

B2B Showrunner Model | Consistent Content Drives Sales Productivity

An Owned Media Marketing Strategy focuses on the **audience first** by producing consistent resource-driven episodic content. It's not a campaign or a concealed sales pitch, it's an authentic approach to building lasting commercial relationships by adding value through teaching. It feeds both inbound and outbound marketing strategies. This approach to market development builds trust and credibility of the organization and can position the sales team as industry experts and trusted advisors. It also also builds institutional knowledge and provides the company access to their own first-party data and commercialization models beyond existing products/services revenue.

Plan	Produce	Publish	Insights
Strategy, Research & Planning	Consistent Media/Content Production	Publish, Promote and Activate Sales Team	Engage, Retain and Measurement Insights
Business Strategy and Goals Financial and Budgeting Sponsorship Model Competitive Analysis Ideal Client Profile <ol style="list-style-type: none"> Persona and Buyer's Journey Messaging/VP Strategy Content Marketing Mission Statement Content Asset(s) Inventory Platform and Channel Selection Subscription Strategy	Premium Content Asset Development <ol style="list-style-type: none"> Scripting, Flow and Notes Production and Atomization Plan <ol style="list-style-type: none"> Facebook Live Video Program Webinar Series Strategic Blog Podcast/Audio Program Content Calendar and Cadence	Sales Process Design and Playbooks, CRM Strategy <ol style="list-style-type: none"> Align outbound to media/inbound Social Selling/ABM Asset Distribution and Promotion through Paid/Organic Methods <ol style="list-style-type: none"> Facebook/Social Ads Organic Social Influencers Content Syndication Email (MA) 	Nurture Marketing Strategy <ol style="list-style-type: none"> Build Loyal Audience Scale your Communications to drive dialogue and feedback loop <hr/> <u>Measurement and Valuation</u> Audience Valuation Engine Audience Modeling & Insights Sales/Marketing Insights Dashboards and Forecasts

We're concerned with the creative, financial and analytical decisions required to develop your strategy.

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