

Now That Content Marketing Reigns
**What's Next for Your
Content Marketing
Distribution Strategy**



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The development of a reliable and measurable marketing plan is the foundation for your company growth. Your content should solve a problem or address a challenge in a way that adds value for your audience, but if they never receive it, your company misses a critical connection point.

Distribution is where many marketing plans go astray. Distribution is all about delivering your content to the right people, at the right time.

To be successful you need to figure out the right distribution mix. Each channel has particular benefits and drawbacks, and the wide variety of options available means that you'll need to craft a strategy that combines the best distribution methods for your audience and your content formats.

Telemarketing is perfectly paired with other forms of distribution, such as email or social media, in order to proactively assure that your content reaches your target audience at the right time and is of value to recipients.

Telemarketing helps you build relationships. When one individual talks with another, there is the opportunity to build trust, receive immediate feedback and invite the buyer to move forward in their "buy cycle".

Telemarketing presents a highly personalized experience in a business environment where personalization is valued above many other factors in the decision-making process.



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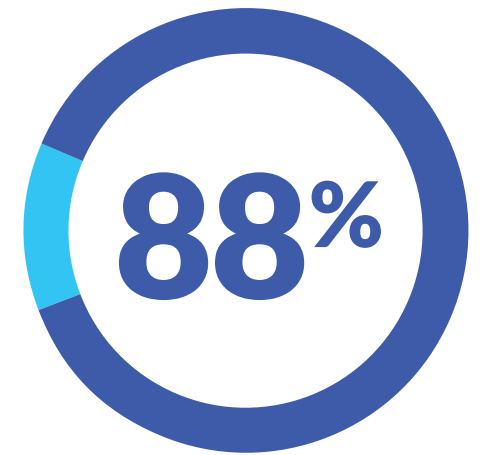
The Strategy Has to Support the Goal

Setting goals that can be measured, prioritizing content and identifying the best distribution channels are all part of the necessary process of developing a solid content marketing strategy.

To develop your strategy, you need to keep in mind that consistency is the key, especially if you're using multiple channels to distribute your content. The objective is to create content that will solve problems, answer questions, and further the relationship the target audience has with your brand.

Building quality content establishes you as an expert in your industry. When the content you publish is high quality and consistent, you become a reliable source of information.

These content marketing perks are driving 88 percent of B2B marketers to focus more of their efforts on content marketing.*



*Content Marketing Institute

It is important that the formats you choose to distribute your content are chosen based on where your target audience is spending time and that you focus on a variety of distribution channels. By working with a mix of formats, you'll stand apart from the crowd. While your target audience will share some commonalities, not all of them will be similarly impacted by the same channels. A case study or white paper will be impactful for a certain percentage of your audience but disregarded by others that prefer a more visual means of content, such as an infographic or a video.

You need to know how your audience prefers to consume information before you identify which channels you'll use in your B2B content marketing. This is an area many B2B marketers fail to navigate properly because they don't see that each of the different channels serves different connection points.

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you'll stand apart from the crowd.**



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Creating a Successful Distribution Strategy

Your approach to distribution is a critical component of your content marketing project.

Multi-channel marketing isn't just a trend. It's a crucial strategy that helps you reach your target audience.

With every new channel comes a flood of interest from marketers who want to find out how it will work in their content distribution strategy. Social media platforms are increasingly being used to distribute content as they continue to grow rapidly as a valuable marketing tool. However, traditional marketing tools still have a place in content marketing distribution.



39 percent of B2B marketers using outbound marketing methods focus their attempts through telemarketing compared to five percent who use social media and 17 percent who use websites.*

39% Telemarketing

17% Websites

5% Social media

Proactive methods, such as telemarketing, continue to provide an excellent return on investment for B2B marketing. Telemarketing is one of the most effective traditional channels, ranking third to executive events and inside sales campaigns. Furthermore, the same report shows that 39 percent of B2B marketers using outbound marketing methods focus their attempts through telemarketing compared to five percent who use social media and 17 percent who use websites.

As you develop your strategy and set your goals, keep in mind they must be measurable and allow for refining as you learn more about what's working.

Focus on a handful of goals, or key performance indicators (KPIs), that will give you a perfect overview of your campaign. Your KPIs will differ per campaign, but some common areas where KPIs fall under include measuring sentiment, reach and engagement.

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Differentiation in a Crowded B2B Marketplace

If you want to stand out in a crowd you must consistently look at your data. As a B2B marketer, you know that big data plays a large role in helping you to identify your target audience's preferences. This can then help you develop personalized content and better choices in regard to distribution channels.

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One-third of marketers surveyed in a recent report say personalization is the most important capability for the future of marketing.*

B2B buyers are confronted with a heavy load of marketing “noise” on a daily basis. To get their attention and peak their interest your content has to be different, it must stand out. Unless you capture their interest and secure your place in their buying process your content will be irrelevant.

Your brand story

You have to convey a brand story, which will prove to prospective clients that you are about more than just the products or services you provide.

Building your reputation as a trusted industry resource

To build your reputation, your personalized content must be on point, but you also have to be consistent, persistent, and focus on the channels that are the most effective in reaching your target audience.

Choosing Highly Specific Distribution Channels

To effectively choose highly specific and effective distribution channels, you'll need a clear understanding of your buyer personas, the fictional generalization of your ideal customer.

One of the most important aspects of working with an accurate buyer persona is finding out which specific distribution channels they are most likely to engage with, and how they prefer to consume content.



Telemarketing Promotes Differentiation

There are many channels from which to choose when it comes to distributing your content, but few are as proactive as telemarketing. How can telemarketing help set you apart in a crowded market?

It allows for a personalized, specific experience for the buyer.

You want your interaction with your buyer to be more than a sales pitch; you want them to have an experience with your brand. With telemarketing you are sharing industry knowledge that allows you to expertly communicate valuable information.

It provides an opportunity for the contact to ask questions.

You're delivering your content when you engage in telemarketing processes, but you're also listening and responding to questions and concerns. It's through this organic, natural exchange of information that a lead can be moved to the next step.

Why the Multi-Channel Approach is Critical for B2B Marketing Plans

It is essential for your B2B content marketing campaign to pull in new clients who will become loyal to the brand and go on to be long-term customers. Because your target audience has differing tastes in how they choose to consume information, you'll need to utilize multiple channels of distribution, remaining consistent in your message across those channels. Two-thirds of B2B companies state that multi-channel customers have higher lifetime values than other customers.*

Telemarketing is one of the most effective channels in B2B lead generation.**

*Forrester
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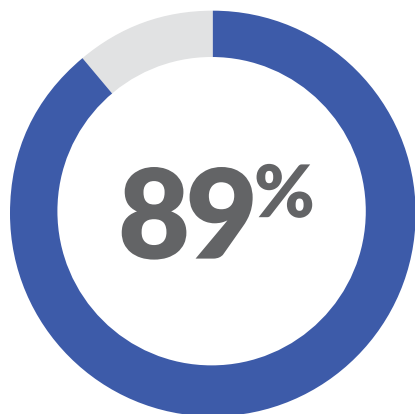


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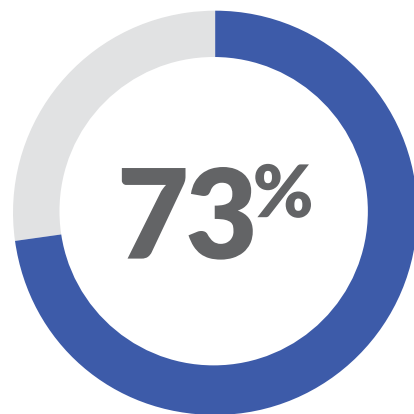
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The Human Touch: The Unique Contribution of Telemarketing

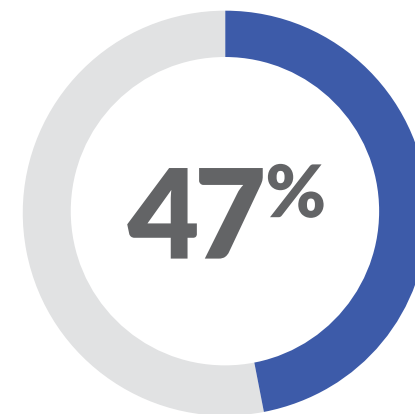
In order to build a business relationship, you must first make a personal connection with the potential buyer.



A recent report stated that **89 percent** of small business owners say personal relationships impact the way they run their business.*



73 percent of B2B leads are not sales-ready when they are approached by a sales team. Fifty percent of leads are qualified but not ready to make a purchase. **



Telemarketing can nurture the lead in a personal way which is critical as nurtured leads make **47 percent** larger purchases.***

**Telemarketing is the best communication channel that enables buyers to get to know you.
It facilitates a level of trust that can't be developed in other marketing channels.**

Other advantages include:

Opportunities to ask questions and the give-and-take of conversation

A chance to engage in a “give-and take” discussion where actual conversations about products, services and industry trends can emerge.

A chance to nurture the contact in the buyer process, naturally

Telemarketers can find out exactly where the buyer is in their buying process and offer the information the buyer needs to move forward.

At any point in the progression from contact to customer, telemarketing can be used to make a connection with the contact

Telemarketers have the flexibility to address any issue as soon as it develops.

Quality customer service, used to follow up after the sale is in motion

To ensure that customers are happy with their purchase, telemarketing is used to follow up with buyers.



Don't miss an opportunity to grow your business. To learn how you can best align your content with decision makers at the right time **DOWNLOAD** the complete white paper today.

[CLICK HERE](#)



About Blue Valley Marketing

Consider integrating Blue Valley Marketing as part of your Content Marketing Strategy. We excel (since 1991) at developing and executing Lead and Demand Generation, as well as Content Syndication (distribution) campaigns. Our clients experience exceptional return on their investment time and again.

Blue Valley offers telemarketing as a valuable component to companies' integrated marketing plans. Providing a personalized human touch and connecting with your target audience. Contact Blue Valley today for more information about content marketing distribution campaigns.



1555 Pony Express Hwy, Home, KS 66438
(800) 882-0803 • ronen@bvtmemail.com

bluevalleymarketing.com