



Overview

A deep well of useful content on which to base communications with your prospects is critical to successful demand generation. To create effective, targeted communications, you need something interesting to say, and preferably, a variety of ways to say it.

Remember: The buyer is in control, and your job is to make consumable content available when and how they are ready to view or listen to it. A busy CMO might be more likely to consume content in small pieces such as a podcast or blog post, whereas someone else in the same organization might be ready and able to devote an hour to a live Webinar on a topic that's highly relevant to their challenges. You want to reach them both.

Developing adequate content can be a labor-intensive exercise. The solution is a strategic content creation plan that leverages individual pieces of content into a wide variety of formats. In this guide, we'll show you how to maximize your content investment and build a library of re-usable content.

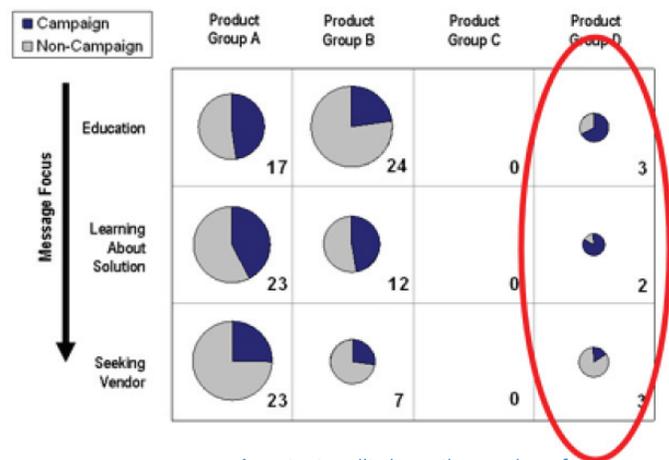
Guidelines

Some key considerations for a content creation strategy.

Content Audit

Most organizations have little or no comprehensive view of exactly what kinds of content assets—Webinars, white papers, Web site copy, presentations, podcasts, rich media assets—they have at their disposal. Before engaging in resource-heavy content development projects, we recommend a content gap analysis to:

- Determine which relevant existing content can be leveraged in support of a campaign.
- Identify critical “holes” where little or no content exists or out-of-date content needs to be updated.
- Prioritize the creation of new content.



A content audit shows the number of assets available in each messaging group.

Using Spheres of Influence

Most organizations have large “spheres of influence” that encompass professional associations, clients and executive relationships. These are all viable channels from which to mine content to repurpose in support of a marketing campaign. Remember that your audience will measure a white paper, article or blog posting that you provided on their intrinsic value, which includes the validity of the source as well as their ability to apply the content to their challenges.

Plan for Repurposing

When you begin with good ingredients, content creation becomes a lot easier. A powerful piece of content can work exponentially. White papers, Webinars and trade show presentations can be repurposed for bite-sized content pieces such as podcasts, blog postings and newsletter content. **Planning the content with the endgame in mind makes this process much easier.**

For example:

- Develop Webinar content in sections that are easily chapterized. This makes the on-demand version much easier to navigate, and creates natural segments to be used as podcasts later.
- The Q&A sessions from live Webinars can be turned into written Q&A articles for newsletters, briefings or blog posts. Let speakers know beforehand they may be asked to answer additional questions for inclusion in the article.



- Speakers can also be asked to participate in audio-only exclusive interviews that are offered only to select prospects or used as an incentive to attend a Webinar or download a white paper.
- Create white papers with a future Webinar in mind. Develop white paper content in sections that will fit naturally into a chapterizable Webinar presentation. Along the same lines, plan to excerpt white paper content into short articles for your newsletter and even shorter pieces for a blog.



Sales Engagement

Reach the C-suite: The High-Value CTA
This excerpt from the new white paper, "Conversion Mapping: Building a Call-to-Action Architecture that Speeds Your Sales Pipeline," defines high-value calls to action and explains how they can help marketers reach top executives.
[> Read more](#)
By Ahmed Taleb, Senior Director of Strategic Planning, Bulldog Solutions

This article is an excerpt. Want to read the whole thing?
Ahmed's complete white paper outlines a strategy designed to help you create a call-to-action architecture that engages your prospects, anticipates your buyers' needs and creates specific conversion points that lead to sales engagement. [Get your complimentary copy today.](#)

A white paper repurposed for newsletter content.

One Piece of Content, Multiple Verticals

If your organization targets several industries, you can make relevant content work overtime by developing targeted bumpers or introductory pages. A podcast on a key issue can be made relevant to multiple verticals with customized introductions that focus on the specific pain points and motivators of that vertical.

"Always On" Lead Generation

On-demand assets such as Webinars and white papers can feed an "always-on" element of a promotion plan. Cost-per-lead programs can be built around these assets to ensure a steady flow of qualified leads to fill in gaps in a demand generation program.

Stocking the Resource Library

Most of the assets you create can live in multiple places. They might be used as "bait" to draw people into your community; to drive a nurturing campaign; or as collateral for the sales team to open conversations and support key messages. Additionally, once you reach critical mass you can put all of the content into a resource library, a one-stop location for thought leadership from your organization. Some or all of the resources can be put behind registration so they continue to elicit information that can feed even deeper engagements. A resource library is another "always-on" tool that can be structured as a buyer-driven environment, with search capabilities and paths for feedback and user-generated content such as ratings and comments.

FAQs

How long will a content audit take? Do I need specific software?

The content audit can be as simple as a spreadsheet that lists the content you can identify, mapped to your messages. It can be as complex as the creation of an internal database that catalogs content by message as well as other variables (the type of presenter, the mode of content, etc.) that can be used later for even deeper analysis. Many organizations need to keep it simple, and that can still be very effective. At its simplest, it can be done in a few days.

How much would I have to pay external thought leaders to create content for us?

Often, nothing. Many thought leaders are willing to produce content for the exposure and the validation of their thought leadership. Often they are amenable to an arrangement that forwards their agenda, whether that's a co-registration that helps them build their database or promotion of their book. If you are working with a publisher to promote an initiative, content may already be part of the package.



If I create video assets, where are they hosted?

Hosting can be arranged on your own site or on another site. It depends on the purpose of the video and the other activities related to it.

Can Bulldog Solutions write white papers and Webinar content for us?

The most compelling content comes from subject matter experts in your field. We can help you identify and manage a content creation relationship with an analyst or editorial thought leaders in your industry or identify a contract writer to assist you.

Even if I haven't planned ahead, can I go back to previous Webinars and create podcasts or other assets from them?

In most cases, yes.

How much does it cost to turn a Webinar into a podcast?

If the conversion is planned at the beginning of the campaign, package pricing is available. See your account manager for specific pricing.

More Info

Visit:

www.bulldogsolutions.com/behind-the-scenes

or contact your account manager.



Case Study: MedTech Publishing

MedTech Publishing, publisher of *Healthcare IT News* and *Healthcare Finance News*, has developed a robust lead-generation Webinar program that pairs sponsors such as HP and IBM with compelling content. With marketing budgets tightening while opportunity grows in the healthcare IT space from initiatives such as the federal stimulus package, MedTech sought ways to help its sponsors leverage their online marketing dollars.

"A lot of work goes into putting together a compelling Webinar, and we wanted to repurpose that content and help our sponsors get the most out of their investment," said Danielle Hartley VP, Marketing & Business Development for MedTech.

Working with the Bulldog team, MedTech used the recording of an existing, very popular Webinar called "The Role of Virtualization in Healthcare" to create a five-episode podcast campaign. The content was broken into five sections and the podcast was put behind a registration page that offered access to all five episodes.

The program generated more than 450 registrations for sponsor HP in its first six months, and HP continues to promote it. The podcast element of the program increased the number of registrants for the campaign by more than 150%.

"It makes so much sense to use existing content that clearly resonates, rather than sourcing new speakers," Hartley said. "HP was able to extend the shelf life of their program for a moderate additional investment."