

# Contextual Campaigns

## Improving your relevance through contextual marketing

PEARSON & C<sup>o</sup>.



# Getting contextual is not optional



The single company message broadcast consistently to every audience approach will no longer suffice.



—Jerri DeVard, *Former CMO at Citigroup*

# Achieving relevance in your marketing

Truly relevant marketing requires a **tighter connection to the customers** and **deeper insight**.

Increasing information overload, fragmented media, and shifting power dynamics are making it **harder than ever to reach and engage the customers and prospects** that your business depends on for growth.

To be truly relevant and engaging, campaigns must be **designed in multiple contexts** to reach the **right target**, with the **right appeal**, at the **right time**.



The right  
**TARGET**



The right  
**APPEAL**



The right  
**TIME**

# Consider these strategic contexts in defining your campaigns

**1 Individual role.** Where do your prospects sit in the organization? What role do they play in the purchase? What issues are most important to them right now?

**2 Business type.** Are you targeting large enterprises or small businesses? Which vertical markets represent the best targets? What are the pressing trends in those industries?

**3 Relationship.** Are these installed base customers or net new prospects? When was the last time you interacted with them? How are they feeling about you today?

**4 Competitors.** What solutions do your prospects already have in place? Which of your competitors are courting them, and what are they saying?

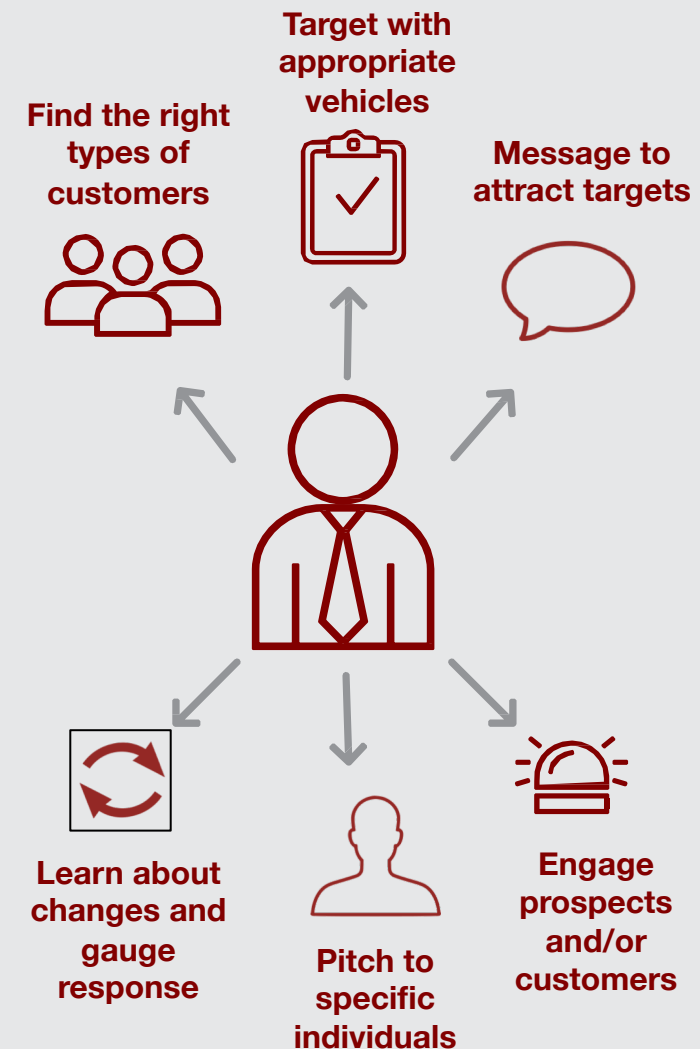
**5 Buying stage.** Is your prospect actively seeking a solution? Or do they not yet recognize that they have a problem? What beliefs must be created or changed to move them closer to a purchase?

**6 Interaction.** Where did you find this prospect? Did they stop by your booth at a tradeshow? Did they see an ad in a trade pub? Did they find your site from a blog?

# Leveraging insights for relevant content

Drive contextual relevance with **six key practices**:

- Identify the **right types of customers**.
- Target **specific customer types** with **appropriate vehicles**.
- **Message to attract** the right customers.
- Engage prospects and/or customers in the context of **account profile, buying cycle stage, and relationship**.
- Enable sales to pitch to **specific individuals**.
- Learn about **changes in customer attributes** to **gauge response** to offers.



# Drive engagement through campaigns

Integrating more **interactive, two-way communications** into your campaigns (i.e. peer polls or games) can increase **engagement levels** and encourage **deeper relationships with your brand**.

Progressive profiling and feedback mechanisms, such as **peer polls to gather insight** about prospect mind-set and buying stage, can help you **tailor subsequent touches** for **greater relevance and impact**.

Consider **a variety of vehicles** to deliver appropriate content/offers at the right moment in the sales cycle, such as **email, direct mail, telemarketing, LinkedIn, and social media**.



## Gamification



## Peer polls



## Consider and test a variety of vehicles



# Five things you can do now

## 1 Interview Sales and marketing SMEs.

Reach out to understand demand generation imperatives that align to their priorities and market strategy.

## 2 Track and report.

Collect and share successful campaigns and useful content “chunks” to propagate best practices.

## 3 Pick a pilot.

Pick a scenario that best aligns with a key strategic imperative and design a contained, contextual campaign around it.

## 4 Create customer snapshots.

Collect existing intelligence from internal research and third-party sources, then sort by role, business type, and relationship to see where the insight gaps are.

## 5 Set goals for learning.

Define a learning agenda, including the aspects you want to test and iterate for each campaign, then put basic tracking mechanisms in place to capture those results in real time.

We develop contextual selling tools and content marketing programs that are considered best in class, with messaging that sharpens differentiation, playbooks that improve sales performance, and content marketing programs that deliver results. We help companies harness sales leader knowledge and apply rich insight about customer drivers and market realities in tools and programs that drive measurable change, often in less than 90 days.

If you want to equip your field, call Jenée Gatto today at 408-540-5305. Or, if you'd like to explore additional best practices, visit us at [www.contextual-selling.com](http://www.contextual-selling.com).

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