

YOUR CUSTOMERS' JOURNEY FUELED BY CONTENT AND SUPPORT



CLOUD VOICE
ALLIANCE

The Customer Journey



A Attention
I Interest
D Decision
A Action

WHAT'S
DIFFERENT
NOW?



A Attention
I Interest
D Decision
A Action

The Customer Journey – Sales Focused View



The Customer Journey – Marketing Focused View



The Customer Journey



The Customer Journey



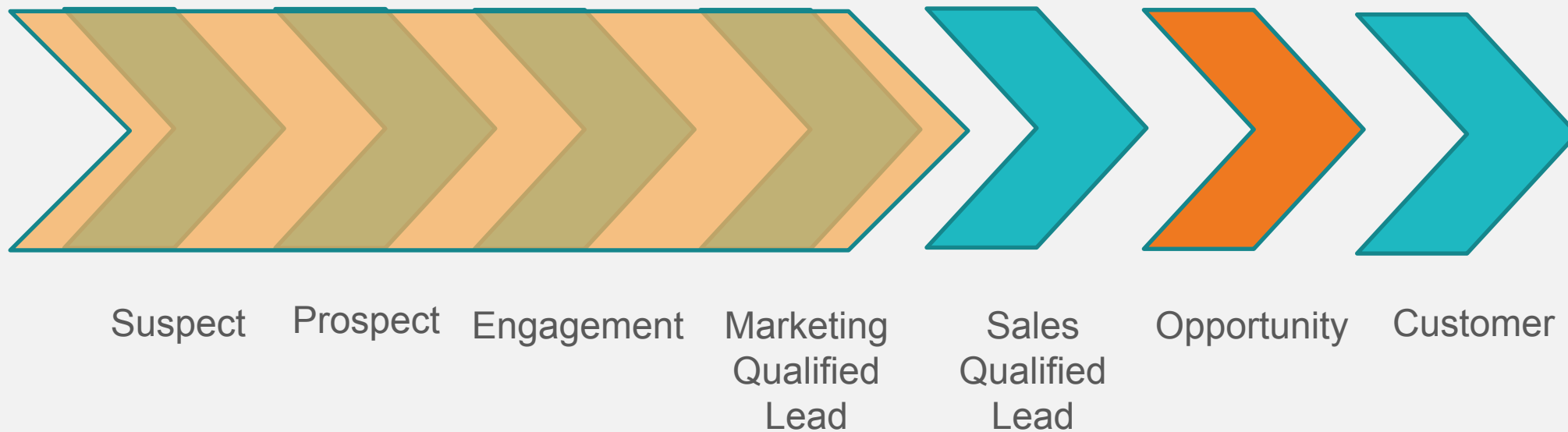
The Customer Journey



The Customer Journey



The Customer Journey



What is Different Now

- Marketing Owns the prospect deeper into their journey
- Bigger organizations may have an entire staff dedicated the early phases of the customer journey
- Digital can be a big part of the early part of journey
- It still takes a sales person to get the deal



Techniques for Engagement

Moving Customers Along Their Journey with the help of the CVA



Attention



Conversion



Engagement

Getting their Attention

Product Marketing

- Product Specifications
- They Know What They Want, So Sell It To Them



Solutions Marketing

- Help Them Define Their Problem
- Education
- Build Trust



Getting Attention with Content

- The content should have a purpose
- Visitors who view/download this content are interested in X
- Visitors who view/download this content are at point Y in their journey
- That puts them onto a list where interest X is nurtured

Tactics for Getting Attention

Digital World

Key Words
Pay-Per-Click
Landing Pages
Key Words
SEM
Pay-Per-Click
SEM
Retargeting
SEO
Remarketing
Landing Pages
Retargeting

Real World

Referrals
Speaking Engagements
Referrals
Advertising
Trade Shows
Direct Mail
Webinars
Speaking Engagements
Direct Mail
Webinars
Trade Shows
Advertising

Getting Attention - Short Form Content



- Viewers are early in the buying cycle
- It's a “bread crumb” to lead them to more relevant content
- It may be a summary or excerpt from other content that is used later in the process.
 - Blog post that is summary of a long form whitepaper
 - One twelve page whitepaper vs four three page articles

Engagement

We are the Experts

- Building Trust
- Thought Leadership
- Education

We can solve YOUR Problem

- We understand your problem
- Other companies who have your problem are our customers
- We have a solution for you

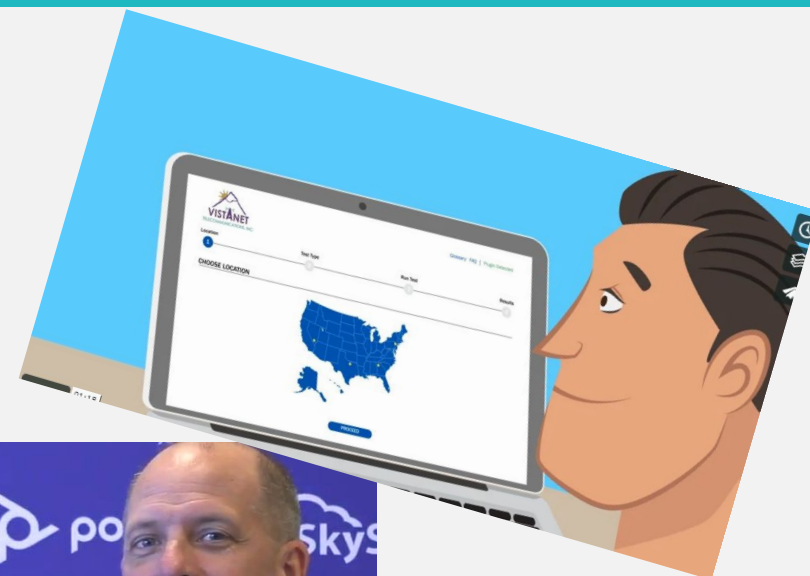
Vitamin Or Pain Killer



Content to Build Interest – Getting Specific

- Solutions Papers
- Ebooks and Guides
- Newsletters
- Interactive video
- Feature guides
- Demo videos
- Testimonials
- Analyst Reports
- Calculators and tools

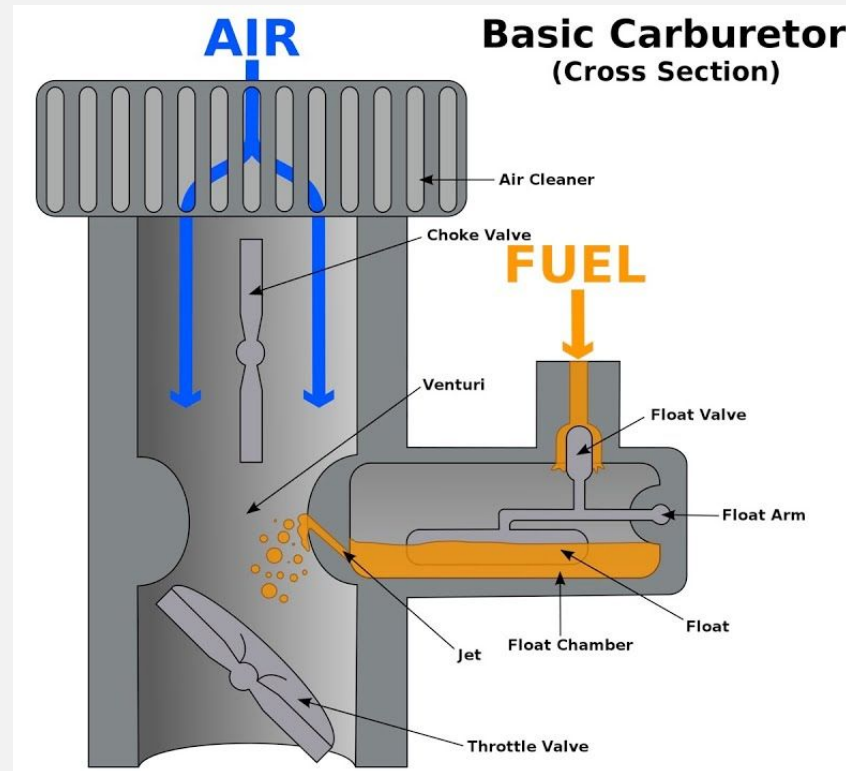
Building Interest- Long Form Content



Content Is The Fuel Of Marketing

Run Rich – Produce more power and burn cooler

Run Lean – Run more efficiently, but with higher levels of byproducts and heat that may damage the engine



Relevance
and Time
Are The Air

Relevance and Time

Creating and delivering the
right content at the
right time based on the
current goal

Content In The Fuel Of Marketing Getting The Mix Right



Cloud Vs Premise Explainer



Where Is That Content

- Rebrandable Marketing Videos
- Training Videos
- Rebrandable Cut Sheets
- White Papers
- Newsletter

Questions?

Contact Me

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