

Content Drives Sales Productivity | B2B Showrunner Model

Drive Sales Enablement through an Owned Media Marketing Strategy

An Owned Media Marketing Strategy focuses on the audience (customer) first by producing consistent resource-driven content. This approach positively impacts both inbound and outbound marketing strategies. This content led, resource-driven approach to sales prospecting and market development builds trust and credibility of the organization and positions the sales team as industry experts and trusted advisors. An Owned Media Marketing Strategy also provides the company access to their own first-party data and commercialization models beyond products/services revenue.

Strategy, Research & Planning for Owned Media Marketing Property	Consistent Media/Content Production	Publish, Promote and Activate Sales Team	Engage, Retain and Measurement Insights
Business Strategy and Goals Financial and Budget Plan Competitive Analysis Ideal Client Profile 1. Persona and Buyer's Journey Messaging/VP Strategy Content Marketing Mission Statement Keyword Strategy Content Asset(s) Inventory Platform and Channel Selection Subscription Strategy	Premium Content Asset Development 1. Scripting, Flow and Notes Production and Atomization Plan 1. Facebook Live Video Program 2. Webinar Series 3. Strategic Blog 4. Podcast/Audio Program Content Calendar and Cadence	Sales Process Design and Playbooks, CRM Strategy 1. Align outbound to media/inbound 2. Social Selling/ABM Asset Distribution and Promotion through Paid/Organic Methods 1. Facebook/Social Ads 2. Organic Social 3. Influencers 4. Content Syndication 5. Email (MA)	Nurture Marketing Strategy 1. Build Loyal Audience 2. Scale your Communications 3. Drive dialogue and feedback loop <u>Valuation, Measurement and Insights</u> RAVE Model Sales/Marketing Insights Dashboards and Forecasts