

# b2bMmarketology

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## Quick & Simple -- Software Company Example

Creating B2B content, even for technology companies, is fairly simple even if you struggle with ideas or writing. Here's how to make it easy and...believe it or not...enjoyable.

The first step is to think of this as something that can be done in increments of 15-20 minutes over a few days. There's no law that says you have to create an article in one sitting. Once you jot down a few bullet points most of the article will come to you spontaneously when you're not even thinking about it.

The second step is to think of a topic about which you would like to read. You're a professional and like most of your peers you are keen on staying current about your work and profession. You know what

twirls your propeller better than anyone...write about it.

The next step is to go through this short exercise, jotting down only some bullet points. Save the full sentences for later.

### Jot Down Five Bullet Points

1. **Background**, usually a recent trend in your industry, vertical or market space around this topic.

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## B2B Content & Example...continued from page 1

2. **Current Challenge** - In B2B the challenge is almost always described in terms of time and money wasted.
3. **Your Viewpoint** - "I know the industry...here's what's driving this trend."
4. **Your Recommendation** - "Based on that I recommend...". It's fine to highlight your product's key advantages without mentioning your company or the product name.
5. **Wrap It Up** - End the article quickly so your readers can get back to what they were doing.

Also, think up a seven word headline that would get your attention.

There's no need to create these in any specific order. Just pick one with which you're comfortable and get started.

Here's an example for someone creat-



Mike Harris is founder of Harris CMO Partners. He enjoys writing about B2B demand gen trends, social selling and market strategy.

<http://harriscmopartners.com>

# CONTENT MARKETING



ing a piece for an enterprise data storage audience focused on the life sciences vertical.

**Background** - Life sciences is creating petabytes of unstructured data through genome and related projects that have technical and/or rich content workflows, leading to soaring storage and IT costs for those companies.

### **Current Challenge** -

Overburdened IT staffs need a way to push file management down to the business user, in this case the research scientist. Allowing the researcher to determine what, when and where to archive will migrate data to lower cost storage and save huge amounts of time and expense for IT teams.

**Your Experience** - "Recently we've seen next generation enterprise software solutions that solve this problem. With ROI focused architectures, these solutions are ideal for cloud computing and object storage."

**Your Recommendation** - This, of course, describes your com-

pany's offering without ever mentioning the name of your company or software. "Look for software that offers..." and include a bullet list.

**Wrap it up** - "It's no longer necessary for IT teams to bear the cost of mediating between business users of data and the storage infrastructures that hold the data. Cost effective enterprise file management software will do that for you."

Once you're happy with the bullet points it's time to write or delegate the article to someone else.

Aim for 500 words because search engines won't take you seriously unless it's at least 300 words and it usually takes about 500 words to show your credibility as an expert or influencer.

Remember, B2B marketing is all about explanation and ROI, which is the opposite of consumer marketing (attractiveness and immediacy).

And, yes, we offer content marketing for B2B companies. To learn more [click here](#).

## B2B Demand Gen How-To's

### Marketing automation for SMBs...go ahead and jump!



#### What are you waiting for?

The evidence shows clearly that marketing automation is here to stay and adoption rates among small to mid-sized B2Bs are increasing.

Up until recently, most marketing articles shouted the wonders of marketing automation but they didn't tell you the stats came from companies with revenue over \$500 million.

Many of those articles avoided the greatest marketing automation obstacle for smaller companies--time and resource allocation to use these new tools effectively.

#### The risk you're taking

With most of your new prospects getting 70% of their information from the internet before ever engaging with your sales team, isn't time you got really good at presenting them relevant information?

You may think that your current demand generation infrastructure will continue to be adequate but it's likely you'd be wrong.

Experience tells us that the march of technology grants competitive

advantage to those who use it first and best. Everyone else must react and play catch up.

Ask yourself where'd you be if you were still using fax instead of email?

Same difference.

#### Costs are plunging

With decent marketing automation platforms starting at \$49 a month, cost certainly can't be the objection.

No, the #1 objection is lack of resources and skill sets to use these platforms. Even so, it's time for SMBs to quit using this an excuse and start adding martech skillsets and capabilities intelligently.

Typically these come from three sources:

1. Training a current employee
2. Adding a new employee
3. Outsourcing

Pick one and get started. Go slowly until you know what you're doing.

If you want to know more about how to get an intelligent start with marketing automation, [click here](#).

## Stay Current

### Webinars

July 19

[The State of Marketing 2017: Biggest Challenges](#)  
Content Marketing Institute

August 2

[7 Things Website of the Future Will Have](#)

Q4 Launch

ON DEMAND

[Prove the ROI Of Your Social Strategy](#)

Hootsuite

ON DEMAND

[The Definitive Guide to Social Marketing](#)  
Marketo

### Conferences

Sept. 5-8, Cleveland  
[Content Marketing EXPO](#)  
Largest content event.

Sept. 25-27, Chicago  
[Niche Digital Summit](#)  
Online revenue strategies.

Sept. 25-28, Boston  
[Hubspot Inbound 2017](#)  
Inbound marketing.

Oct. 3-6, Boston  
[B2B Marketing Forum](#)  
B2B demand gen best practices.

Oct. 8-10, New Orleans  
& [Then DMA Event](#)  
Transforming marketing through data.

Nov. 5-8, Portland, OR  
[Lavacon 2017](#)  
Content marketing & technical communications.

## Great Demand Gen Articles from Around The Web

### Marketing Technology

21 Stats To Know About Marketing Automation  
SnapApp

Marketing Automation: Batteries Not Included  
Content Marketing Institute

A Quick History of Marketing Automation  
ImpactBND

How To Use Marketing Automation for Lead Generation  
Digital Marketing Institute

### Webinar Marketing

Webinar Marketing 101  
MarketingMO

Webinar Marketing: Live or On Demand?  
Smartbug

12 Strategies for Creating Webinars  
American Express

5 Things To Know When Developing A Webinar Promotion Strategy  
BrightTALK

### Selling On LinkedIn

What 60 Months of LinkedIn Selling Taught Me  
Inc., John Nemo

Social Selling is Bigger Than LinkedIn  
Sales For Life

LinkedIn Power User Shares His Secrets  
Forbes, Joe Escobedo

22 Tips To Raise Your Profile on LinkedIn  
Inc., Larry Kim

## About Harris CMO Partners

B2B companies turn to us when their marketing and demand generation need help. From part-time CMO services to solo projects we make a positive, measurable difference with each client. Based in Phoenix, AZ.

### Select Clients

“Mike Harris did an excellent job in helping reposition our \$100 million data storage division. As a result, we were able to sell the division in less than 18 months to a group of private investors who recognized a fit with their portfolio.”

Gary Roth, President (retired)  
Anacomp Magnetics

- LiveProject by Kadonk
- Resortime.com
- Beyster Institute
- University of California San Diego
- Altman Plants
- B2R
- SinuCleanse
- Foundation of Real Estate Associates

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