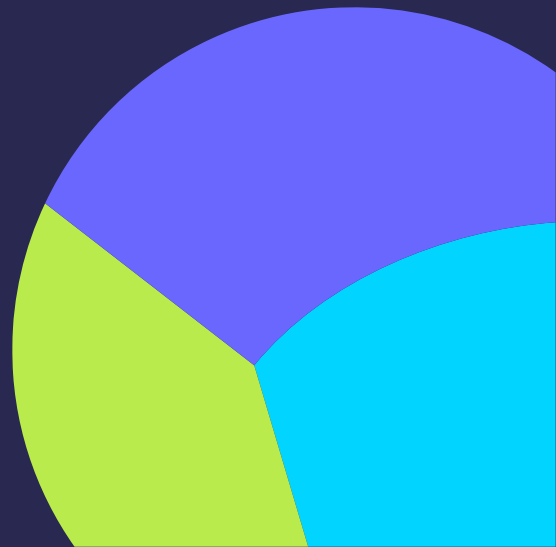




Content segmentation

Lesson 2



In this lesson

- Giving your content a real purpose
- Definitions for top down, middle out and bottom up content



Content purpose

Common answers:

a) raise brand awareness

or

b) increase inbound requests on a website.

But really, these are side effects of having good content.

Instead, the Easy Mode Framework suggests there are three main purposes for content.

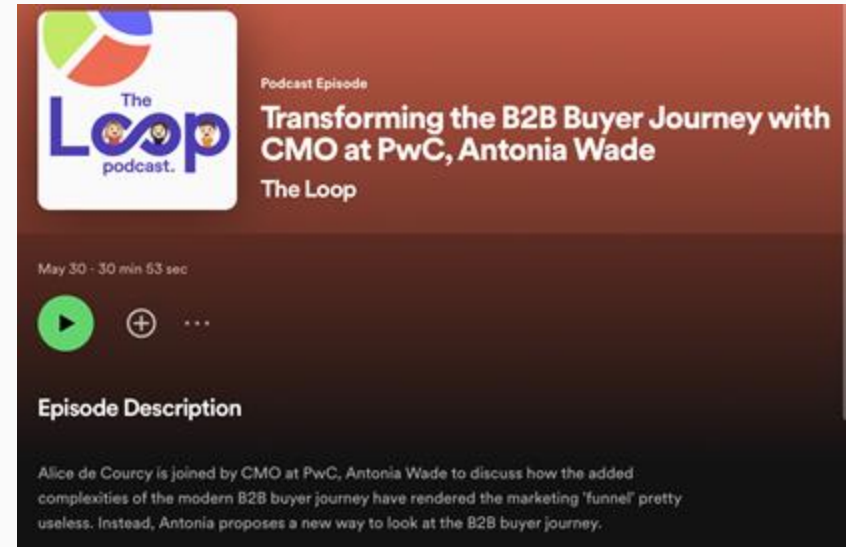
1. Top down
2. Middle out
3. Bottom up

Top down

Targeting strategic decision makers in a target market with a strategic narrative to drive change in a company from the top down.

Examples of top-down audience:

- CMO
- VP of Marketing
- SVP of Marketing
- EVP of Marketing



The Loop podcast. Podcast Episode **Transforming the B2B Buyer Journey with CMO at PwC, Antonia Wade** The Loop

May 30 · 30 min 53 sec

Episode Description

Alice de Courcy is joined by CMO at PwC, Antonia Wade to discuss how the added complexities of the modern B2B buyer journey have rendered the marketing 'funnel' pretty useless. Instead, Antonia proposes a new way to look at the B2B buyer journey.

Middle out

Targets those who would tactically implement your product.

Examples of middle-out audience:

- Marketing Director
- Head of Marketing
- Marketing Manager
- Marketing Lead
- Head of Demand Generation
- Director of Demand Generation



WEBINAR

The Loop Live Episode: 3

With Gaetano, Fran
& Canberk

15TH MAY 2023
15:00 BST | 16:00 CEST | 10:00 ET | 8:00 PT

 Fran Langham,
Global Head of
Demand Generation
@Cognism

 Canberk Beker,
Global Head of Paid
@Cognism

 Gaetano DiNardi,
Growth Advisor
@Cognism

Bottom up

Content aimed at the end users who can drive admiration and evangelism from the ground up.

Using the same strategic narrative described in top-down, but with storytelling and entertainment value.

Example of bottom-up audience:

- Marketing Executive
- Marketing Assistant
- Marketing Coordinator
- Demand Generation Manager
- Demand Generation Exec



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418 views 1 year ago Live cold calling

Morgan J Ingram, Director of Sales Execution and Evolution @Jb Sales Training and David Bentham, Inside sales Director at Cognism give actionable tips and techniques on cold calling during a live cold call role play.

Show more



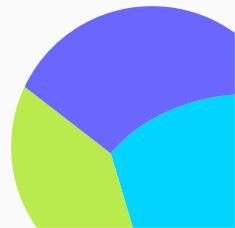
Implementing your content purposes

This is a three-pronged approach.

For example - you want to start with top down, as they're the people who - if you can influence - make the biggest difference for business objectives.

Then you'd start to sprinkle in some middle out content. And then some bottom up content. Without stopping your other content purposes until you have all three content plays running at once.

Cover all your bases, providing value and building affinity with value-led content throughout your ICP's audiences.





Your next lesson: Realm of relevancy

