

## B2B Showrunner Model | Content Marketing Drives Sales Productivity

An “Audience First” marketing strategy is focused on 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 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**

**Promote**

**Performance**

Strategy, Research & Planning	Consistent Content Production	Promote and Activate Sales Team	Measurement and Valuation Insights
<ul style="list-style-type: none"> <li>Business Strategy and Goals</li> <li>Budgeting and Financials</li> <li>Competitive Indexing</li> <li>Set Ideal Client Profile</li> <li>Develop Audience Personas</li> <li>Map the Buyer’s Journey</li> <li>Craft Messaging and Value Propositions</li> <li>Create Content Marketing Mission Statement</li> <li>Audit Content Asset Inventory</li> <li>Select Aligned Platforms and Channels</li> <li>Develop Subscription Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Premium Content Asset Development                             <ul style="list-style-type: none"> <li>1. Scripting, Flow and Notes</li> </ul> </li> <li>Asset Atomization Plan                             <ul style="list-style-type: none"> <li>1. Video   Audio   Text</li> </ul> </li> <li>Edit Content for Channel Placement</li> <li>Program Content Calendar and Release Cadence</li> <li>Publish to Selected Platforms</li> </ul>	<ul style="list-style-type: none"> <li>Sales Enablement Plan</li> <li>Sales Process Design and Playbooks (in CRM)                             <ul style="list-style-type: none"> <li>1. Align outbound to media/inbound</li> <li>2. Social Selling Strategy</li> <li>3. ABM methods</li> </ul> </li> <li>Content Asset Promotion through Paid/Organic Methods                             <ul style="list-style-type: none"> <li>1. Facebook/Social Ads</li> <li>2. Organic Social</li> <li>3. Influencers</li> <li>4. Content Syndication</li> </ul> </li> <li>Nurture Marketing Strategy                             <ul style="list-style-type: none"> <li>5. Stream Development</li> <li>6. Email Newsletters</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Content Performance by Platform</li> <li>ROI Tracking and Attribution</li> <li>Audience Valuation Engine</li> <li>Audience Modeling &amp; Insights</li> <li>Sales/Marketing Insights</li> <li>Develop Dashboards and Forecast Models</li> </ul>



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

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