



**JBF RESEARCH**  
**INTEGRATED**  
**CONTENT MARKETING**  
**PLAYBOOK**



# Content Marketing & Stepping Stones on the Path to Purchase



## Research Demand Drivers

By harnessing the concerns of the prospective buyers through empirical surveys, we demonstrate your business values in concrete terms.



## Multichannel Content Distribution

Distribution of this content through multiple media channels to the correct audience & coordinated for maximized impact.



## Content Creation & Credibility

Numerical data produced by 3rd party research combined with authoritative secondary research enhances credibility and engagement.



## Reuse of Content

Same data in different forms.

# Path to Profit



**Peer opinion within your target market is the most important element in capturing digitally empowered buyers.**



**Capturing the voice of the people we wish to sell to creates explosive growth in revenue.**



# Getting Started with JBF Research in 5 Easy Steps

1. Identify your target market and build a list of companies with executive titles that match the targeted list criterion.

2. Identify the business problems your solution solves for customers. Numerically justify the seriousness of the business impact via surveys.

3. Use the information to create marketing collateral that can be distributed through multiple media channels.

4. Engage customers in educational discussions set around research findings.

5. Convert **33%** more of initial leads to sales qualified opportunities.



# Retaining Customers by Confirming the Decision to Buy >>>>



# JBF Research Provides You a Strong Partnership for Content Marketing Success

## The Content Marketing Checklist



### Planned

Are you using an editorial calendar?



### Enticing

Is the content understandable and readable?



### Actionable

Will the readers want to take the next steps?



### Shareable

Will the reader be compelled to share the content?



### Findable

Can readers find the content easily?



### Measured

Is the content traced for success?

# About JBF Research & Our Core Process

» Where JBF Research Fits in a Complex Marketing Organization

## Path to Power



### RESEARCH

Reveals what is important to you prospective customers. It allows us to speak to your universe of prospective buyers about how your product, service, or solution is relevant to issues your customers care about.



### CONTENT

Should be believable, empirical, authentic, and engaging. Consistent messaging must come through multiple channels and distributed according to a publishing schedule for no less than a year.

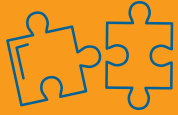


### SALES

Lead generation and first conversations with a prospective customer must be consistent with the expectations you set up with your content.

# Modern Buyers View of Vendors

Customers do not know any reason your solution would benefit them.



Customers live in a digital-mobile first world they must recognize your firm.



Customers do not understand what your brand means.



Customers have short attention spans they are assaulted 24/7.



Customers prefer to use their own digital resources on their own time and terms.





# Why should you work with JBF Research?



Agencies do great research and create stunning content, but they are staggeringly expensive and are not responsible for the ultimate sales execution and generation of leads. We do this same work for **15-20%** of an agency cost, and we see the process through to the first call sales engagement.



Telemarketing and demand generation firms just generate activity. They do not generate content and that is why these programs rarely convert sales to qualified leads.



We take responsibility for research, content creation, and lead generation. This leads to integration of the program with sales and lead conversion to second step opportunities.





# Thank You



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