“Their customers buy more, spend more, return more often and stay longer.”**<sup>5</sup>

But it can be difficult being up against excessive multitasking, short attention spans and massive amounts of information.

**There are three key ways to trigger engagement.** One is to get your audience to **visualize** their challenges and possible

solutions. Two is to make the experience **personal**. And three is encourage them to **interact**. (We'll discuss all three in a future article.)



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” client.

## #3 NURTURE

Not everyone is ready to buy. Marketing Sherpa blog released results of the *2012 B2B Marketing Benchmark Report*. They revealed that **73% of all B2B leads are not sales-ready**<sup>6</sup>.

The key is to stay in touch, increase awareness of your solutions and build the relationship.



In future articles we'll look at three big content challenges faced when nurturing potential clients and how to overcome them to meet your stated goals. We'll also determine what content could be a good fit, such as eNewsletters and blogs.

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

## #4 TRUST

One of the biggest takeaways from *Steven M. R. Covey* 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>7</sup>**

Content geared toward serving your buyers' interests and needs is the foundation of trust. But it's not quite enough. It's also crucial to have credibility builders throughout your content that highlight your expertise, success stories and third party resources. In future articles, we'll look at ways to build trust, credibility and perception before the buying process begins.

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

## #5 EDUCATE

Buyers can spend loads of time researching and sorting information. If you provide them with content they can trust, you can guide them to solutions and new opportunities, help establish requirements, and streamline the entire process. But most importantly, you save them loads of time and money while relieving their stress.

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

Remember, 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.

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

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

In future articles, we'll uncover ways to educate your clients with content.

You may be wondering, “How can I create all this content?”

# #6 REPACKAGE

To reach more buyers easily, simply repackage new content into different forms and across different media channels. But be strategic by using the information from the other 5 triggers to determine the most effective ways to do this. You're establishing a relationship with multiple points of contact in the form of different content types.

In fact, a study conducted by *Content Marketing Institute and Marketing Profs* reported that marketers are using an average of 12 different marketing tactics. They measured this out of 26 they tracked from social media, blogs, case studies, mobile apps and more.<sup>8</sup>

As an example, take the main points of a white paper and craft a tip sheet, an infographic, a webinar, an article in an eNewsletter, and a blog post. But don't copy it exactly, mix it up a bit and add other information. Take the success story from that same white paper and create a video case study. That's seven pieces of content in different formats addressing a similar topic and voice. This gives your audience a chance to choose the type of content they like to consume. If the shorter content engages them, they're likely to look for more and even download your more in depth white paper.

You can also breathe new life in existing content as well as referencing content from other sources.

Stay tuned for more articles on repackaging content.

# #7 P.S. PLAN. SHARE.

But we're not done. As with all content there should be a call to action to take the next step. In this case it's Plan and Share.

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

## **Plan.**

It's important to develop a content or editorial calendar. This will be your roadmap to consolidate all your data, research, ideas and content types from the last 6 triggers. It's also the place to schedule in areas where you need more content. To be effective it's important to plan, manage, share, track and measure your content, as well as your keywords and content creators.

## **Share.**

If you don't share and promote your content you won't get much visibility. So plan in advance all the places you wish to share and promote your content, both online and offline. Build it into your content plan so you are leveraging social and other avenues for sharing and distributing your content.

## To Sum it all up...

**The only certainty in life is uncertainty.  
The only constant in life is constant change ...  
We value comfort, stability and certainty,  
and 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>9</sup>

If you want to make a bigger impact with your content, this is your opportunity to make changes. Adding these 7 ingredients to your content mix gives you the best chance to not only engage but to interact with your ideal buyers and their changing behaviors.

Content, if done well, can help convert buyers into long-term customers and advocates of your company.

Xerox is just one of many companies experiencing terrific results from changes they've made by transforming content into

something valuable and useful to their audience.

Stay tuned for future articles on marketing with content using each of these 7 ingredients. There's a lot to discuss.

Which of these 7 Triggers are you already using?

Which of these would you like to incorporate into your marketing content?



*Password:  
August2013*

---

### Sources:

1. "How Xerox uses custom magazine to get past admin gatekeepers" Bto Magazine [http://www.btobonline.com/article/20130820/MANAGEMENT01/308139998/how-xerox-uses-custom-magazine-to-get-past-admin-gatekeepers?utm\\_source=itm](http://www.btobonline.com/article/20130820/MANAGEMENT01/308139998/how-xerox-uses-custom-magazine-to-get-past-admin-gatekeepers?utm_source=itm)
2. "Attention Span Statistics." The Associated Press <http://www.statisticbrain.com/attention-span-statistics/>
3. "CMO Close-Up with Jonathan Becher, CMO of SAP." BtoBOnline. [http://www.btobonline.com/apps/pbcs.dll/article?AID=/20110928/CMO\\_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit](http://www.btobonline.com/apps/pbcs.dll/article?AID=/20110928/CMO_NEWSLETTER/309279991/cmo-close-up-with-jonathan-becher-cmo-of-sap#seenit)
4. "7 triggers for Irresistible Content" Contenttriggers, LLC <http://www.contenttriggers.com/7-triggers-for-irresistible-content-report-form.html>
5. "Customer Engagement: Unleashing the Potential for Growth," Gallup.com <http://www.gallup.com/strategicconsulting/en-us/customerengagement.aspx>
6. "Email Marketing: The importance of lead nurturing in the complex B2B sale" <http://sherpablog.marketingsherpa.com/email-marketing/b2b-lead-nurturing-importance/>
7. "The Speed of Trust: The One Thing That Changes Everything" by Steven M.R. Covey.
8. "B2B & B2C Content Marketing: 2013 Benchmark, Budgets, and Trends-North America" conducted by The Content Marketing Institute and MarketingProfs. [http://www.contentmarketinginstitute.com/wp-content/uploads/2012/10/B2B\\_Research\\_2013\\_CMI.pdf](http://www.contentmarketinginstitute.com/wp-content/uploads/2012/10/B2B_Research_2013_CMI.pdf)
9. "The Law of Constant Change." Kehoe, John. <http://www.learnmindpower.com/articles/law-constant-change>



## Deb Monfette

Deb is the founder and content creator at Contenttriggers, LLC, who has a passion for helping companies find creative ways to craft content that attracts customers. She works with marketers to rethink how they communicate through relevant content that positions their ideal customer at the center to grow their business.

She has experience working with technology companies for over 24 years in marketing, sales, product development, customer service, quality assurance, training and consulting with special interest in new products and services. She managed the startup of one of the first 3-D packaging and electronic design studios in the country. Deb is a writer with a love for good design and storytelling. You can read more of her articles on her blog at <http://blog.contenttriggers.com/>, follow her on Twitter at @DebMonfette or connect with her on LinkedIn <http://www.linkedin.com/in/dmonfette>.

She is also a virtual collaborator with *The Profit Project* <http://getmoregrowth.com/>. If you want to discover how to attract eyeballs and build revenues download her ebook, “7 Triggers for Irresistible Content: What every B2B Marketer needs to know to attract and engage loyal customers.” [http://getmoregrowth.com/info/wpbdp\\_listing/deb-monfette/](http://getmoregrowth.com/info/wpbdp_listing/deb-monfette/)



# CUSTOMER ENGAGEMENT



Knowledge for changing times.  
Wisdom from unchanging principles.

<http://www.customerengagementmagazine.com>

Enjoy a free 3-month trial.