Great content supports great marketing

“That’s interesting, tell me more”

- Internal excitement
- Influencer engagement
- Market distinction
- Prospect attraction
- Sales acceleration
- Customer commitment

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Consistently great content requires an integrated “content engine”

Market insight enables focus on the right customer concerns

Core Initiatives:
- Direct client feedback
- Sales/Business development input
- Advisory interviews and meetings
- Case study research
- Social media monitoring
Strong points of view support distinctive and compelling content

**Core Initiatives:**
- Competitive content assessment
- Deep, iterative analysis
- Collaborative review
- Internal alignment

Editorial strategy directs appropriate formats, timing, and channels

**Core Initiatives:**
- Audience assessment
- Media/social media mix (including internal)
- Partner/syndicated content
- Editorial calendar
- Leveraged production (content repackaging and reuse)
Market engagement uses content for conversation and collaboration

Core Initiatives:
- Primary publications (including social, e.g., blogs, and internal)
- Content syndication
- Influencer relations
- Events and briefings
- Sales and account meetings
- Councils and community

IBM’s Smarter Planet initiative illustrates the content engine

<table>
<thead>
<tr>
<th>Market Insight</th>
<th>Growing concerns about critical global problems (energy, health care, transportation, etc.), including risks and dangers of complex global systems (e.g., financial markets)</th>
<th>Strong interest in technology-based solutions</th>
<th>Increasing demand for corporate social responsibility</th>
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<td>Points of View</td>
<td>The world is becoming more instrumented and interconnected with increasingly intelligent devises and systems</td>
<td>Smarter systems are possible and necessary to solve global problems</td>
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<td>Editorial Strategy</td>
<td>Integrated approach with new content, high profile presentations, advertising, content aggregation (existing IBM and third-party)</td>
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<td>Market Engagement</td>
<td>CEO presentations, IBM.com microsite, smarter planet blog, Twitter feed, polling, online video, PR and advertising push, localized adaptation, internal marketing and sales education</td>
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Success factors include commitment, resources, and a long-term view

Making it work requires:

- Leadership commitment to overall approach, strong points of view, and authentic market engagement
- Cultural shift from product and service promotion to engagement around issues and ideas
- Adequate resources (budget, skills, and time) for each stage of the process
- Willingness and ability to experiment (and sometimes fail) with social media interaction
- Patience!

The first questions are the hardest: Should we do this, and where?

- Getting started:
  - Do we have, or can we get the commitment?
  - What markets and audiences are most important to us, and what issues do they care about?
  - What resources might be available?
  - Who’s in charge, and who needs to be involved?
More information

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