



Introducing the **Customer Engagement Matrix**

Proposed framework for
realigning Marketing and Sales

Where does the conventional wisdom about content marketing fail?

What are the new criteria for engaging customers early in the buy cycle?

How can personal one-to-one engagement channels deliver nurtured and qualified opportunities to sales?

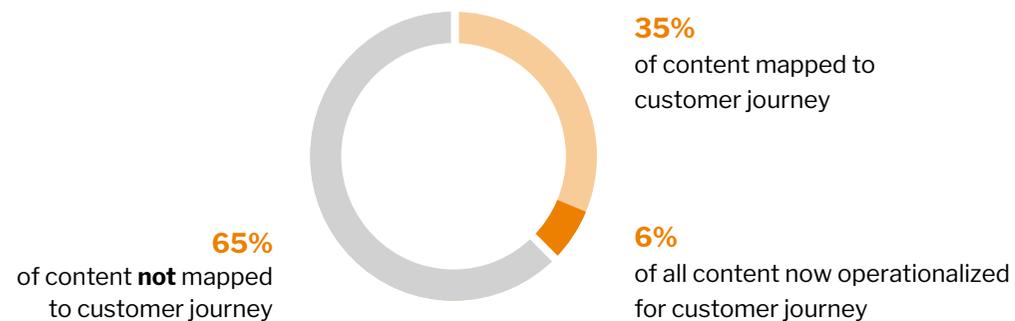
How can the Customer Engagement Matrix transform your marketing planning for 2016 and beyond?

Fatal flaws: Where content marketing fails to connect with buyers

Many leaders of business-to-business marketing grapple with how to better align with their Sales counterpart. Marketing and sales alignment often starts with a comprehensive strategy for customer acquisition and engagement in an always-on, omni-channel digital world. The figure to the right depicts the number one failure point in content marketing: content that fails to satisfy the buyer at key junctures of the customer journey.

According to SMA Research, a mere 35% of B2B marketer map their content to the customer Journey. And only 6% have implemented the critical practice of operationalizing content for the customer journey. Additional meta-analysis of relevant content planning research by GISTICS reveals these contributing factors to content marketing myopia:

- Thinking “printed collateral” for a digital world
- Not working backward from the customer experience of the brand
- Not understanding the key “decision points” in buying a complex product or service
- Using sales lead attributions from CRM to drive the content development process

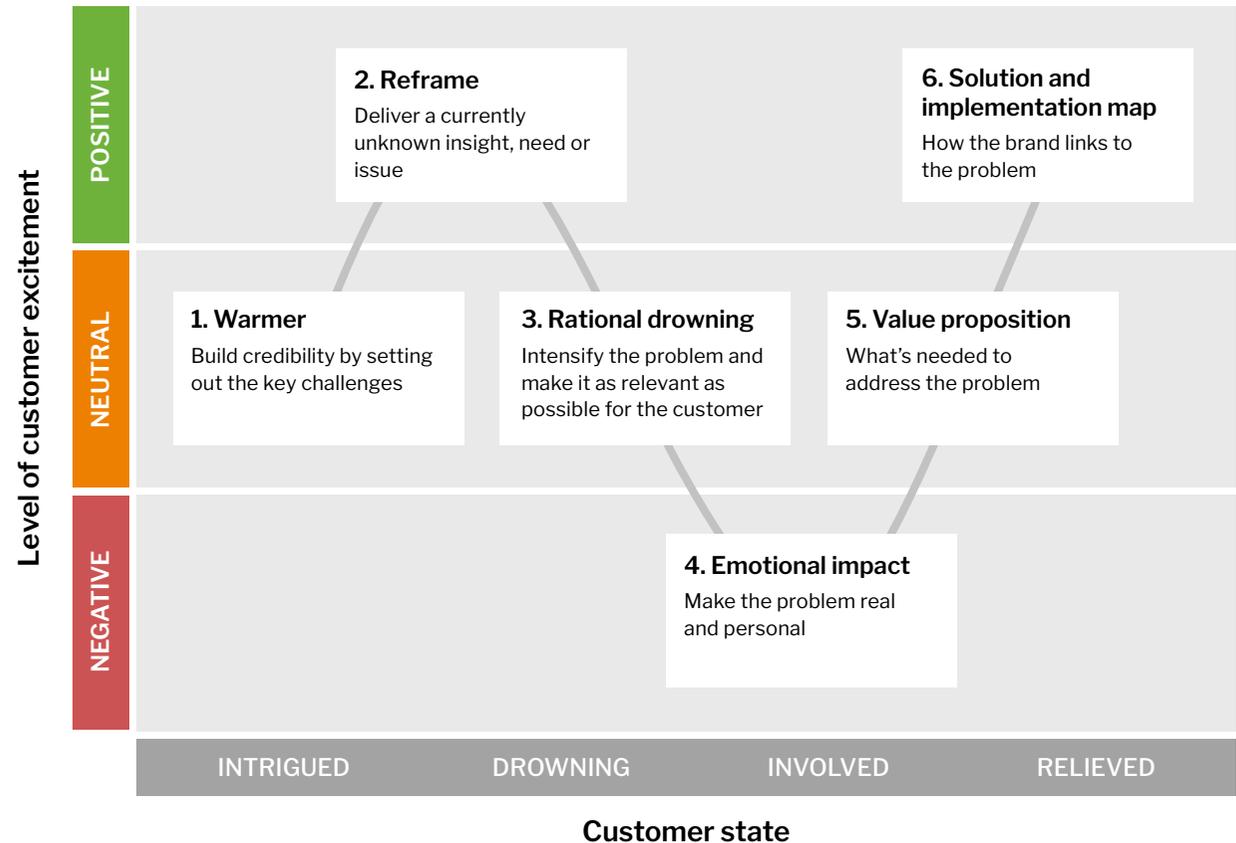


SMA Research

New Criteria: Content that connects Sales with the buyer at each stage of the customer journey

The realignment of Marketing and Sales starts with a unified model for customer acquisition. The figure to the left depicts one such model, based on the [Challenger Sale method](#). This method emphasizes the buyer interaction and engagement strategies of the top sales performers.

It also represents an operational model for content marketing. Later in this eBrief you will see how to operationalize the Challenger Sale as a content marketing strategy.



Immodest Proposal: Better way forward for personalized, automated engagement of customers

The Customer Engagement Matrix can clarify an operational strategy for more effective Content Marketing. It calls attention to the role of a personalized engagement channel. This channel uses branded web and

mobile apps to enable a persistent twoway messaging channel between the buyer and a trusted vendor. The personalized 1:1 engagement channel bridges the gap between the paid omni-channel and the sales channel.

This third channel can enable the engagement of buyers much earlier in the customer journey.

BUYER STAGE	CONTENT	DESIRED OUTCOME	ENGAGEMENT CHANNEL
Unaware	Warmers	<i>Hmmm. This is interesting. Let me take a quick look.</i>	Omni-channel Marketing SEO, SEM, Display Ads, Retargeting Ads, Social Media, Emails, Content Syndication, PR, Tradeshows, ... Cost: Average of \$35 / touch 2-3 touches
Aware	Pain Points	<i>OMG! I did not know how severe our problems are. I have to take care of it NOW.</i>	
Engaged	Solution Framework	<i>Okay, Now I have a good idea of how to solve our problems. I can explain it to others & build a business case.</i>	Personalized, 1:1 Engagement Content recommendation via retargeting and personalized emails. Cost: FREE!, 7-14 touches Progressive Engagement Anonymous ▶ Email Contact ▶ MSQL
Nurtured		<i>You added great value to my business and seems like your solution will solve my problems.</i>	
Qualified	Your Solution	<i>Everyone is on board. I want to buy your solution.</i>	
Customer	Sales Proposal		Sales

Personalized and automated 1:1 engagement

What is the benefit for customers? Vendors?

When considering a new system or improvement, most effective leaders start with the question: “How does this proposed initiative benefit our customers?”

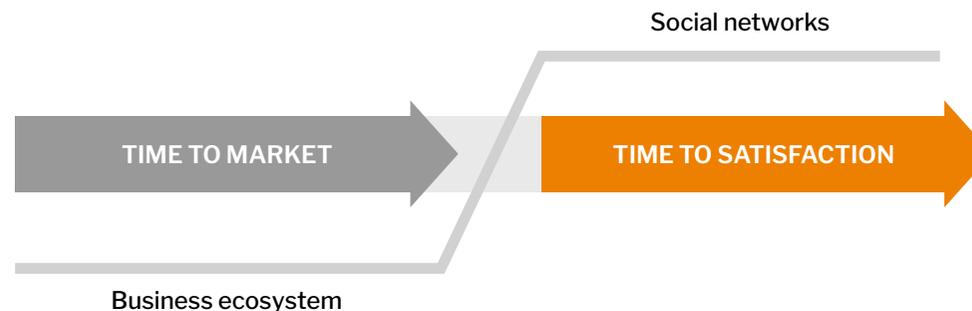
Customer benefit

Whether they choose to use a branded website section or a mobile app, buyers love the experience of convenience and control of their Journey. They love the experience of collecting, curating, and selectively sharing insight nuggets – relevant and clarifying content that moves a group consensus towards a decision – within a secure website section or a mobile app. Customers also love the ability to convene and orchestrate conversations with various decision influencers: discussion threads, sticky note annotations, etc.

The key benefit of personalized and automated 1:1 engagement is a faster time to satisfaction...of the buying research, vendor short listing, and purchases.

Vendor advantages

Always-connected buyers produce all types of insights: explicit requests and inferences from their level of engagement and consumption of particular categories of content. The key benefit of personalized and automated 1:1 engagement for vendors is a faster, laser-precise delivery of the most relevant content to individual buyers – just-in-time catalysts for driving a purchase decision forward. Ultimately, vendors can expect to maximize revenue from the leads they have while keeping quality leads in the funnel instead of losing them to the competition.



Summary

The Customer Engagement Matrix

Proposed framework for realigning Marketing and Sales

- 1 Today, marketing and sales must execute a **comprehensive strategy for customer acquisition** in an always-on, omni-channel digital world
- 2 This should start by **mapping the customer journeys** of their most attractive customers
- 3 The hard work entails understanding the **aha discoveries and decision-making criteria** of buyers – at each stage of the customer journey
- 4 A **unified model for customer acquisition** can simplify and speed the creation of omnichannel content that will satisfy the desired outcomes of buyers at each stage of their journey
- 5 The Customer Engagement Matrix provides an **operational strategy** for the creation and distribution of omni-channel Content
- 6 The **personalized 1:1 engagement channel** – bridges the gap between the paid omni-channel and direct sales channels

Points to ponder

What percentage of our content maps to the key stages of the customer journey?

What empirical facts and data confirm or disconfirm the effectiveness of our content to satisfy the desired outcomes of each stage of the customer journey?

How might we use the Customer Engagement Matrix to prioritize the budgeting of our content marketing?

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