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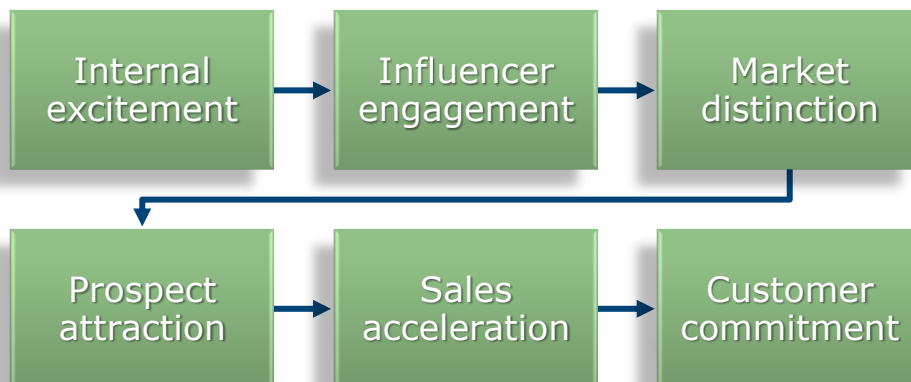
**Building a Content Engine:  
Generating Interest and  
Accelerating Sales with  
Engaging Content and Programs**

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**Great content supports great marketing**

*"That's interesting, tell me more"*



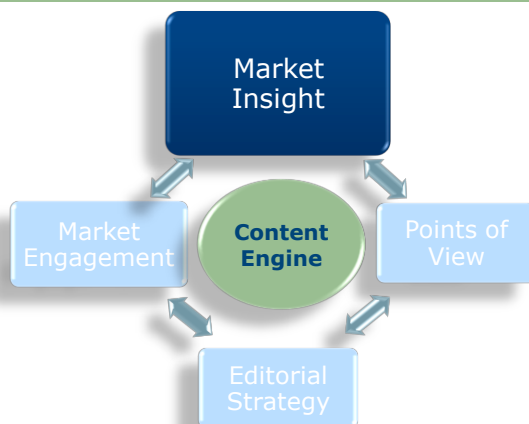
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## Consistently great content requires an integrated "content engine"



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## Market insight enables focus on the right customer concerns

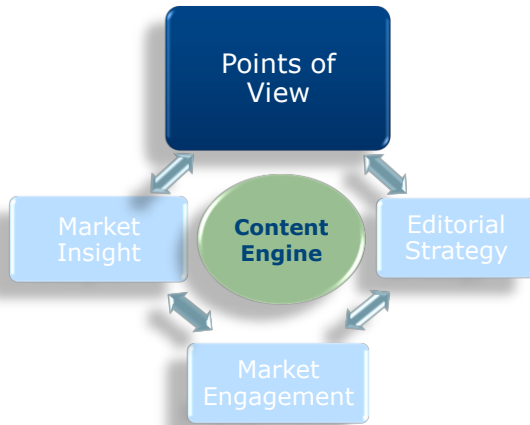


### Core Initiatives:

- Direct client feedback
- Sales/Business development input
- Advisory interviews and meetings
- Case study research
- Social media monitoring

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## Strong points of view support distinctive and compelling content

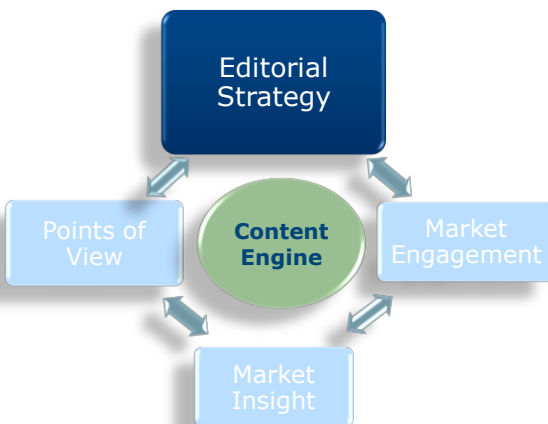


### Core Initiatives:

- Competitive content assessment
- Deep, iterative analysis
- Collaborative review
- Internal alignment

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## Editorial strategy directs appropriate formats, timing, and channels

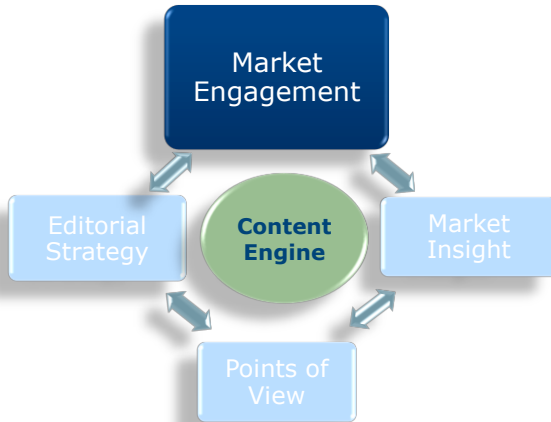


### Core Initiatives:

- Audience assessment
- Media/social media mix (including internal)
- Partner/syndicated content
- Editorial calendar
- Leveraged production (content repackaging and reuse)

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## 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

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## IBM's Smarter Planet initiative illustrates the content engine

<b>Market Insight</b>	<ul style="list-style-type: none"> <li>• Growing concerns about critical global problems (energy, health care, transportation, etc.), including risks and dangers of complex global systems (e.g., financial markets)</li> <li>• Strong interest in technology-based solutions</li> <li>• Increasing demand for corporate social responsibility</li> </ul>
<b>Points of View</b>	<ul style="list-style-type: none"> <li>• The world is becoming more instrumented and interconnected with increasingly intelligent devices and systems</li> <li>• Smarter systems are possible <i>and necessary</i> to solve global problems</li> </ul>
<b>Editorial Strategy</b>	<ul style="list-style-type: none"> <li>• Integrated approach with new content, high profile presentations, advertising, content aggregation (existing IBM and third-party)</li> </ul>
<b>Market Engagement</b>	<ul style="list-style-type: none"> <li>• CEO presentations, IBM.com microsite, smarter planet blog, Twitter feed, polling, online video, PR and advertising push, localized adaptation, internal marketing and sales education</li> </ul>

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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!



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## 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?



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## ***More information***



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