

Rescuing marketers from B2B boredom

A Demandism special

Gated content · Gated content
List brokers · List brokers
100 forms · 100 forms
E-books · E-books · E-books
Tradeshows · Tradeshows
E-blasts · E-blasts · E-blasts
Gated content · Gated content
List brokers · List brokers
100 forms · 100 forms

Building a media machine for B2B

What it means for us

- It means building your own audience within key subscriber channels.
- It means creating processes around content that enables you to consistently produce top quality content that can power many other areas of your marketing engine.

3 key ingredients for a successful strategy when it comes to this:

1. Quality of the content
2. A point of view
3. Consistency

What are our key channels

- YouTube
- LinkedIn Company Page
- LinkedIn SME Profiles
- Podcast
- Newsletter/s
- Blog – powered by our 'story hunters' rather than SEO writers

How do you scale the media machine?

Top performing videos

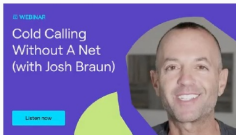
#2 highest performing on YouTube



Go-To-Market Strategy:
6 steps for B2B SaaS Success

Views 3,888
Watch time 245.1
Subscribers 16

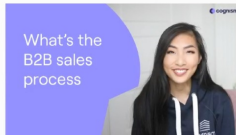
#3 highest performing on YouTube



Cold Calling Without A Net
with Josh Braun & Cognism

Views 3,712
Watch time 668.8
Subscribers 33

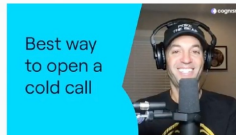
#4 highest performing on YouTube



What's the B2B
sales process?

Views 3,241
Watch time 168.3
Subscribers 44

#5 highest performing on YouTube



The best way to open
any cold call

Views 2,980
Watch time 284.1
Subscribers 41

Creating truly value-led content

Once you've freed yourself from the shackles of lead gen, you can hop on board the ungated content train.

What does this mean exactly?

Well, your audience can read and view your best content, without having to enter an email nurture with you.

It also means you don't need to write and optimise content for lead gen purposes. So you don't need a boring CTA at the end of content linking to other gated pieces.

Your marketing team is now purely just writing content that's fun and interesting. And you'll be able to take these best pieces, then share them in areas where your audience actually hangs out.

And what's the domino effect of this?

More unique page views on your [blog](#), more engagement, and more demand.

Need I go on?

Turning your content team into a newsroom

Your content team will be full of great ideas once their time isn't being taken up writing boring old eBooks.

Alice de Courcy · You
Chief Marketing Officer at Cognism - technical SaaS revenue marketer, ...
5d · 🌐


How do you get buy in from executives to move from a lead gen to a demand gen model?

- ✓ Before you even start to have conversations with execs, get your reporting in place. This specifically relates to splitting the marketing funnel between your direct inbound demo requests coming in through your website vs 'other leads' / 'MQLs' from content and other sources. Split out the conversions on these 2 funnels at every stage, and importantly work out how many leads you need in for each to close 1 deal.

When we did this at Cognism we found out we only needed 25 direct inbound leads to CW 1 deal, vs 500 MQL's to CW 1 deal...

- ✓ Start informal conversations around this reporting with key execs in operations, finance and sales. Consistently report on it in key revenue meetings. And finally and most importantly work with finance on the targets and model to see how this spills out as you scale. Can it scale efficiently at this level of discrepancy when split out?
- ✓ Ask your sales leaders what the experience is like managing a team with split focuses, on MQL's and pure outbound. Discuss the benefits of focus and time back for outbound only. As well as the opportunity and time costs.
- ✓ Come with a plan. Be prepared to talk through what the gap looks like if you remove MQL's from the model, how will you fill this, is there a lag required to be worked in?
- ✓ Ask your execs how they consume content, what their intent is when they download a PDF from LinkedIn Ads, how they feel when they get cadenced and followed up with by SDR's. Do they have intent to buy? Do they enjoy that experience?
- ✓ Finally ask them how much they would be willing to pay to get content consumed vs just downloaded by best fit accounts and target buyers, daily, in feed, where they spend their time.

#demandgeneration #b2bmarketing



cognism

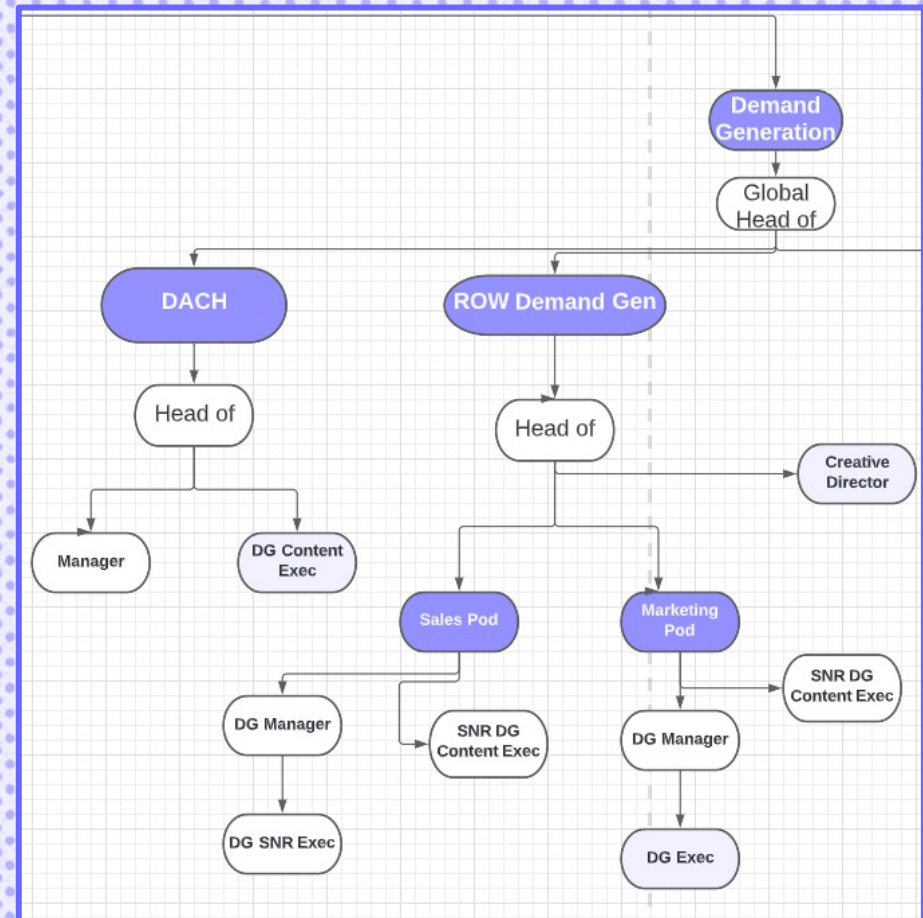
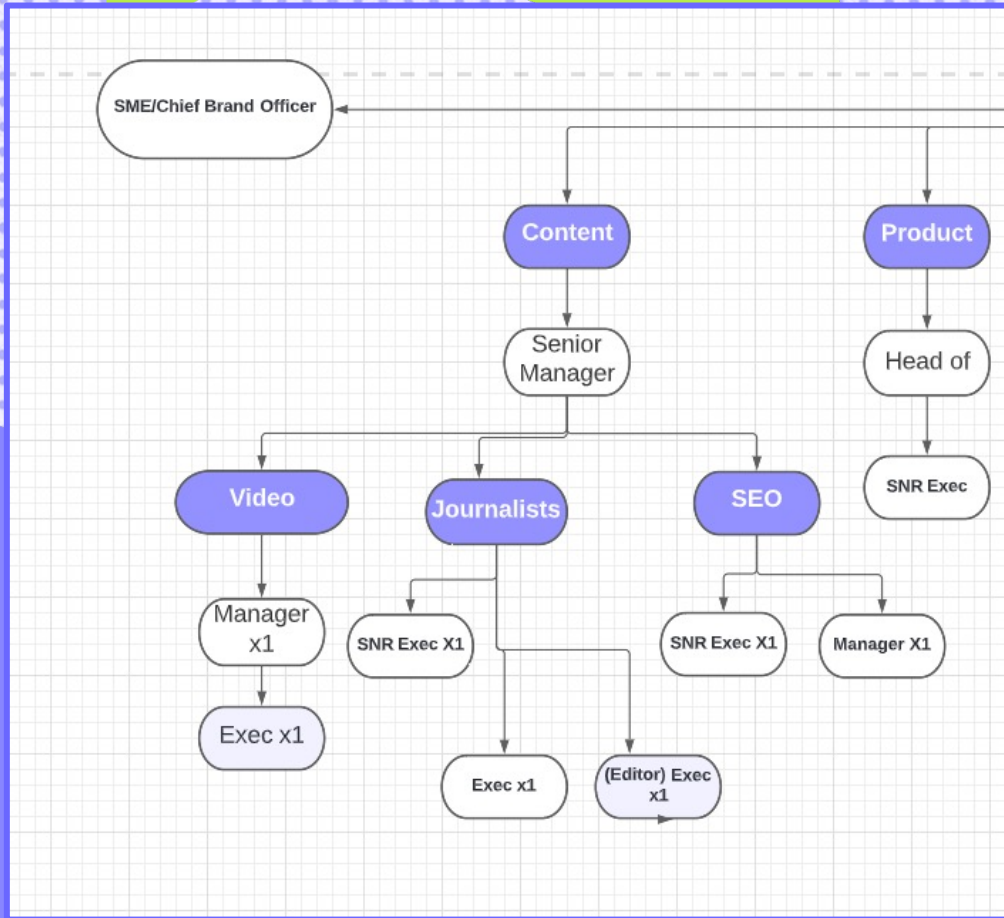
👍👍👍 Niall Sullivan and 115 others · 19 comments

How do you scale the media machine?

- Each channel has an owner, including SME's
- Each channel has its own set of clear KPI's and goals

Goal/KPI example: SME

- Scale LinkedIn followers to over 24K by end of June 22. Adding 1K a month.
- Contribute to an uplift in organic unique blog views of 25% every quarter (17% currently).
- Become the voice of the sales newsletter, with subscribers increased by 50% every quarter (25% currently).
- Become the host of the Revenue Champions Podcast, sourcing influential and interesting speakers on a weekly basis and helping to scale regular active listeners to 150, from 35. Host an episode every week.
- Produce regular video content to help drive YouTube subscribers up to 10k in year 1/ 2,500 a quarter (currently on 600).
- Run bi-weekly live events





+ Add task

Task name	Assignee	Due date	
-----------	----------	----------	--

Sales Persona

Q3 Cold Calling Scripts	JB Joe Barron	22 Jul	
Create a plan and timeline for increasing output of cadences content	JB Joe Barron	22 Jul	
Outbound campaign: Why cold calling is killing your mojo	JB Joe Barron	Tomorrow	

Marketing Persona

Pull quotes from gated content webinar	os oscar	22 Jul	
Revenue champions podcast episode 46	JB Joe Barron	8 Jul	
Campaign: Boring Campaign	os oscar		
Ungating content	os oscar	20 Jul	

Ops Persona

+ Add section

Q3 Cold Calling Scripts

Add to projects

Dependencies Add dependencies

Description

This task is for collaborating on creating more scripts.

Subtasks

- Blog: The ultimate cold calling script for CMOs 25 Jul BR 2
- Vlog: The ultimate cold calling script for CMOs Friday EL
- Blog: The ultimate cold calling script for CROs Friday AC
- Vlog: The ultimate cold calling script for CROs 19 Aug EL
- Blog: The ultimate cold calling script for sales leaders 19 Aug JB
- Vlog: The ultimate cold calling script for sales leaders 2 Sep EL
- Blog: The ultimate cold calling script for CFOs 2 Sep BR
- Vlog: The ultimate cold calling script for CFOs 16 Sep EL
- Blog: The ultimate cold calling script for Revenue Operations 16 Sep AC
- Vlog: The ultimate cold calling script for Revenue Operations 30 Sep EL
- Agree dates and plan of approach for all content formats relating to scripts 15 Jul JB

+ Add subtask

AC Ask a question or post an update...

Collaborators AC JB EL +2

Leave task

**Content that
gives buyers an
advantage**

The Old Way



Messaging, tone of voice and social channels

Thoughts on content:

Metrics do I keep track of?

Download The Revive Cold Calling in 2022 Playbook

Fill out the form below for your copy

We'll send this information to Cognism, subject to the company's [privacy policy](#)

Phone number *
8888888888

Work email *
test@test.com

First name
Fran

Last name
Langham

Country/Region

1 Intro

2 Opening pitch

3 Discovery

4 Second pitch

5 Case study

6 The close

6 steps TO A PERFECT COLD CALL PITCH

Get the guide

- Create an e-book on a popular topic with the primary goal being to generate leads
- Add to a gated landing page
- Run gated lead-gen ads on paid social
- Focus on generating as many leads as possible
- Measure success based on CPL and spot check quality once every 2 weeks

The New Way



Cognism
28,625 followers
1mo · 🌐

Sales professionals! Here's how to make more calls that give you the best possible results 📈

Live cold calling done right

to kind of make an assumption.

The Ultimate B2B Sales Script

Video snippet from our subject matter expert.
Running on LinkedIn paid.

We measure:
Video views, engagement, CTR

Revive cold calling in 2022: Cognism's cold calling playbook

- Breathe new life into your cold calling process with Cognism's playbook, updated for 2022!
- Keep reading and you'll discover:
- A 9-step process for making the most of your cold calls
 - How to call successfully from opening to closing
 - Tips for qualifying, pitching and handling objections
 - The best tools to help you become a champion cold caller

- On this page:
- What to do pre-call
 - Getting past the gatekeeper
 - How to open a call
 - How to build rapport
 - How to qualify
 - How to pitch your product
 - How to handle objections
 - How to close a call
 - Post-call
 - Remote working advice
 - Best cold calling tools

Cognism's cold calling process

This is the process used by Cognism's SDRs when cold calling prospects. It begins with steps to take pre-call and ends with post-call activities.

Right-click and save this infographic; refer back to it when building out your own cold calling process 📌



Now, let's run through each of these steps one by one 📌

Interactive landing page

We measure:
Time on page, reducing bounce rate

Cold Calling Live: Start, Stop, Repeat

📅 Date
Jul 28 · 4:00 PM - 5:00 PM BST

Live cold calling training with our subject matter expert

We measure:
Qualitative feedback, actionable insights we can repurpose on social

The New Way



Ungated, actionable cold calling script that can be put into practice.

We measure:
Engagement, CTR, optimise for web visits



Repurposing content via our podcast.

We measure:
Qualitative feedback, building up brand awareness, securing more subject matter experts as guests

Creating Value Driven Content

- Your content needs to be value driven and relatable. Utilise subject matter experts to help you deliver this.
- Decide on your content types - *Thought Leadership, Tactical, Product, Social Proof*
- Start by focusing on channels that work best for you right now and experiment with different content formats. Double down on what works.



If LinkedIn was my channel of choice:

- Value driven company posts – no promotion
- Test video snippets on tactical content bucket
- Product ads based on customer / prospect insights
- Start to build a brand with employee posting

Checklist

1. Listen to customer calls
2. Identify key pain points
3. How can you help solve these pain points?
4. How can you best deliver this content on your audience's channel of choice?

How we use ungated experiences

to boost inbound pipeline 4x

Media Machine: Example Activity

Demandism

Demandism Live

Join your host, Alice De Courcy, and panelists Liam Bartholomew and Fran Langham to discuss everything you need to know about switching from lead gen to demand gen in B2B marketing.

Next Episode: Rescuing marketers from B2B boredom

B2B marketers, are you sick of being called boring? Same! Because we're **not** boring.

E-books are boring. Gifted content is boring. "Lead gen" is boring.

And sure, everyone is screaming "URGATE YOUR CONTENT!" - but to one day what comes next?

That's what we're tackling live on Demandism, August 2nd. Get our take on how to build a B2B marketing engine that doesn't bore people to tears!

Sign up for our next episode [here](#)

Sign up for the next episode

First Name

Last Name

Phone

iamtest4@cognism.com

Company

Job Title

I'd like to receive emails with great content and updates.

Podcast

47: Demandism: building a content engine to power demand (with Cognism Marketing Leaders)

Welcome to Revenue Champion's third episode of Demandism. Where Cognism marketing leaders Alice De Courcy, Liam Bartholomew and Fran Langham give...

May 25 - 58 mins left

Organic social

Why you should use paid social for content distribution

Paid Social Overview

If you are using paid channels in the right way,

- You can target precisely who you want to
- You can hit that audience with the same message more than once
- It's very quick to get going, you could start right now (budget permitting)
- It helps build your organic following at the same time
- You can easily distribute content across formats, channels and audiences

Give it a go!

To create the content to promote in the first place, then join in the conversation on the 2nd of Demandism tomorrow!

We're going to be talking about how to get that content engine ramped up and distributing - something we've named the "media machine"

Like in the comments

Blog

SEO and blog content will **NEVER** go out of style.

Because as long as they're done right, they'll do wonders for your demand gen efforts.

This was one of the key topics of conversation in our recent episode of Demandism Live.

In this article, you'll find insights from our CMO Alice de Courcy and our Global Head of Demand Gen Liam Bartholomew.

You'll soon understand how and why SEO and blog content can give your demand gen plan a boost

Keep scrolling or use the menu on the left-hand side to uncover the secrets!

Demandism 2: Demand gen vs. lead gen

Demandism Live - Episode 2

Listen now

Watch on YouTube

Paid social

Using content for demand gen

How do you get content to work for demand gen?

Here is how to tackle it

Creative name: Thought Leadership - Marketing - Demand Marketing - Demandism Ep 3 - Using Content For DG - V1 - Video
Campaign: [RL] EMEA | Marketing | Thought Leadership | ICP | R each | Video
Creative ID: 191698056 - Sponsored Content - Video

Using a subject matter expert for next level content

Using a subject matter expert is key to building a solid content engine to power your marketing team.

Here's how we did it

Creative name: Thought Leadership - Marketing - Demand Marketing - Demandism Ep 3 - Subject Matter Expert - V1 - Video
Campaign: [RL] EMEA | Marketing | Thought Leadership | ICP | R each | Video
Creative ID: 191698066 - Sponsored Content - Video

How to split up content distribution

Content distribution should be shared amongst your demand generation team. Here's how we handle it

Creative name: Thought Leadership - Marketing - Demand Marketing - Demandism Ep 3 - How To Distribute Content - V1 - Video
Campaign: [RL] EMEA | Marketing | Thought Leadership | ICP | R each | Video
Creative ID: 191698106 - Sponsored Content - Video

Newsletter

The Demand Gen Digest by Alice De Courcy

B2B is NOT boring, %%First_Name%!

Hey %%FIRST_NAME%%,

This week on the Digest, let me kick things off by saying...

That anyone who's ever written B2B marketing off as boring... is wrong!

Chances are, the people who have said this are still stuck in their lead gen ways. And I'm confident in telling you that dull lead gen tactics are not here to stay.

In fact, there are tons of unborring, creative things you can do in B2B marketing, once you've left lead gen behind.

What do you measure?

Think like a media company.

Don't focus heavily on direct results such as leads or demo requests.

Instead, act as if you're a media company, and focus on measuring the success of the content.

That means your primary measure of success is engagement, feedback and interaction.

Not leads, meetings booked or conversations.

Things to track:

- Likes, comments, CTR, video views, reach
- Page views, bounce rate, time-on-page, scroll depth
- First/last touch UTMs
- Direct feedback from ICP
- Subscribers, total listens, average audience, attendee numbers
- Anonymous conversions
- Newsletter subscribers, replies, CTR

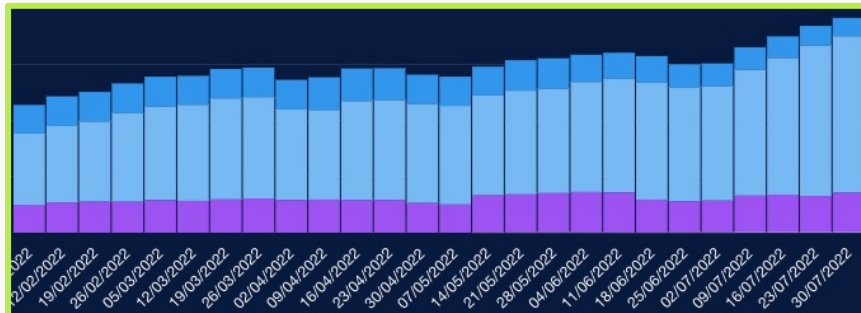
The results?

The Quantitative


Direct demo requests



Pipeline



The Qualitative

 **Sophie Pease** 12:11 PM
omggggg

12:11 cannot get over the quality of the inbound i am getting

wtf

so good

 **Sam Gibbons** 12:22 PM
mate

i dunno what you're feeding these inbound

but they're literally all just 🤖 hot

Other ideas to consider

On Demand Nurtures

Is it time for Netflix style email nurtures?

Ungating content means you're focus switches to be 100% about delivering it in a way that is best consumed.

Can any of us judge when someone is ready to see the next bit of content?

HIYA.

Marketers: we've got you sorted. Demand generation is *all the hype*, but delivering true intent marketing – the holy grail – is a bigger hurdle altogether.

Get Demand Gen ready in 14 days with our featured resources.

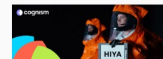
Are you ready?

The Essential Guide to Demand Marketing

OK, so maybe your lead generation is getting the job done. But it won't scale. Your costs will continue to rise as more effective paths to create demand are embraced by the wider marketing world.

The new essentials for B2B marketers:

- What demand marketing is
- How to implement and track a winning strategy



The essentials, on-demand:

Playbook | Demand Marketing, explained

Template | 3 resources for your team

Podcast | The dark funnel, with Chris Walker

Webinar | How to evolve from lead gen

Campaign | Email for demand marketers

Day 3

Everything, on-demand:

Playbook | Demand Marketing, explained

Podcast | The dark funnel, with Chris Walker

Webinar | How to evolve from lead gen

Campaign | Email for demand marketers



Marketing Templates

Get started with these **essential marketing templates**, built on industry knowledge and proven experience. The same templates that our own team used to build (and optimise) our pipeline!

Template: Email nurtures

Template: Campaign planning

Template: Inbound cadences

Convert more from nurtures, map out multi-channel campaigns, or book more meetings from inbound. What are you waiting for?

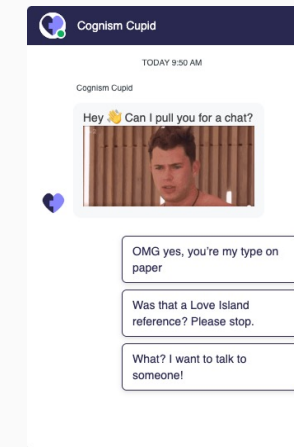
If you found them useful, you'll love the **Demand Gen Digest** - our custom newsletter for marketing leaders, sent every two weeks with the latest & greatest insights from our network.

Website Journey

How easy is your content to navigate on your website?

Ideas:

- Use of Drift bot
- Use of CTA and dynamic recommendations
- Move away from compartmentalizing your content
- Web pages over eBooks
- Use of video and audio in pages
- Interactive games and quizzes



What type of SDR are you?

Take our SDR personality test and get insights into how you work, learn, perform and like to be managed. You'll get specific resources tailored to your SDR type that will help you become the team's top booker!

Take the Quiz

