

CONTENT BUILT FOR HOW BUYERS BUY

Your buyers are paralyzed, and your sales are down. Why? Because today's B2B buyers aren't afraid of spending, they're afraid of making the wrong decision. **Better content creates buyer confidence, which accelerates pipeline and closes deals.**

Your content strategy isn't working because it's out of sync with the Modern Buyers' Journey and the current realities of B2B marketing. But what are those realities?

YOUR BUYERS HAVE CHANGED.

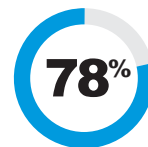
B2B buyers don't buy the way they used to. Long gone are the days when they willingly moved through your sales funnel and were quickly engaged by your sales team.

- Today's buyers actively avoid talking to a salesperson.
- They're self-directed buyers who do their own research – and they start with the content publicly available on your company's website.
- The pressure to make the right decision is paralyzing.
- They want information that is clear, concise, and convincing, so they can show their management team that they're making a defensible decision.
- In short, they need content that gives them confidence that your solution can be implemented and used quickly and easily.

YOUR CONTENT NEEDS TO CHANGE TOO.

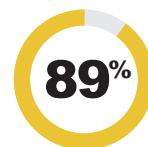
Buyers rely on your content to give them everything they need to make a defensible decision *before* they talk with your sales team.

- Your best content must be easily available on your public website, not kept in reserve by your sales team.
- Your content must address all of the buyer jobs, especially for solutions that are typically shopped by large buying committees.
- It needs to speak to different buying personas and be available in multiple formats for different learning styles.
- Your content must provide clarity and create buyer confidence that your product is the right – and defensible – choice.



of salespeople are not meeting their quotas.

Source: Kickstand & Pavilion



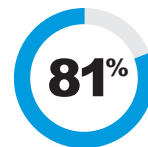
of B2B buyers say that helpful content is the prime driver in their decision-making process.

Source: 6Sense



are dissatisfied with the vendor content that is made available to them.

Source: Content Marketing Institute



of B2B buyers have already selected a preferred vendor before they contact a salesperson.

Source: 6Sense



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LIAISON CAN HELP

Using our new Buyer Impact Model, we analyze your content from 60 different perspectives to make sure it addresses every part of the Modern Buyers' Journey.

WE SHOP YOUR WEBSITE JUST LIKE YOUR TARGET BUYER

We scour your site and gather all of the available content, put it through our Buyer Impact Model, and identify all of the weak points, gaps, and opportunities for improvement.

- Do you have content that addresses all of the buying jobs?
- Does your content speak to every buyer persona?
- Do you have too much, too little, or overly dense content?
- Do you have content that appeals to all the different learning styles?

YOU GET ACTIONABLE RECOMMENDATIONS

We provide you an exhaustive analysis and an executive summary of what we find – including a list of tangible and actionable recommendations that you can take to instantly improve your content game.

YOU CAN DO IT – OR WE CAN DO IT FOR YOU

We'll work with your internal creative team or agency to implement the recommendations – or Liaison can do it for you. The Liaison Studio has the talent and bandwidth to get it done quickly and cost-effectively, or for larger projects we can deploy a dedicated, embedded team to do it.

WHAT ABOUT YOUR COMPETITION?

We can run our Buyer Impact Model on your competitor's website to identify weaknesses and gaps in their content that you can exploit with targeted content of your own.

BUT WAIT, THERE'S MORE...

We offer a full range of strategic marketing services tailored to the needs of global B2B marketing enterprises like yours:

- | | |
|---------------------------|------------------------------------|
| ■ Persona Development | ■ Competitive Messaging Assessment |
| ■ Messaging Strategy | ■ ABM Messaging Customization |
| ■ Social Media Management | |

CLARIFY YOUR OBJECTIVES AND DELIVER ON THEM.

Whatever your goal, we'll help get you there. We deliver content that gives your buyers:

- ✓ A clearer understanding of the problem
- ✓ Urgency to act now, not later
- ✓ Recognition of the cost of inaction
- ✓ Confidence in your solution's fit and value
- ✓ Real-world examples and success stories
- ✓ Scenario-based content aligned to their industry, function, and stage
- ✓ A buying experience that creates confidence, not confusion



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LIAISON CASE STUDY:

THE HIDDEN COST OF INEFFECTIVE CONTENT

Pipeline reviews at a global networking company showed that deals were stalling despite strong interest in their solution and solid web traffic. **What was going on?**

They had invested \$250K in their content but were not seeing expected results. Meanwhile, other solutions in their product portfolio were performing well. They asked Liaison to help them unravel the mystery.

A thorough **Buyer Impact Analysis** by Liaison revealed that the product's website contained loads of top-of-the-funnel content supporting problem identification and solution exploration, but very little content that helped buyers compare solutions, validate their requirements, or justify a decision to internal stakeholders.

Our analysis also revealed that their site included a lot of outdated content that created buyer confusion. All of these issues led to low buyer confidence and the stalled pipeline.

Liaison's final report included a long list of suggestions for improving their existing content, removing old and confusing content, and filling in the gaps with new content in multiple formats that addressed all of their buyers' concerns.

After implementing our suggestions, they saw:

- Balanced content across the entire buyers' journey
- Demo-to-deal conversions increased from 12% to 28%
- Noticeably higher buyer confidence
- Reduced average sales cycle from 142 days to 97 days

Even with a sizable investment in your online content, if you're not answering the right buyer questions at the right time, you're losing deals.

Want better content that speaks to the Modern Buyers' Journey? [Contact us now for a free consultation.](#)

WHY LIAISON?

We've been the problem-solving secret weapon for global enterprise companies and fast-growing disruptors for over 30 years. They rely on Liaison and our expertise to get more done with less.

Brilliant people. Proven systems and processes. Cost-effective solutions to complex problems. It's what makes us unique.

- We're built for enterprise marketing.
- We've been in your shoes.
- We understand complex problems – and their solutions.
- You get results.



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