Transforming B2B Sales by Leveraging Research-based Content Creation

Christina Kyriazi
Manager - Insights, Analytics & Product Marketing
Peak 10
My background…

Shopper Insights

Client Insights & Innovation

Market Insights, Analytics, Product Marketing
Tell me about you…

B2B   BOTH!   B2C
Research  Marketing  Sales  Other?
Let’s get to it!
Age of the customer...

Figure 1: We Have Entered The Age Of The Customer

<table>
<thead>
<tr>
<th>1900</th>
<th>1960</th>
<th>1990</th>
<th>2010</th>
<th>Beyond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of manufacturing</td>
<td>Age of distribution</td>
<td>Age of information</td>
<td>Age of the customer</td>
<td>Beyond</td>
</tr>
<tr>
<td>Mass manufacturing makes industrial powerhouses successful</td>
<td>Global connections and transportation systems make distribution key</td>
<td>Connected PCs and supply chains mean those that control information flow dominate</td>
<td>Empowered buyers demand a new level of customer obsession</td>
<td>Beyond</td>
</tr>
</tbody>
</table>

- Ford
- Boeing
- GE
- RCA
- Wal-Mart
- Toyota
- P&G
- UPS
- Amazon
- Google
- Comcast
- Capital One
- Macy’s
- Salesforce.com
- USAA
- Amazon

Source: Forrester Research, Inc.
Technology Empowers Customers To Make Informed Choices

Winning In The Age Of The Customer

BEFORE

Institutions

Information

Price

Location

Customers
SHOWROOMING

THIS PAIR IS SO PERFECT, I CAN'T WAIT TO BUY THEM CHEAPER ONLINE SOMEWHERE. WHAT'S YOUR WIFI PASSWORD?

© marketoonist.com
“In this age of the customer, the only sustainable competitive advantage is knowledge of and engagement with customers.”

...putting consumer researchers at the forefront

Forrester – “Competitive Strategy In The Age Of The Customer”
Customers expect...

• Personalized interaction with their brands
• Consistent experience across all their interactions
• Ability to mesh the physical & digital worlds – PHYGITAL
The Peak 10 Case…
Buying cycle

60%-70% complete

Customer due diligence begins

Customer's first contact with supplier

Customer purchase decision

9
average number of assets downloaded during the buy cycle

6-12
months devoted to the buy cycle

61%
of business decision-makers report third-party sites and feedback from business partners, industry peers or social channels are more important than conversations with a company's sales teams when making a purchasing decision

© TechTarget Sources: Search Advisory; TechTarget Media Consumption; Sirius Decisions; CIO.com; Marketing Leadership Council Research; Sales Executive Council Research 2012
Constant influence = success

Self guided process – 60-70% of buying cycle

**UNAWARE**
- PR
- Advertising
- Social Media

**AWARE**
- Case studies
- eBooks
- Webinars
- Slideshares
- White papers
- Website
- Organic search
- Newsletters

**INTEREST**
- Data sheets
- Competitive comparisons
- Reviews/opinions
- ROI calculators
- Videos
- Demo
- White papers
- Newsletters

**RESEARCH**

**EVALUATE**
- References
- Loyalty programs
- Proposals
- Pricing

**NEGOTIATE**

**PURCHASE**

**USER**
- Customer experience
- Onboarding
- Personalization
- Customer support knowledge base
- Rewards/loyalty
- Surprise & delight
- Innovative thought leadership

**ADVOCATE**
Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

- Content marketing institute
How did it happen?
It all started with [internal] research…

Key players  Market understanding

Secondary research  Painpoints

Challenges  Socioeconomic influence

Growth projections
The research project…

**Objective:** Gain deep insights in IT’s pain points & strategy among healthcare organizations

Phase 1
- **Quant**
  - n=149
  - Online survey

Phase 2
- **Qual**
  - n=11
  - In-depth phone interviews

IT Decision Makers
(CIOs, CMIOs, Directors of IT, Sys Admins etc.)
“Healthcare organizations need a smooth transition to electronic health record (EHR) systems,” Christina Kyriazi, manager of market insights and analytics at Peak 10 said.

“Technology is seen as the enabler to a better patient experience, giving patients more control over their personal information and healthcare history, therefore empowering them to trust their healthcare provider and to make more sound and well-informed decisions for themselves.”

Christina Kyriazi, manager of market insights and analytics for Peak 10, told Channel Partners, “you could really feel the stress coming through in the interviews.”

“We heard things like ‘I wake up in a cold sweat wondering what regulations I missed,’” she said. “So you can see the struggle they’re going through, with an increasing pile of regulatory issues they have to take care of, but not getting proportionally the resources they need.”
White paper...
Infographic...

“Healthcare was behind in technology—now we are leapfrogging. The rate at which we are changing care, and quality of care is on par with the industrial revolution.”

–Director of I.T., at a NY state medical center

CUSTOMER PORTALS WILL ENABLE

SELF-SERVICE
Webinar: The Future of IT in Healthcare
Information Technology: In the Driver’s Seat for Healthcare Transformation
Case studies...

Case Study: AssistRx Reduces IT Costs by 25 to 30 Percent in the Cloud
Sales calls...

NATIONAL IT HEALTHCARE STUDY
MAY 21, 2015

Propelling your success

Speakers

Christina Kyriazi
Market Insights & Analytics Manager
Peak 10

David Kidd
VP, Governance, Risk & Compliance
Peak 10
The result?
3-4X higher PR impressions
New levels of awareness..
80%+ of news outlets were new to P10
Generated 10X more leads than other campaigns
Influenced a significant portion of Peak 10’s pipeline & sales in 2015
Spurred new level of investment in research-based lead gen programs in 2016...
Thank you

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