

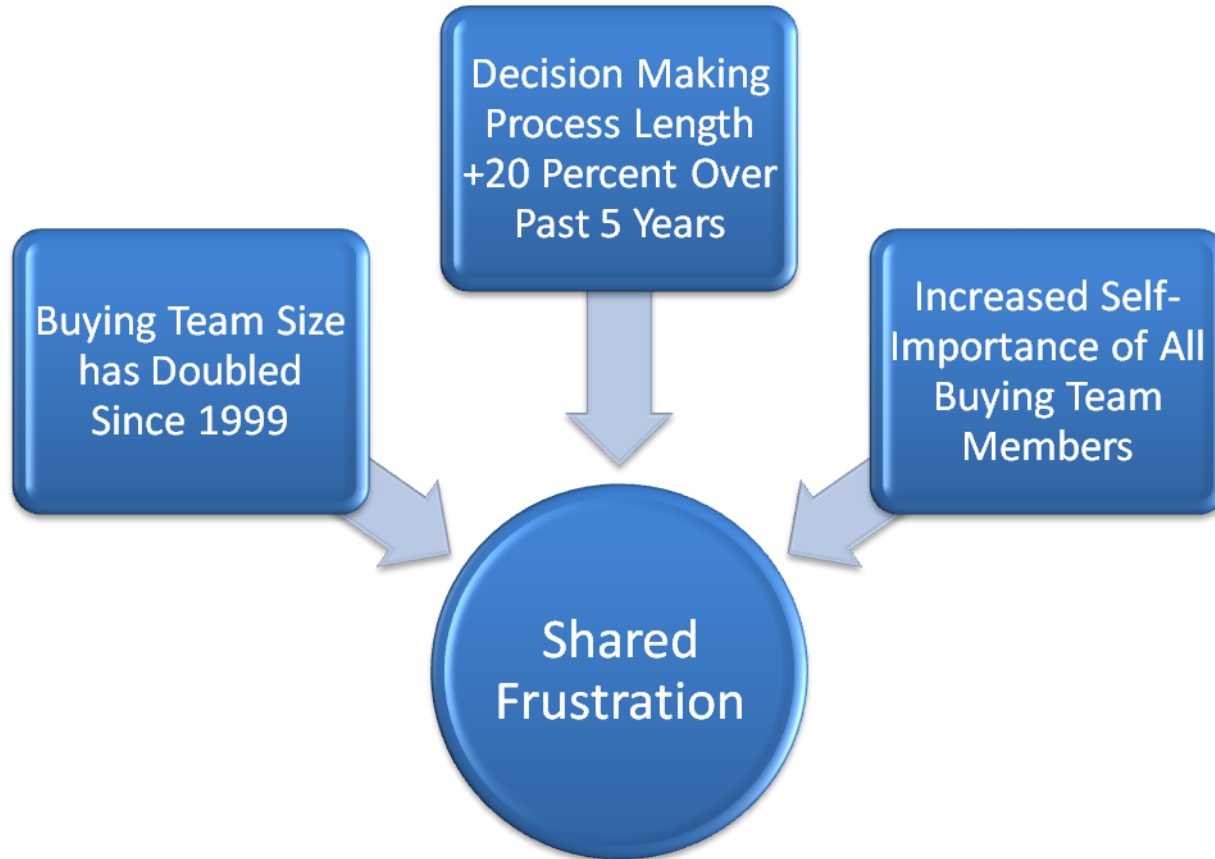
The Marketer as Publisher: Mapping Content to the Buying Cycle and Prospects' Needs

Bob Johnson, *VP & Principal Analyst*
IDG Connect

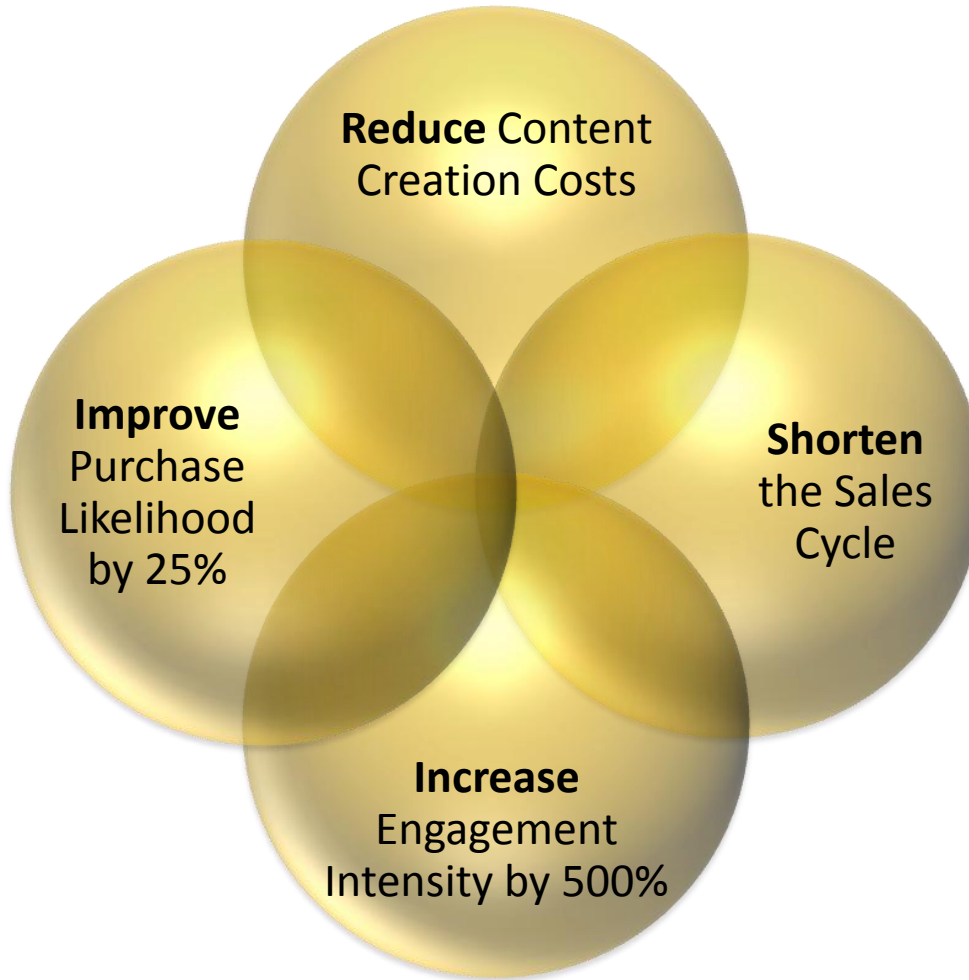
Troy Monney, *VP Global Marketing Execution*
Novell, Inc.
Thursday, September 24, 2009

The IT Buying Process is More Painful Than Ever

(Certain Things Are Beyond Your Control)



Getting Content Right: Potential Impact



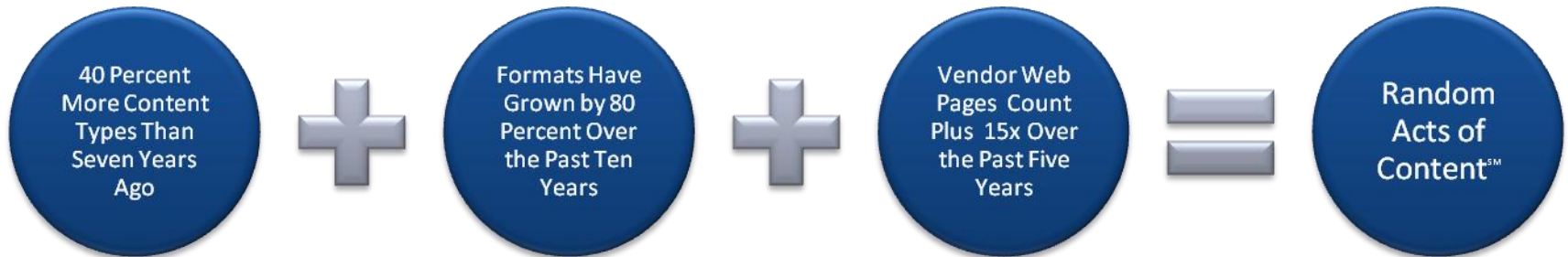
There Are Plenty of Opportunities to Affect the Process and Reduce the Time to Sale



The Content Conundrum

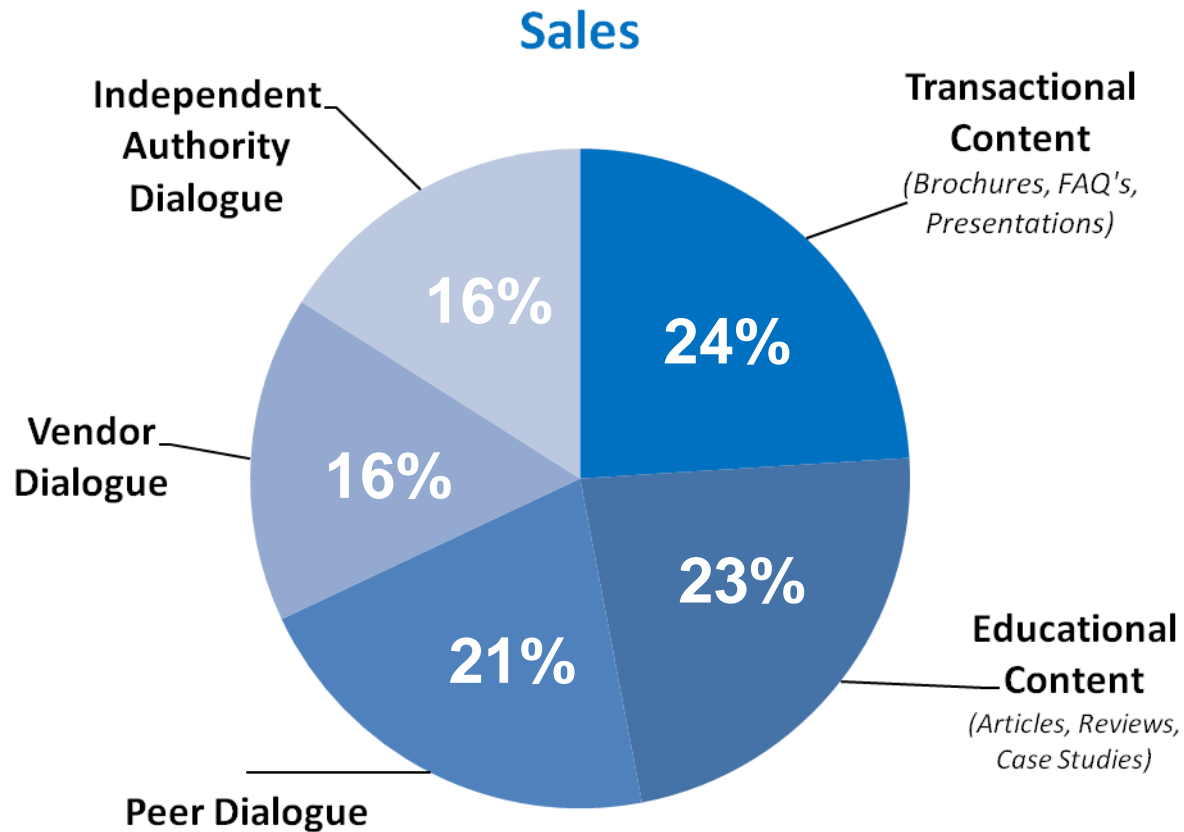
“We keep adding new content to our website but customers and partners complain more than ever that they can’t find what they need.”

— Sr. VP of Marketing, Major Hardware Manufacturer



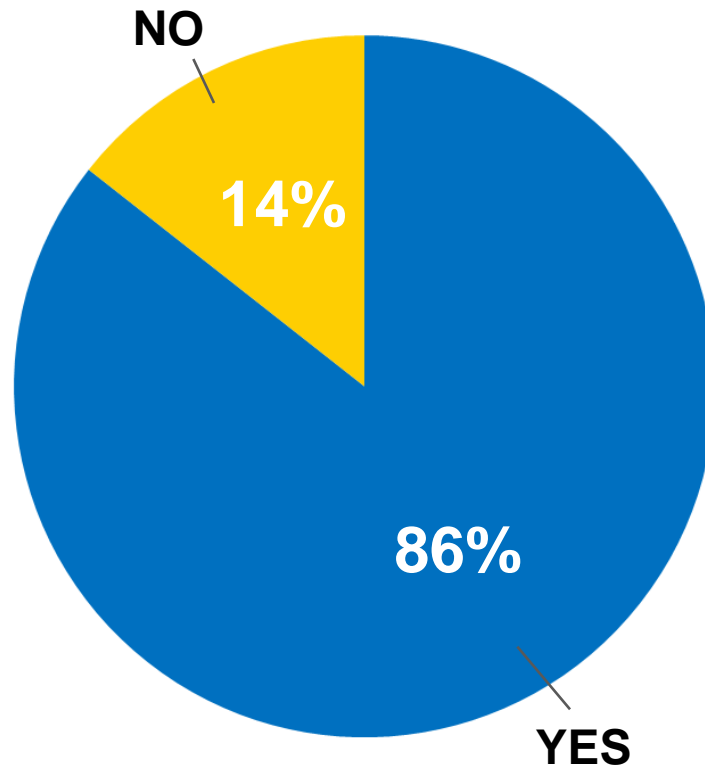
Could this Be You?

Content Plays a Major Role in Determining Who Wins the Sales Pursuit



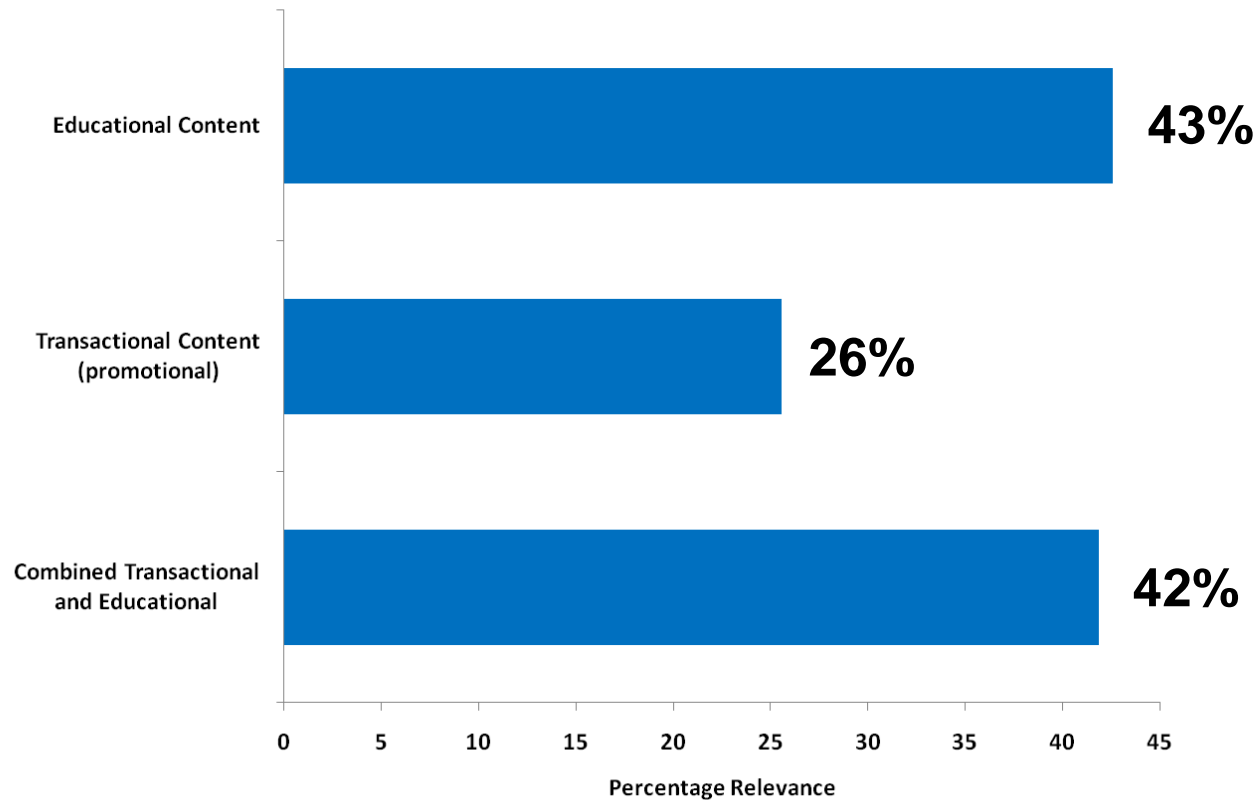
Relevant Content Matters

Question: As you looked at individual vendors, did the level of relevant content affect how you felt about them and the likelihood of their making the short list of alternative choices?



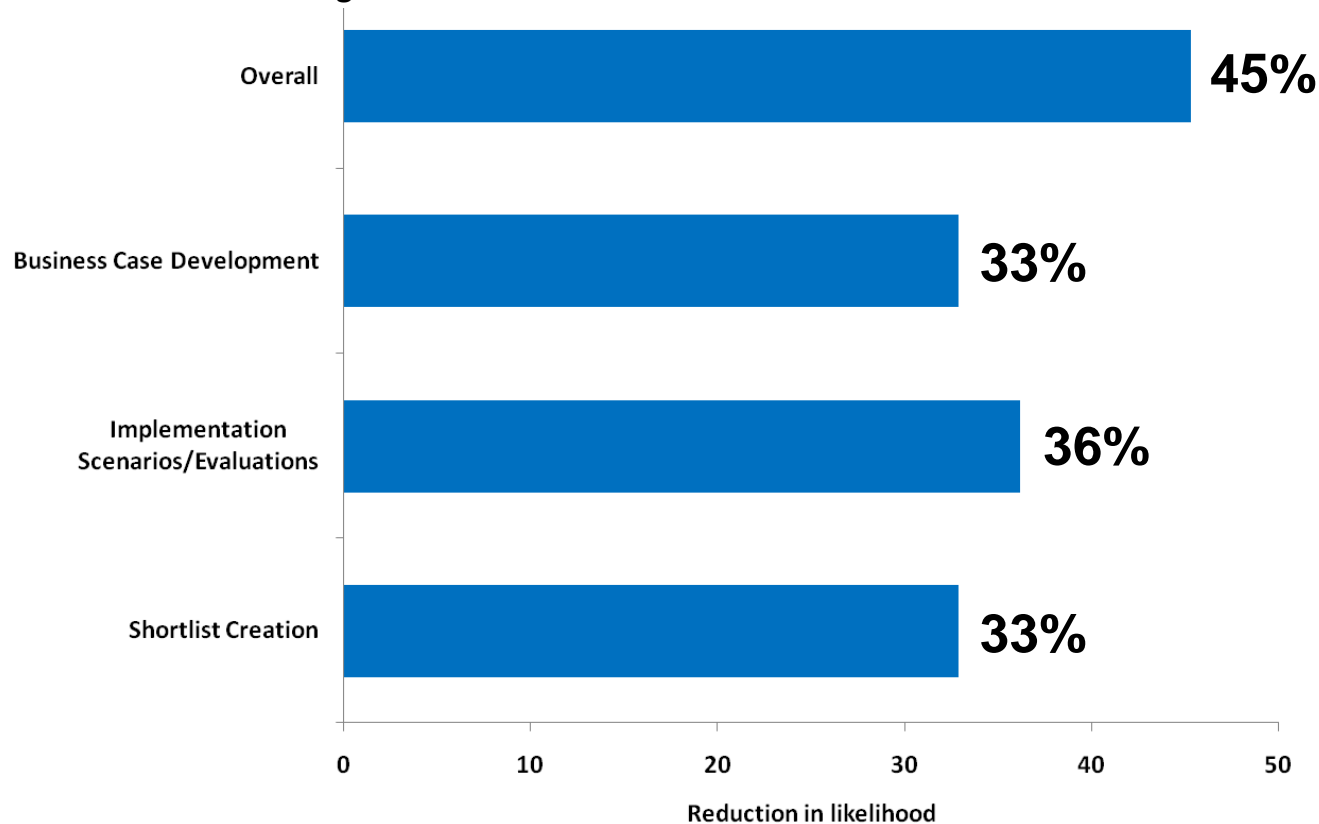
Much of Today's Content is Not Found to Be Relevant

Question: For marketing and technical content, what percentage of the content you found was relevant to your needs?

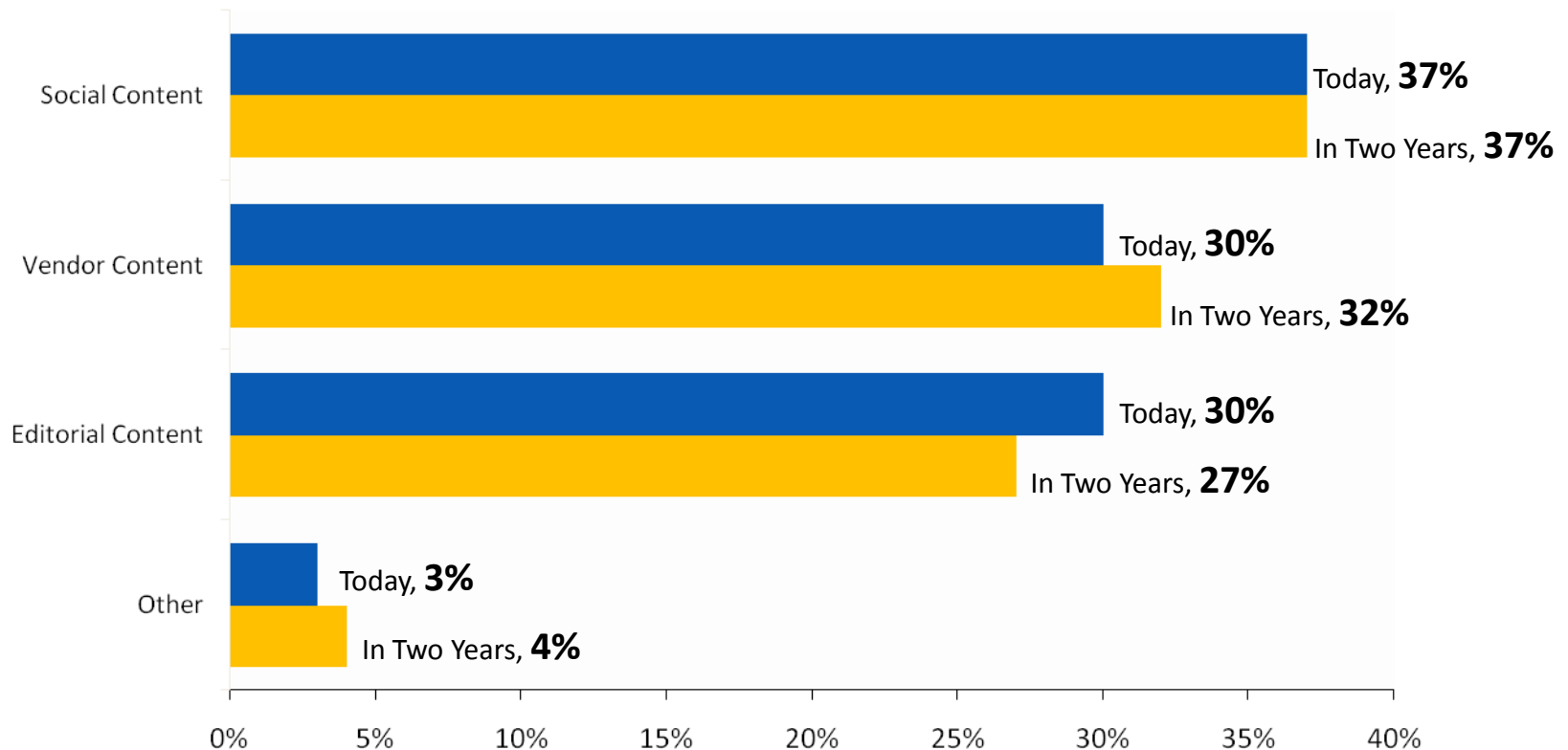


The Impact of Irrelevant Content is Severe

Question: How much did the lack of relevant content decrease the likelihood of a vendor making the cut at each one of the following decision stages? How much did it reduce their chances overall?



The Content Universe Includes Editorial, Vendor and Social



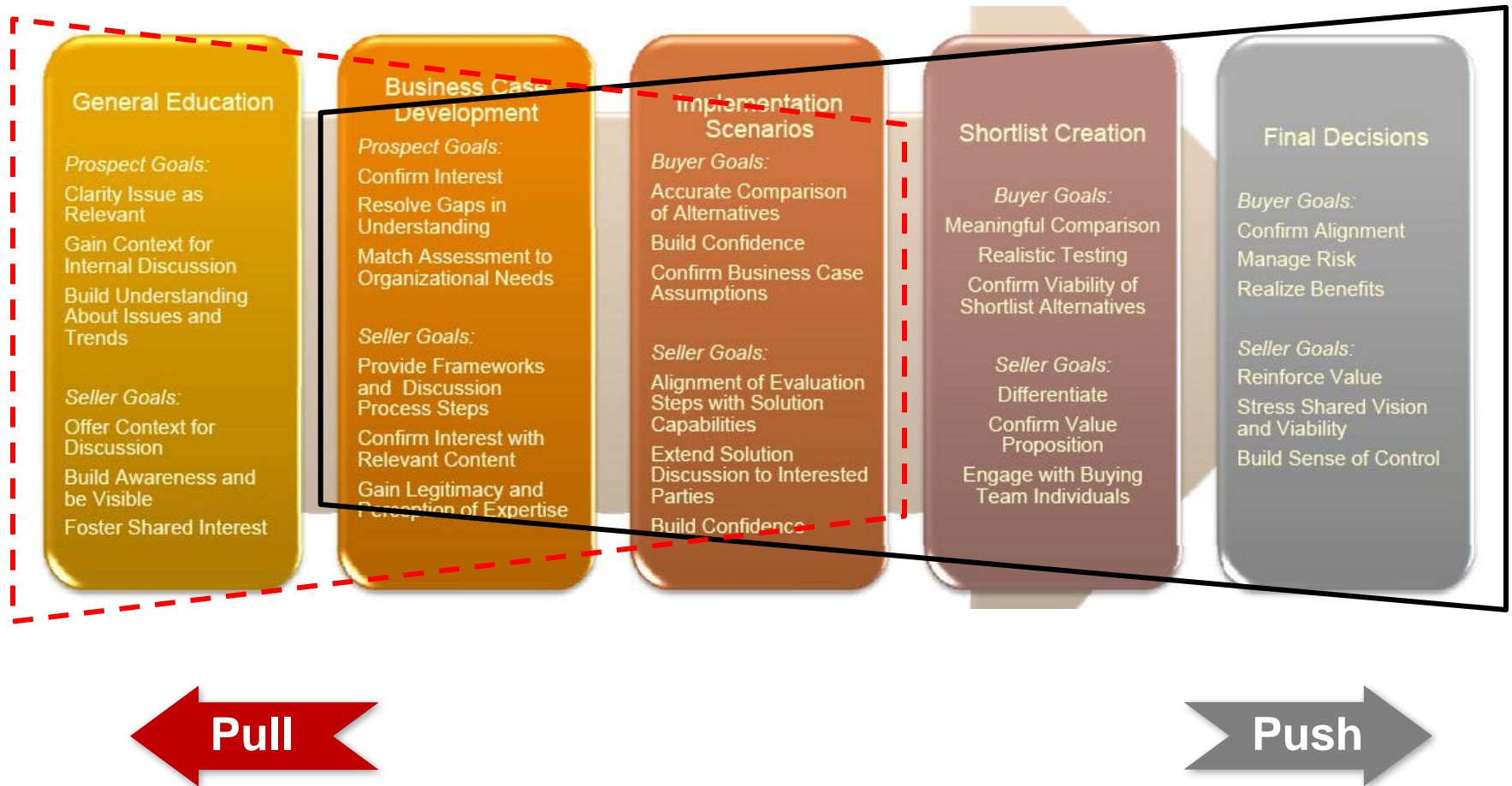
Area Importance Weight During the Investment Decision Process

Novell **Case Study**



With so many types of content, how do I determine what to deliver to what audience at what point in the buying cycle?

The Buying Cycle – “Pull” & “Push”



Three Types of Buyers



Business Decision Maker

Senior executive, C-suite, focused on financial and business justification



IT Decision Maker




Individual who will likely make the purchase decision and runs the department who will use the software



IT Professional

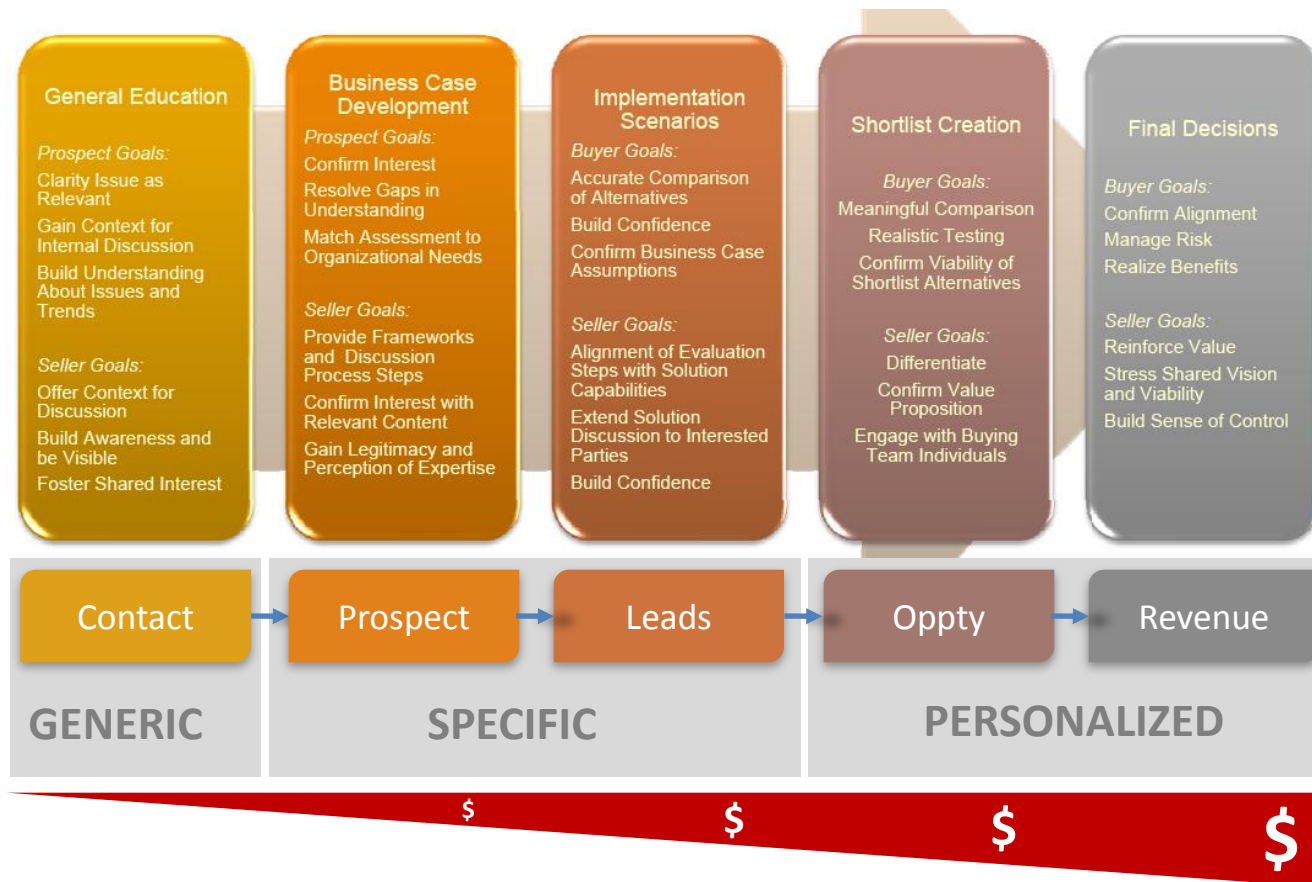
User of the software, key influencer and stakeholder in the purchase

Map the Buyer to the Buying Cycle

	General Education	Business Case Development	Implementation Scenarios	Shortlist Creation	Final Decisions
Business Decision Maker 			X	X	X
IT Decision Maker 		X		X	X
IT Professional 	X	X	X		

Different buyers need different types of content at different points in the buying cycle

Add Content Delivery to the Mix

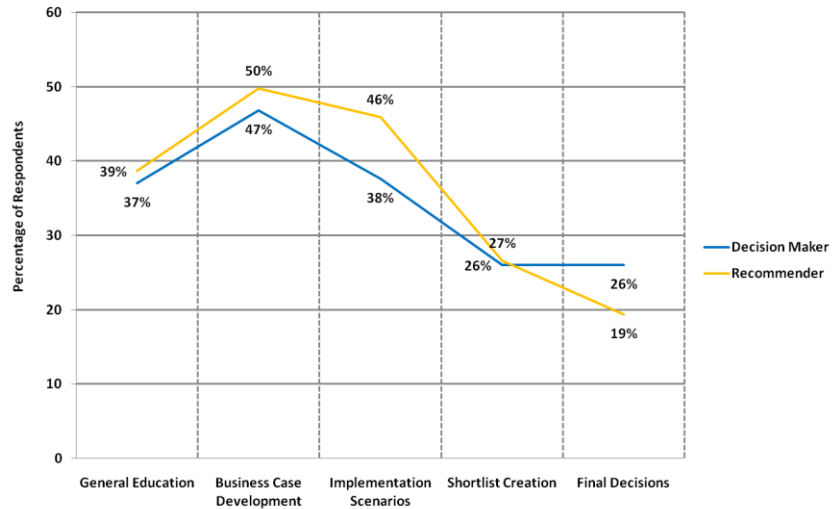


Offer 3 levels of communication: generic, specific & personalized to build trust and support the buying cycle.

What Content Works Where?

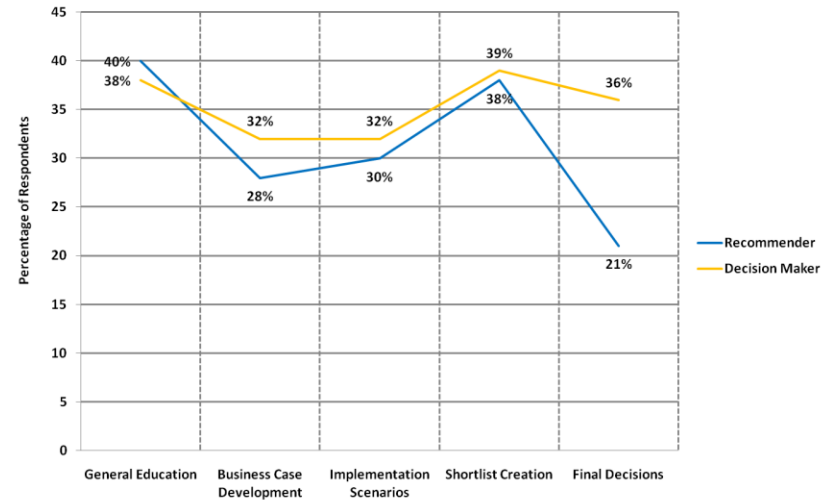
Case Studies

Question: What types of web-based content are you most interested in at each stage of the investment process? (Case Studies)



In-depth Product Information

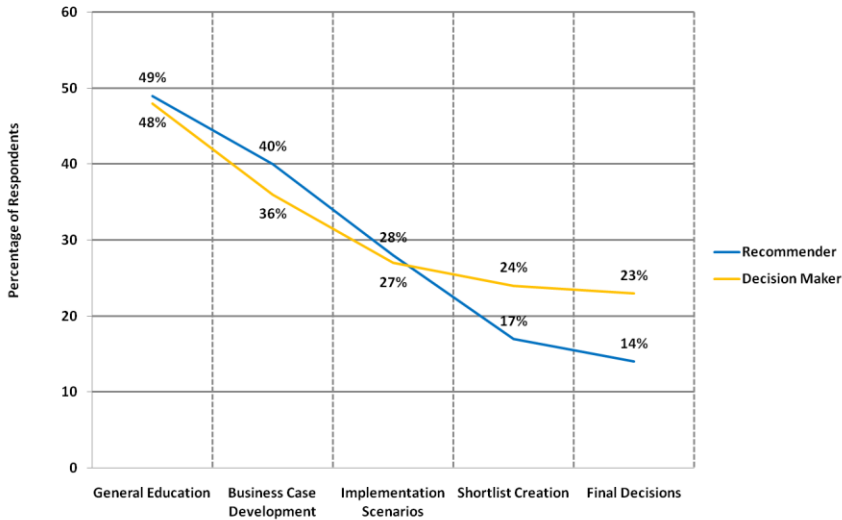
Question: What types of web-based content are you most interested in at each stage of the investment process? (In-depth Product/Service Information)



What Content Works Where?

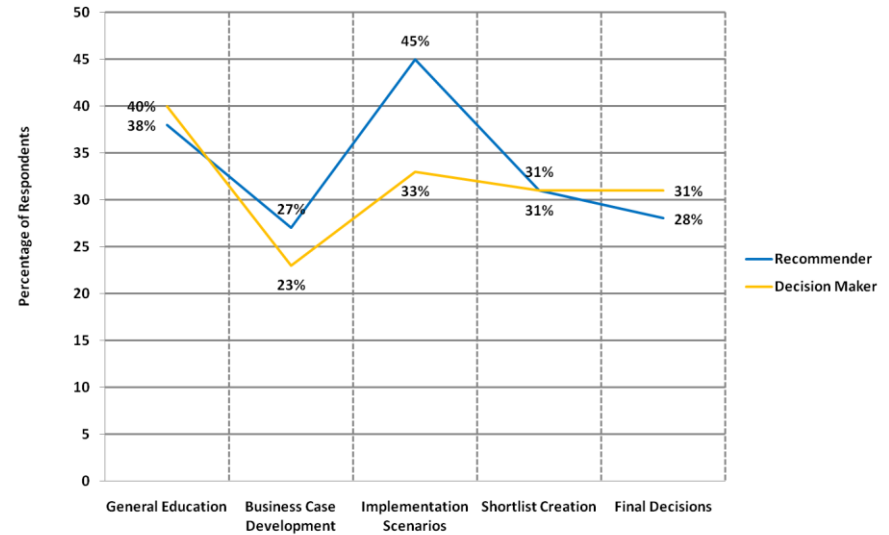
White Papers

Question: What types of web-based content are you most interested in at each stage of the investment process? (Market/Trend White Papers)

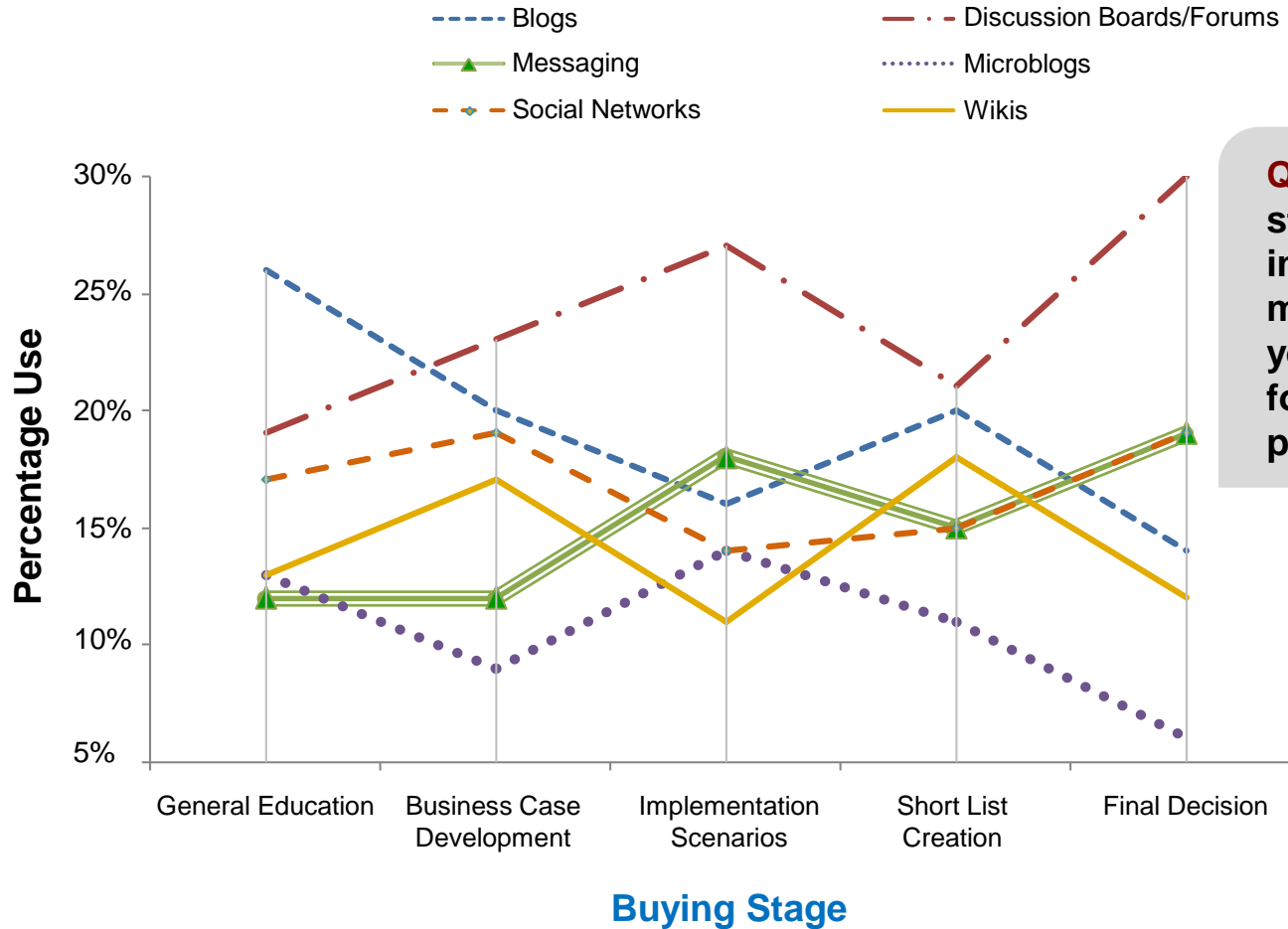


Online Demos

Question: What types of web-based content are you most interested in at each stage of the investment process? (Tutorials/Demonstrations)

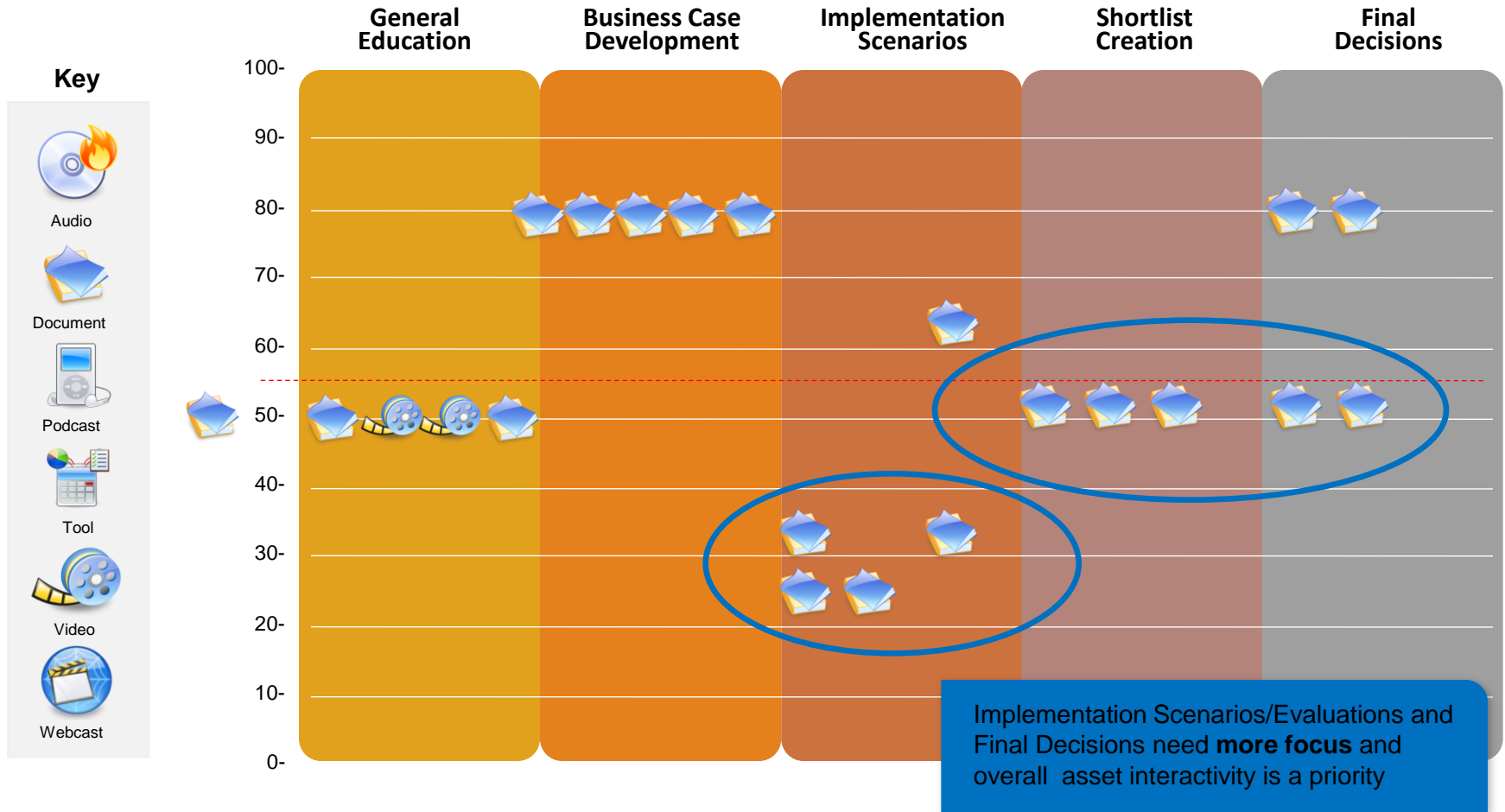


Social Media Usage Fluctuates by Buying Stage



Question: What stages of the investment decision making process did you use each of the following social platforms?

Novell Content Audit Showed Sporadic Content Creation, with Significant Gaps



Changes to Novell Content Process

Creation

- **Develop** content matrix to identify gaps
- **Consult** sales to see what tools they need to move leads through the funnel
- **Develop** content for three buyer types at each stage
- **Leverage** new form-factors like customizable online calculators, social media, podcasts
- **Test**, test, test

Delivery

- Better **balance** push & pull marketing
- **Focus** on inbound marketing
- Improved sales & partner **enablement** so tools can be used effectively
- Significant investment in website **optimization**

What Can You Do?

- **Understand** the buying cycle from a buyer and seller viewpoint
- Audit existing content against the buying cycle
- **Focus** on varying content types by stage for each target role
- Don't confuse persona with stage or delivery
- **Listen** for cues—content mapping to the right stage in the buying cycle

Credits/Thank You

Bob Johnson

VP & Principal Analyst
IDG Connect

bob_johnson@idgconnect.com
508.988.7609

Troy Monney

VP Global Market Execution
Novell, Inc.

tmonney@novell.com
801.861.2502