

2012



KILLER CONTENT Awards



RECOGNIZING PROGRESSIVE
CONTENT MARKETING ORGANIZATIONS
NAVIGATING THE SEA OF CONTENT

Presented by

DEMANDGEN
REPORT

APRIL 25, 2012

As content marketing becomes a vital part of successful B2B marketing strategies, DemandGen Report is officially honoring innovators in content marketing and demand generation.

The **First Annual Killer Content Awards**

recognize organizations that have raised the bar in content marketing tactics. Winners were formally honored at an awards ceremony April 24, 2012 in New York City at The Times Center, during DemandGen Report's B2B Content2Conversion Conference, an industry-first educational and networking event focused on helping B2B marketers develop, map, measure and optimize content marketing strategies.

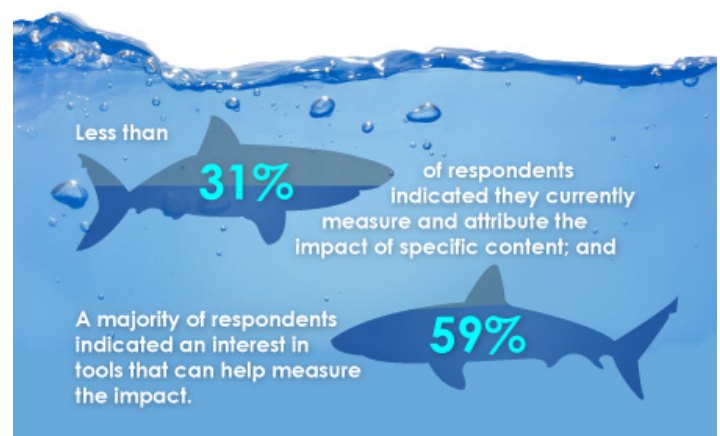
Content creation has become a key way for B2B companies to provide insight on current industry trends and concerns, while spreading awareness of their solutions and services. From E-books, white papers and case studies — to blogs, newsletters and webinars — many organizations have gone the extra mile to create engaging content that relates to prospects' buying needs and company pain points.

Given our unique position covering the demand generation space, the DemandGen Report editorial staff sees many innovative approaches to content marketing, and sought to help educate the community by highlighting those achievements and celebrating the success of advanced content creation and execution.

Winners were chosen based on — but not limited to — the following criteria:

- Social media/viral/targeted content marketing;
- Mapping content to the buyer's journey;
- Quantitative results (increased leads, sales, revenue, etc.);
- Qualitative results (partnerships formed, increased interaction, etc.);
- Video/interactive content;
- Overall market positioning; and
- Cross-channel marketing presence.

Each winner is profiled in this report with a short description of the company's goals and content objectives, and given **"Killer Kudos"** for their development strategy, as well as **"Metrics & Qualifiers"** to validate the success of their initiatives.



DEVELOPING DESIGN TO RAMP UP PRODUCT INFORMATION

WINNER



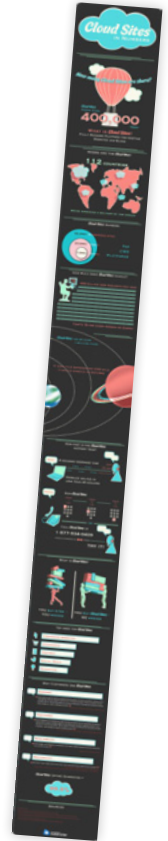
Rackspace, a hosting services platform, created an **infographic** that illustrates the impact of its product in the world of the web. After two years without marketing activity, the company sought to relaunch its Rackspace Cloud Sites product with a creative approach that strayed away from the standard product page. Geared towards web developers and designers, it was critical to present content in an appealing design and aesthetic to drive traffic to the Cloud Sites product page.

KILLER KUDOS

- Launched on the corporate blog and was shared through organic mechanisms versus paid
- Leveraged Rackspace employees to give a sneak peak to Cloud Sites engineers, support, product marketing and developers so they could share within their own social networks
- Developed a syndication plan that enabled the company to cut costs and focus budget on creative

CONTENT

“Cloud Sites In Numbers” Infographic



METRICS AND QUALIFIERS

- Pinned on Pinterest by 12 separate users, including social influencer Guy Kawasaki (More than 65 repins and 23 likes)
- More than 1,500 page views (1,300 unique)
- Overall 50% increase in traffic to Cloud Site homepage
- Nearly 100 combined shares on LinkedIn, Twitter and Google+

EMBRACING THE CONTENT MARKETING EVOLUTION

WINNER



[PropelGrowth](#), a marketing consulting firm, wanted to tell a story beginning with reasons why customers have taken control of their buying process and ending with a compelling case for content marketing. [“The B2B Marketing \[r\]Evolution”](#) is a video that features statistics on the shift in the buying process, perception of marketing and the trend toward educational content.

CONTENT

“B2B Marketing [r]Evolution” Video



KILLER KUDOS

- Catered to today's time-starved buyer with a 4-minute video
- Educated the company's target buyer
- They walked the walk! Used storytelling to establish thought leadership

METRICS AND QUALIFIERS

- Met perceived need for innovative B2B subject matter
- Tapped the rapidly growing power of video
- Revenue is up 257% year over year in Q1 2012
- At least 50% of new business closed since October reported that the economic decision maker was influenced by the video.
- Views on YouTube now exceed 1,923 since uploading in early October
- Two opportunities came up in Q1 where clients asked for a similar video

SEGMENTING AND TARGETING CONTENT DELIVERY VIA VIDEO

WINNER



By working with 3VR, a video intelligence company, [BlueBird Strategies](#), an advanced lead generation services firm, created a series of targeted content offers that were relayed into syndication programs. Collateral developed included an educational piece focused on [using video analytics](#) and data decision making to grow a business, as well as executive briefs focused on multiple markets, including banking, retail, hospitality and [healthcare](#).

KILLER KUDOS

- Collaborated with 3VR, a video intelligence company, to create targeted content offers for syndication programs
- Provided an educational piece on the benefits of video analytics and data decision-making to grow businesses
- Created a variety of executive briefs based on industry, including retail, banking, healthcare and hospitality

CONTENT

Video Program



METRICS AND QUALIFIERS

- The content syndication program captured a total of 446 leads in a five-month period across its four target industries.
 - **198 leads in Retail**
 - **114 leads in Banking/Financial Services**
 - **83 leads in Healthcare**
 - **43 leads in Hospitality**

HELPING PROSPECTS DEVELOP AN INTEREST IN PINTEREST

WINNER



Monetate, a provider of marketing and conversion optimization technology, created an infographic to illustrate the story of rapidly emerging social pinboarding tool, Pinterest, and its increasing role in driving social commerce for online retailers. Monetate aimed to promote and distribute this infographic to reach online marketers looking to utilize Pinterest to help engage with customers socially and increase brand affinity. Monetate shared this infographic exclusively with Mashable before publishing it to the Monetate web site and distributing it more broadly among other media outlets and blogs.

KILLER KUDOS

- Seized the opportunity to capitalize on a key game changer for its audience, retailers.
- Established an understanding of a critical objective for prospects (how to utilize Pinterest to garner customers)
- Found the right ally (shared infographic exclusively with Mashable)

CONTENT

“In Pinterest The Next Social Game Changer?” Infographic



METRICS AND QUALIFIERS

- Feature story in Mashable garnered nearly 17,000 social shares
- Nearly 9,000 tweets
- 700 Google+ shares
- 4,000 LinkedIn shares,
- More than 3,000 Facebook likes
- Successful driver of traffic to Monetate.com; generated more than 900 web site social shares

EDUCATING PROSPECTS ON THE POTENTIAL OF PINTEREST

WINNER



Although many B2C marketers are tapping into Pinterest to drive customer engagement, B2B marketers are pondering how to adopt Pinterest for their lead generation strategies. [HubSpot](#), a provider of inbound marketing software, released the E-book, titled [“How To Use Pinterest For Business”](#) to provide a beginner’s guide to the new site, as well as insight into how marketers can develop Pinterest presence to drive traffic and optimize social sharing. Since the E-book’s release, HubSpot has received nearly 100,000 visits to the web site, and acquired more than 50,000 new and reconverted leads.

KILLER KUDOS

- Tapped into growing interest in Pinterest
- Investigated how B2B marketers can benefit from the site and use it as a lead generation tool
- Walked readers through the account creation process, how to build presence, and drive traffic and social sharing

CONTENT

“How to Use Pinterest For Business” E-book



METRICS AND QUALIFIERS

- Nearly 97,000 visits to HubSpot.com
- Generated nearly 52,000 leads
- Garnered a nearly 54% visit-to-lead conversion rate

EMPOWERING PROSPECTS TO BECOME CONTENT ROCK STARS

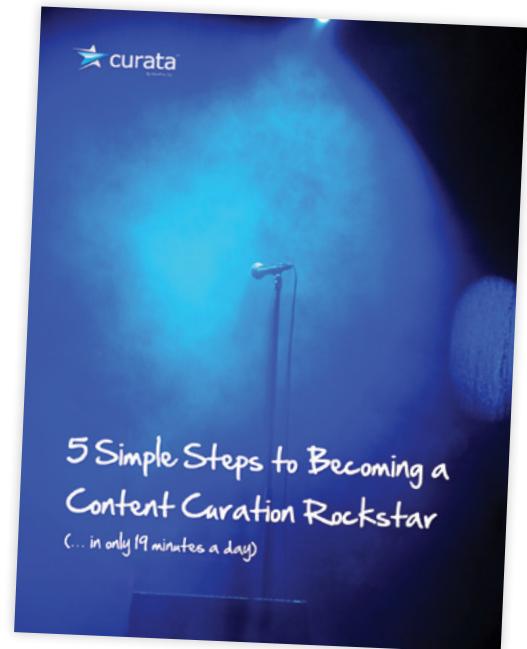
WINNER



CONTENT

**“Five Simple Steps to Becoming a Content Curation Rock Star (in 19 Minutes or Less)”
E-book**

[HiveFire](#), a provider of content curation solutions, created a concise [E-book](#) on best practices in content curation. The E-book provides marketers with a road map for making curation the platinum hit of the marketing mix. Drawing on proven strategies from customer implementations of its content marketing solution Curata, HiveFire's E-book offers a visually engaging, quick read to put marketers to work on increasing leads and boosting brand leadership online.



KILLER KUDOS

- Found the right audience: launched in conjunction with HiveFire's presence at SXSW
- Focused on best practice thought leadership positioning
- Integrated real world examples of content marketing success
- Talked the talk! Offered a visually engaging, quick read to boost brand leadership

METRICS AND QUALIFIERS

- Garnered more than 2,000 downloads
- Offered a unique alternative to the traditional sales speak
- Improved brand awareness and SEO

STOMPING OUT SALES SPEAK TO ESTABLISH THOUGHT LEADERSHIP

WINNER



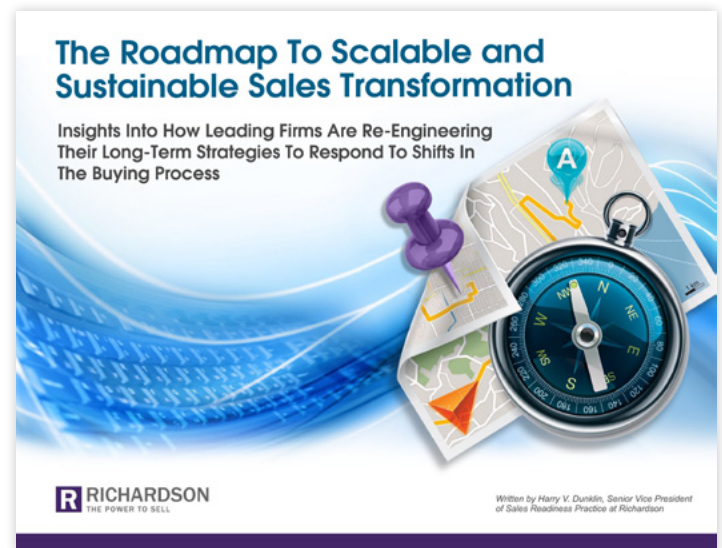
Richardson, a global sales training and performance improvement company, worked with content development agency Content4Demand to develop an E-book that offers insights into how leading firms are reengineering their long-term sales strategies to respond to shifts in the buying process. The content analyzed the fundamental changes in buyer behavior and explores the challenges these changes are presenting for organizations of all sizes.

KILLER KUDOS

- Positioned Richardson as a thought leader by providing expert insight
- Provided analysis of fundamental buying changes
- Offered educational value for prospects to compete in a shifting market

CONTENT

“The Roadmap to Scalable and Sustainable Sales Transformation” E-book



METRICS AND QUALIFIERS

- Extended across channels via social media, Google PPC campaigns, email blasts and the company's web site
- Garnered more than 1,200 downloads
- Accounted for close to \$100,000 in pipeline contribution

INTEGRATING SOCIAL LISTENING INTO CONTENT ASSETS

WINNER



[Mason Zimble](#), a global integrated marketing agency, was tasked with creating content for [Sage Fixed Assets](#) that could be leveraged on the company's blog and re-purposed for its lead nurture program. Sage Fixed Assets targets accounting professionals in the niche fixed asset management market. Through weekly and monthly social listening, Mason Zimble picked up on the top conversations going on in the fixed assets and accounting spaces. The most important question that kept coming up was: "How will managing my fixed assets benefit my company?"

KILLER KUDOS

- Addressed key prospect question: "How will managing my fixed assets benefit my company?"
- Created a seeding strategy to drive traffic to the [Sage Fixed Assets blog](#), where the infographic was hosted.
- Endorsed by social influencer Guy Kawasaki

CONTENT

"Fixed Assets: The Big Picture" Infographic



METRICS AND QUALIFIERS

- Garnered nearly 445,000 brand impressions
- 66 social shares, including 49 retweets and 12 InShares on LinkedIn.
- 2,500% increase in new blog visitors
- 600% increase in average daily visitors over the pre-posting average.

DRIVING CROSS CHANNEL ENGAGEMENT VIA CONTENT

WINNER

KELLY SERVICES

In April 2011, [Kelly Services](#), a provider of workforce management solutions, relaunched its traditional corporate web site as a content marketing play. By introducing corporate blogging for the first time in the organization, as well as a subscription-gate for premium content, the company is now able to drive visitor subscriptions, discussions and engagement, and guide customers and prospects at the bottom of the funnel to sales-related content on secondary pages.

KILLER KUDOS

- Relaunched traditional web site to focus on content
- Introduced corporate blogging and gated premium content
- Utilized a variety of channels (SlideShare; Twitter; iPad app; LinkedIn; webcasting) to fuel discussions and generate subscribers
- Created secondary outlet for sales-related content for a more customized, relevant experience

CONTENT

Cross channel content program



METRICS AND QUALIFIERS

- 350% year-over-year increase in web site traffic
- Marketing qualified leads increased 300%+ year-over-year to end of 2011
- Averaged a 5:1 external view ratio of blog content shared into other networks
- Invited speaking slots for external events has more than tripled since actively developing and promoting thought leadership content

CALLING ON SOCIAL CONTENT EXPERTS

WINNER

ELOQUA

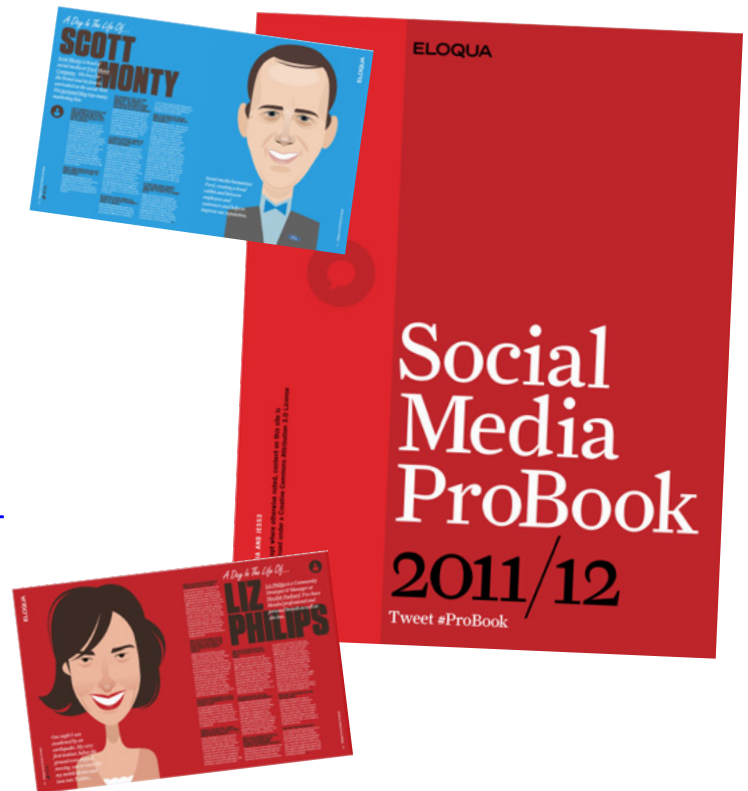
In June 2010, in an effort to expand its overall reach and attract the attention of marketing and social media thought leaders, [Eloqua](#), a provider of Revenue Performance Management (RPM) solutions, published “The Social Media Playbook”, a how-to E-book for marketing on the social web. Eloqua wanted to keep the momentum from the Playbook going, so the company created phase two of the Playbook. In June 2011 Eloqua created [“The Social Media ProBook.”](#) a resource for those proficient in social media. The idea behind the ProBook campaign was to assemble a “super group” of social media authors, including experts from Intel and Salesforce, to give B2B companies a truly helpful, entertaining resource from Eloqua.

KILLER KUDOS

- Built on existing content momentum
- Enlisted subject matter experts to create a viral effect
- Harnessed the power of the social web
- More than 75,000 views on SlideShare

CONTENT

“Social Media ProBook” E-book



METRICS AND QUALIFIERS

- Garnered more than 1,500 tweets on the first day
- 82% of visits from the ProBook page were new to Eloqua.com
- More than 40 articles covered the project
- Largest spike to date in traffic to Eloqua's blog
- Tripled daily blog subscription rate

COOKING UP CONTENT FOR LEAD NURTURING

WINNER



[Manticore Technology](#), a provider of marketing automation solutions, created [“The Lead Nurturing Cookbook”](#) as a follow-up to its “Quintessential Marketing Automation Guide.” Although the initial content focused on decision makers during the awareness phase of the buyers’ journey, the Cookbook was developed to appeal to both decision-makers and users during the consideration and project phases, and help demonstrate how to nurture leads as a result of specific marketing activities. The E-book was distributed with a social media campaign that included a series of blog posts, as well as messaging via Twitter, LinkedIn and Facebook.

KILLER KUDOS

- Follow up to Manticore Technology’s “Quintessential Marketing Automation Guide” (QMAG)
- Appealed to both decision-makers and users during the consideration and project phases of the buyer journey.

CONTENT

“Lead Nurturing Cookbook” E-book



METRICS AND QUALIFIERS

- Allowed potential buyers to visualize usage of marketing automation to improve prospect engagement.
- Spotlighted how to nurture leads in response to specific marketing activities
- Extended content life via Twitter, LinkedIn and Facebook, as well as a blog series

SOCIALIZING CONTENT TO ESTABLISH THOUGHT LEADERSHIP

WINNER



Focused on positioning itself as a thought leader in IT channel marketing worldwide, **TSL Marketing**, an integrated marketing firm, created a content program that employed a variety of channels and formats. The company produced one thought leadership white paper and case study per month, as well as one thought leadership webinar per quarter. The content is then promoted via sponsorship of the Baptie Channel Focus Community, LinkedIn social media marketing and email marketing.

KILLER KUDOS

- Enlisted editorial schedule to manage content program
- Expanded reach across a variety of content mediums
- Catered to various format preferences

CONTENT

Content Marketing Program



METRICS AND QUALIFIERS

- Positioned as market thought leader
- Last webinar garnered more than 250 global registrants
- Resulted in sales conversations and engagements with a number of the largest IT companies

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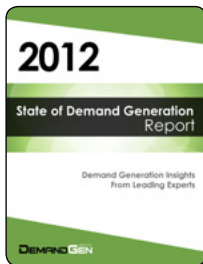


ABOUT DEMANDGEN REPORT

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of our coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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