

CONTENT MARKETING

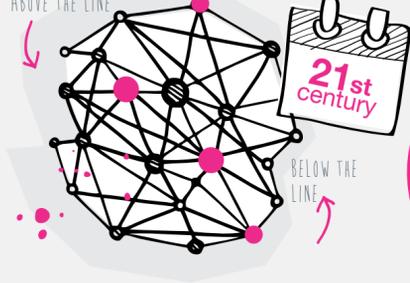
Origin:

DEATH OF A SALESMAN



The sales department has always been seen as the generator of measurable value through sales and revenues achieved, while the marketing department was a cost whose role in generating those sales was unquantifiable. This is no longer the case.

Marketing, and specifically content and inbound marketing, is increasingly taking on many of the roles and functions of sales. To fully appreciate this, first we need to look at how we've arrived at this point.



Status Quo (not the band)

At the turn of the century there was a well-established B2B marketing model to which most organisations conformed: marketing communications using a variety of above and below the line channels to support the sales team.

In search of change

In 1996, Google arrives – the most disruptive business the world has experienced and the catalyst for change for marketing and buyer and seller relationships.



Normal service won't be resumed

The level of disruption businesses experience is unprecedented. For many, margins and models become unrecognisable. The attacks come from every direction, in every form. From start-up to brands established in other sectors, new ideas rapidly gain visibility and momentum, generating new businesses in ever-shorter time scales.



From bookseller to IT provider

Consider Amazon's rapid evolution from online bookseller to provider of cloud-based web services, radically changing the way businesses store and distribute information.

Macs, music, mobiles and Apps

Apple revolutionises how we buy music, what we expect of our mobile phone, and launches (arguably) the world's fastest growing and biggest market – the App.

Technology comes of age

The much-touted benefits of technology move beyond the generic promises of productivity, efficiency and lower costs to enable truly game changing ideas where anything seems possible.



The world goes bang

In 2008, the worst recession in modern history spreads worldwide. Companies become increasingly "global"; smaller teams become the norm in every department, but especially in sales and marketing.

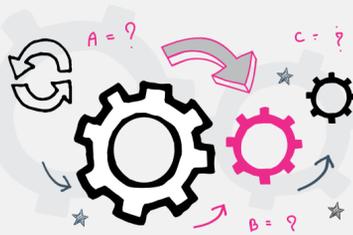
The world goes boom

Budgets are decreasing while opportunities are increasing. Digital demons unleash a new wave of marketing media and channels.



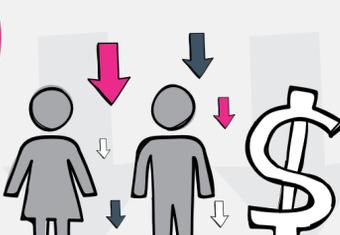
Marketing becomes measurable and automated

Marketing technology explodes, enabling better measurement, engagement and automation of the marketing process. It does not, however, replace MARKETING.



Budgets and skills fail to keep pace

As marketing budgets remain static or start decreasing, the demands placed on them increases. To add to the problem, the internal resources and skills needed are also stretched beyond breaking point. The maths simply doesn't add up.

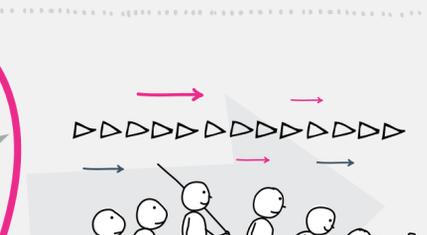


Power to the people

The power base changes from seller to buyer. Search and social changes everything. Many buyers have more information at their fingertips than they know what to do with. Information, education, insight and answers are now but a few clicks away.

The evolution of (business) man

How we do business alters radically. We change the way we interact with each other and brands. We send emails in place of telephone calls, attend video conferences instead of face-to-face meetings, watch webinars instead of visiting exhibitions, we post negative reviews, not letters of complaint.



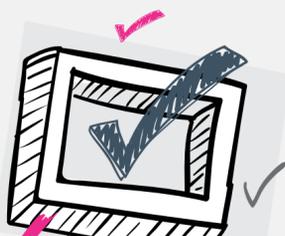
Self-serving behaviour

Empowered by all these changes, buyers are now up to 70% of the way through the buying cycle before they ever directly engage with a brand let alone a salesman. How? "Content".



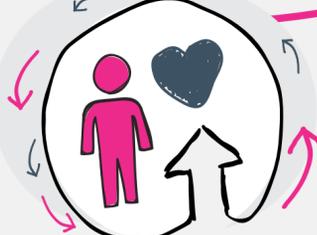
Smart business

Savvy brands have learnt that true audience engagement comes through content based on the audiences' agenda, not their own. With content marketing at its heart, the most successful communication connects with all members of the decision-making unit, with topics that reflect their issues and the journey they are on. It engages through relevancy.



From 'sales' and 'marketing' to 'marketing & sales'

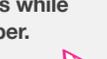
It's time for a fundamental shift. Marketing and sales must unite around their client and become more closely integrated and better informed in their approach.



Half the story

Content marketing is about telling stories and this one is only half told. To find out how it concludes and how you can use this paradigm shift to drive down the cost of sales while increasing lead to sales conversions, read the full paper.

DOWNLOAD THE FULL VERSION



Want to know more?

Content marketing taking on more and more of the sales process is a fundamental and significant shift. For those wanting to learn more we have prepared a short presentation that can be arranged by simply dropping us an email content@origindesign.uk.com

www.origindesign.uk.com

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