



Transforming the revenue opportunity

September 13, 2016



Competing for customer attention

INCREASED COMPETITION AND DISRUPTION



- More and more complex choices
- Disruption from new sources
- Rise of entrepreneurialism

EMPOWERED, CONFUSED CUSTOMERS



- Clutter in communication channels
- More transparent marketplaces
- Less brand loyalty

UNCLEAR SIGNALS FROM MULTIPLE SOURCES

Can we get our customers' attention?



The better the question. The better the answer.
The better the world works.



Unlocking the power of content across sales and marketing

COMPELLING CONTENT



- Thought-provoking
- Relevant
- Differentiated

CROSS-CHANNEL DISTRIBUTION



- Aligned across channels
- Distributed through sales
- Discovered by customers

CREDIBILITY AND MINDSHARE



- Engaging customers
- Shifting perception
- Building trust

Understandable and understood misalignment

SALES

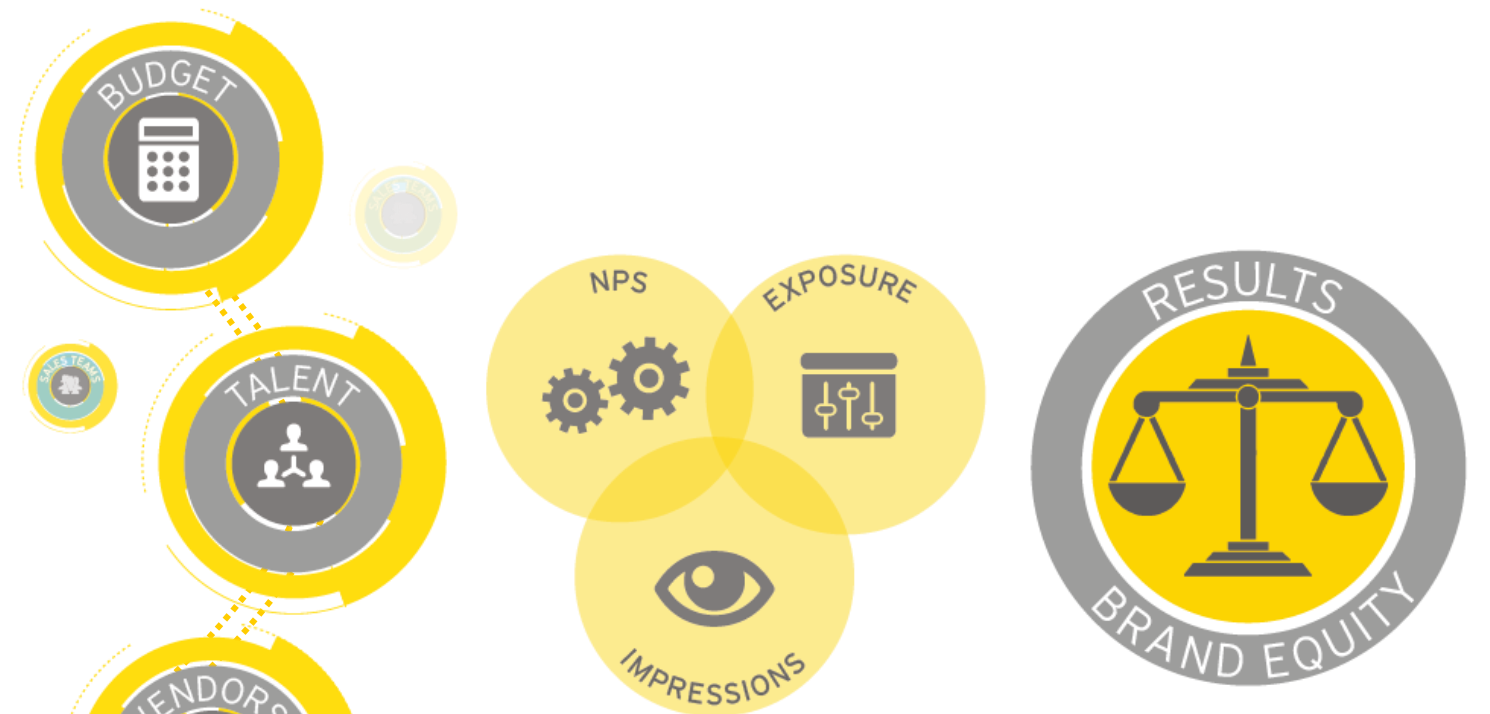


LEVERS

MEASURES

RESULTS

MARKETING



LEVERS

MEASURES

RESULTS

**What if we
reframe the
question to
be seamless?**



The better the question. The better the answer.
The better the world works.



Sales is the most important marketing channel



Seamlessly messaging from the big stage to the little stage

COMPANY MESSAGES

- Brand identity
- Elevator pitch
- Value proposition

CAMPAIGN MESSAGES

- Marketplace catalysts
- Press/PR/awareness
- Data/research/insights
- Marketing collateral
- Salesforce education

ACCOUNT SOLUTIONS

- Go-to-market strategy
- Navigation of solutions
- Marketing collateral
- Salesforce education



**Can we move
further upstream
in the decision
through trust?**



The better the question. The better the answer.
The better the world works.

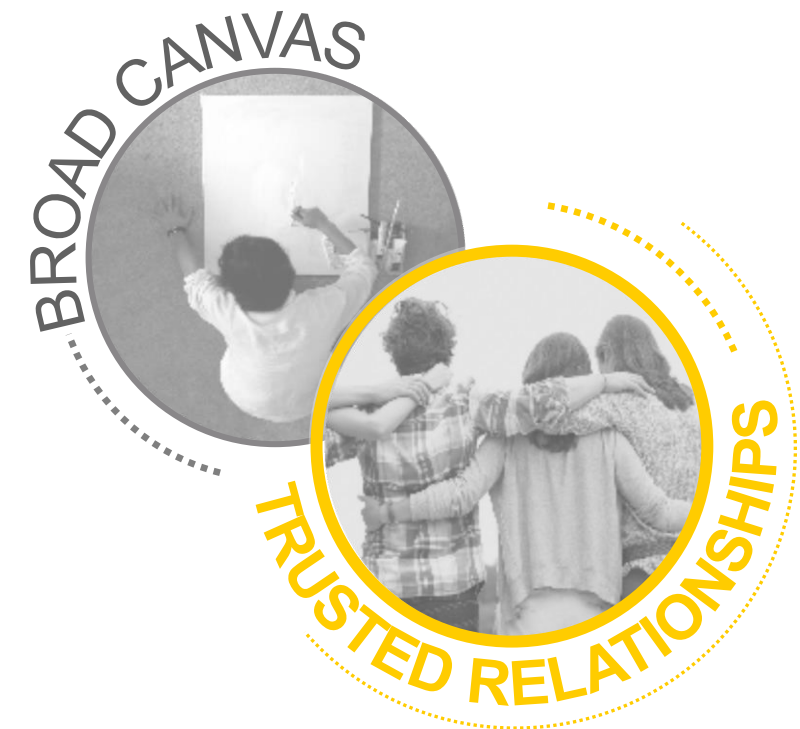
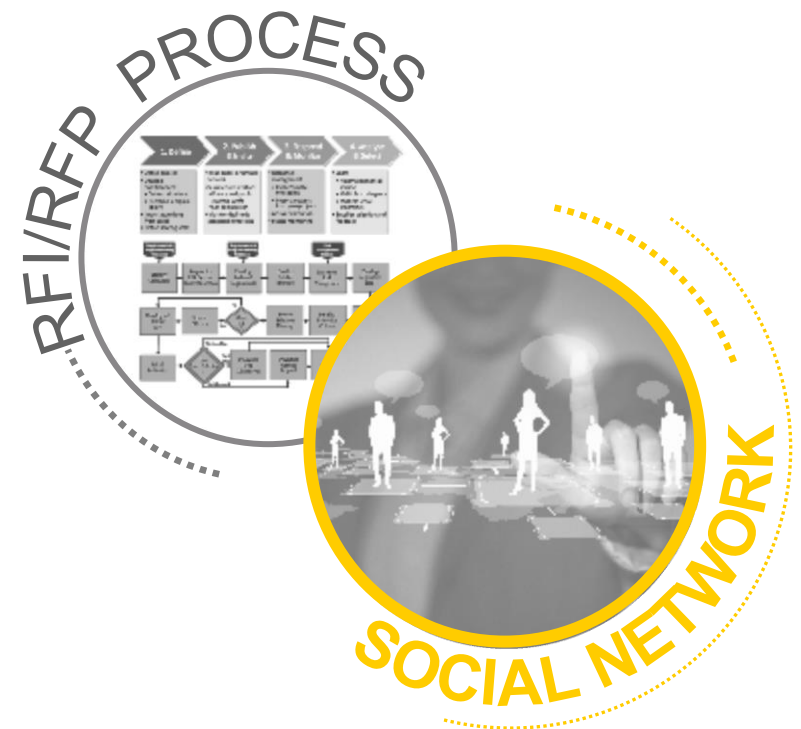


Shift in customer decision-making

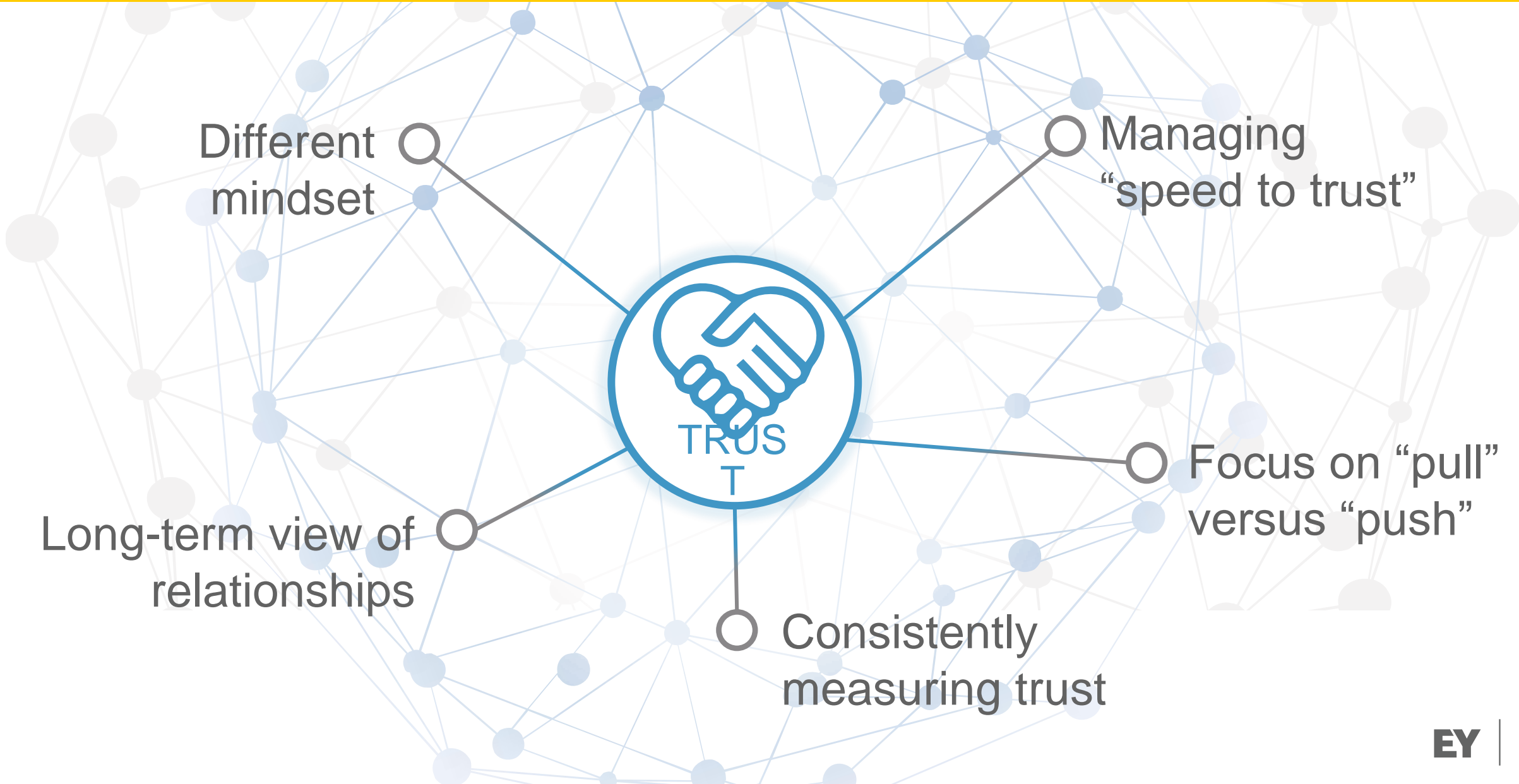
BRAND AWARENESS

CONSIDERATION

PURCHASE



Reframing the sales organization around trust



New tools to build trusted relationships



How do we deliver impact in the business?



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The better the world works.



Delivering powerful business outcomes

END-TO-END CONTENT STRATEGY

WORKPLACE OF THE FUTURE

SOCIAL SELLING



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