

**IDC Marketing Digital e CRM - 28 Setembro 2011**

# "Um Cavalo Mais Veloz" NÃO é Suficiente Para Vencer

**Maria Spínola**

"Fix the bad high-tech content"



MEANING...

YOU ARE  
COMPETING WITH  
**THE WORLD**  
FOR LESS THAN  
**1% OF ATTENTION**



**... E VOLTAR**

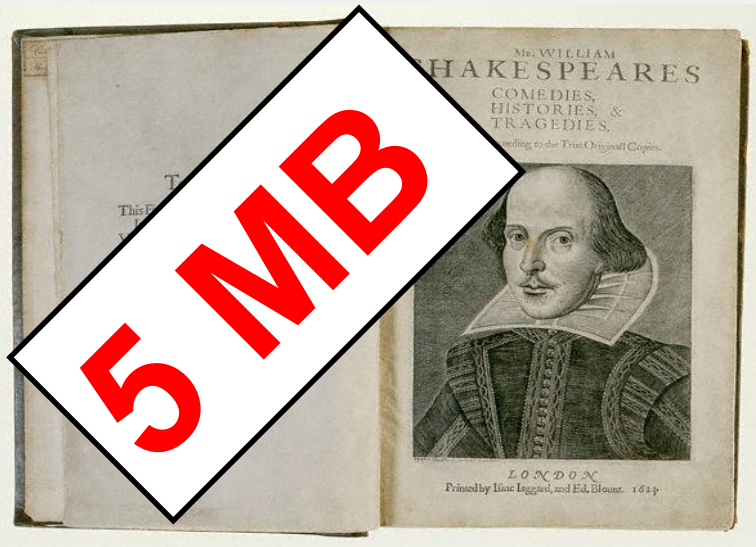


**MOON**  
TO THE  
WAY  
ALL THE  
**DVDS**  
STACK  
TO  
DATA  
ENOUGH

**2009 = 2**

**2011 > 4**

IDC Digital Universe Study, 2009



**2010:**

- + 13 milhões de horas
- 48 horas / minuto

**1 + 1**

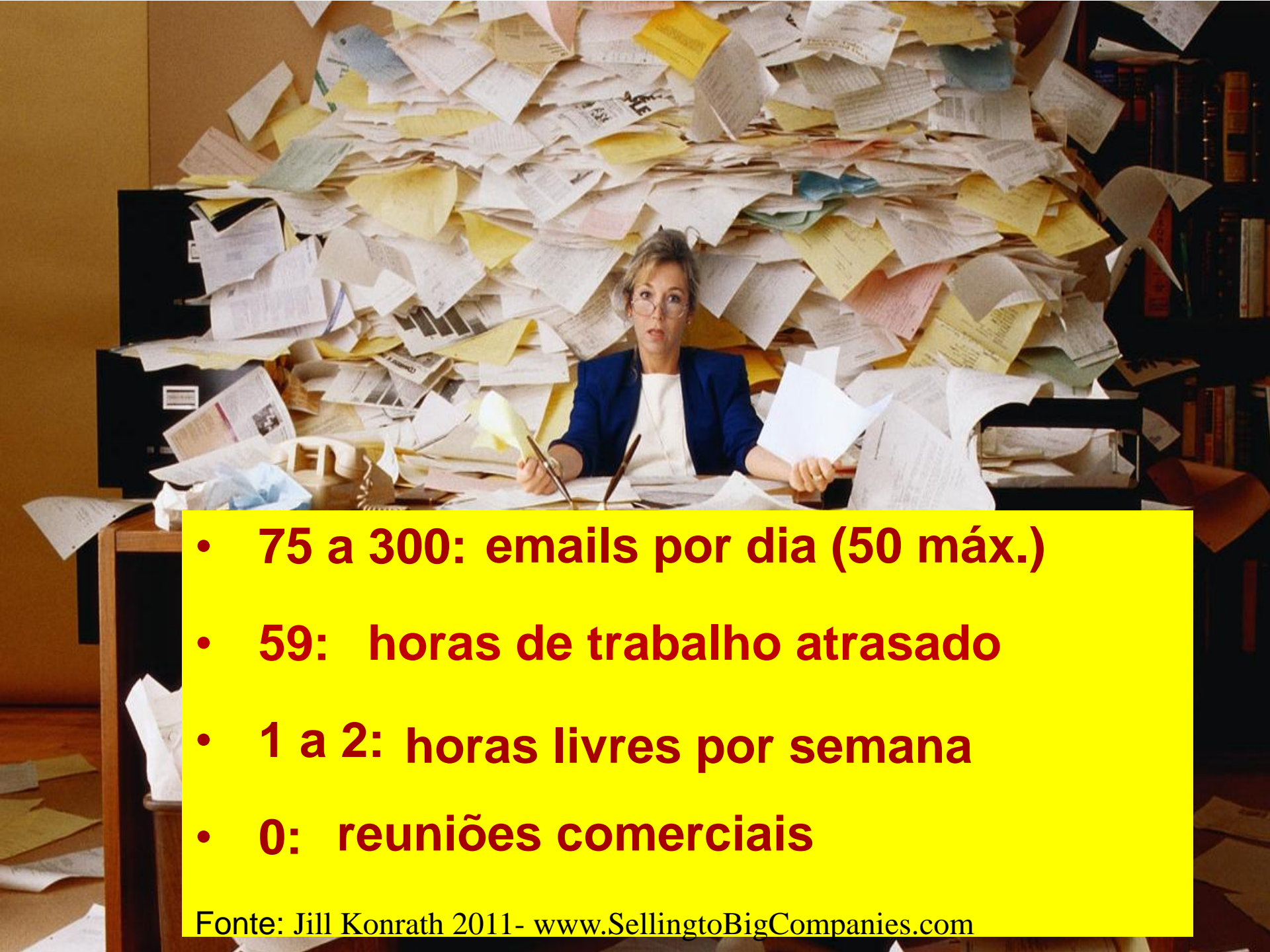
**CONCORRENTE**



# #1 Tempo/ Atenção do cliente



**ATTENTION**

- 
- **75 a 300: emails por dia (50 máx.)**
  - **59: horas de trabalho atrasado**
  - **1 a 2: horas livres por semana**
  - **0: reuniões comerciais**

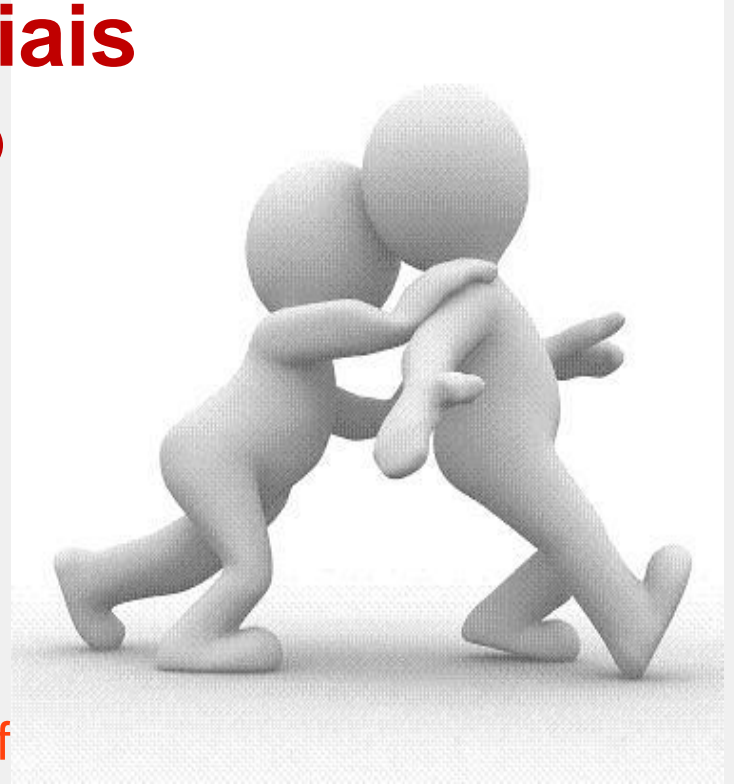
Fonte: Jill Konrath 2011- [www.SellingtoBigCompanies.com](http://www.SellingtoBigCompanies.com)

# Comprador Actual

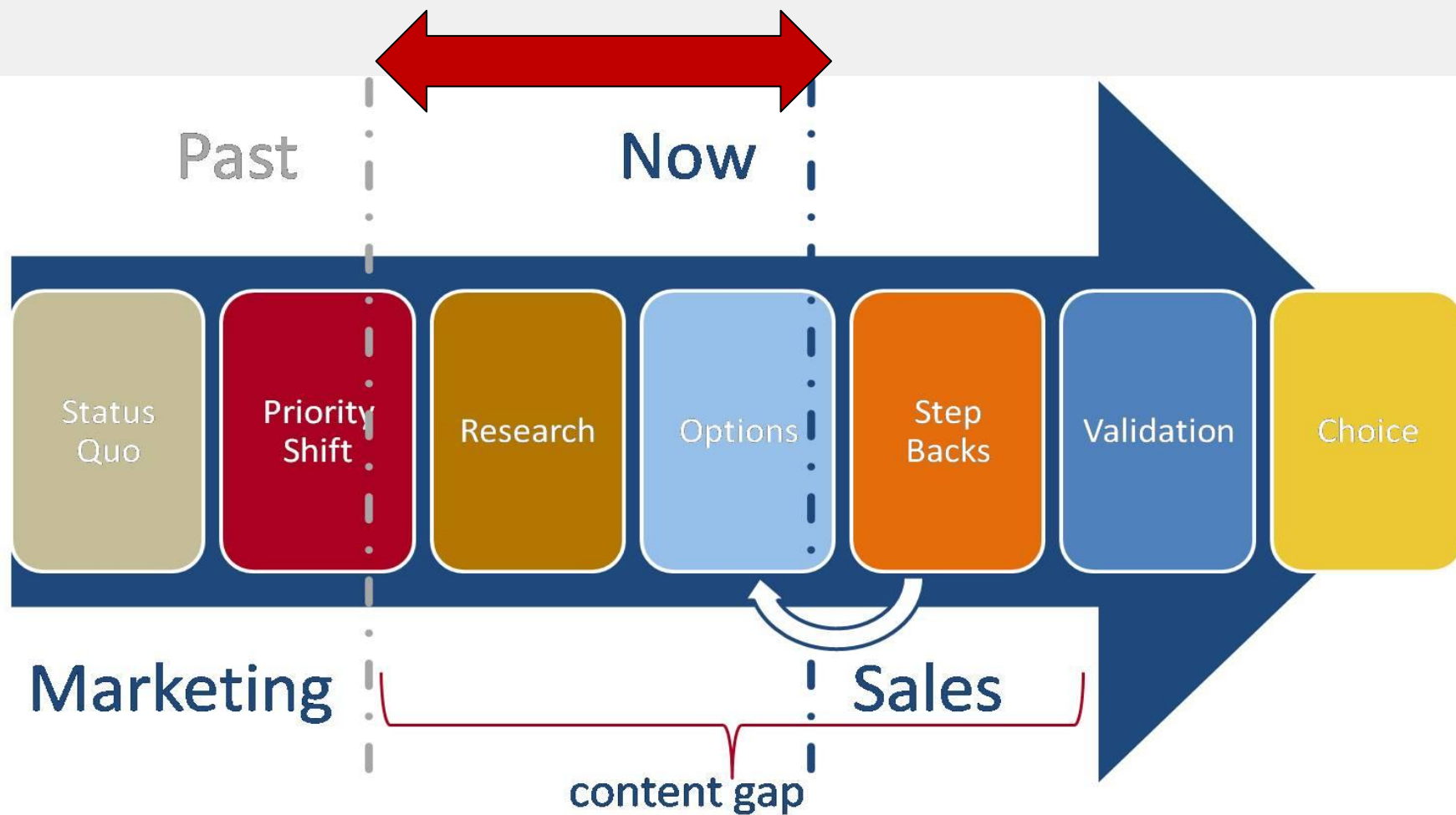
**“Hoje em dia, os compradores estão a evitar os comerciais nas primeiras etapas do processo de compra.**

**Preferem pesquisar a informação online”**

- Chris Koch, Associate Vice President of Research and Thought Leadership, ITSMA







Fonte: "eMarketing Strategies for the Complex Sale"

## B2B: “Fome” de Informação...

One of the biggest changes in **buyer behaviour** is the **growing appetite for information**.

This is to be expected as we move from a traditional outbound model to an inbound model where **brands need to produce more and more content to satisfy the hunger**.

Reported use of most information sources during the purchase process either increased or remained stable over the last year.

Information sources used over all three stages combined – UK over time



Offline events / seminars and word of mouth were the only sources where overall use during the purchase process decreased.

Fonte: Buyersphere Report 2011: A European Perspective on B2B Content Consumption

**# +1**  
**Google**





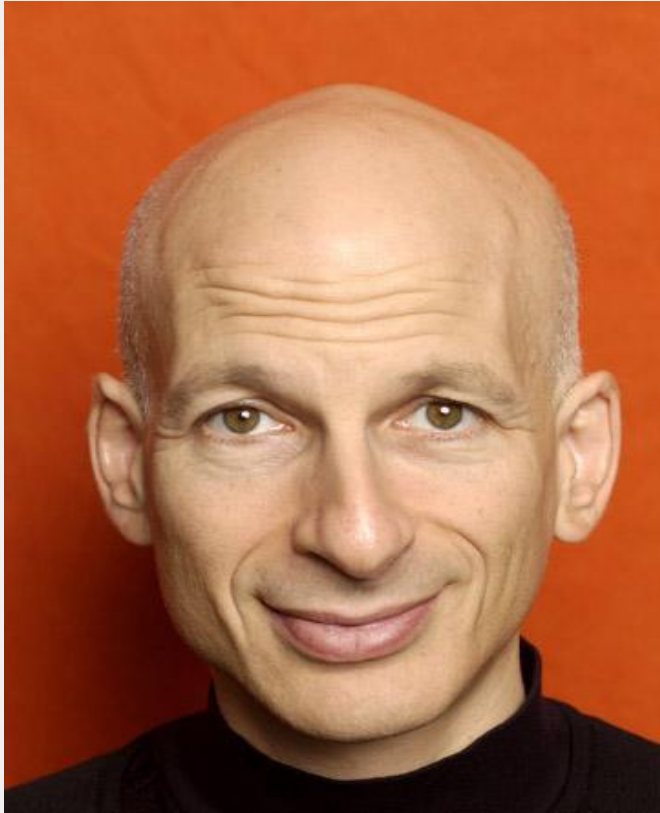
Encontrei?

Entendi?

Responde?

CONTEÚDO CONTEÚDO CONTEÚDO

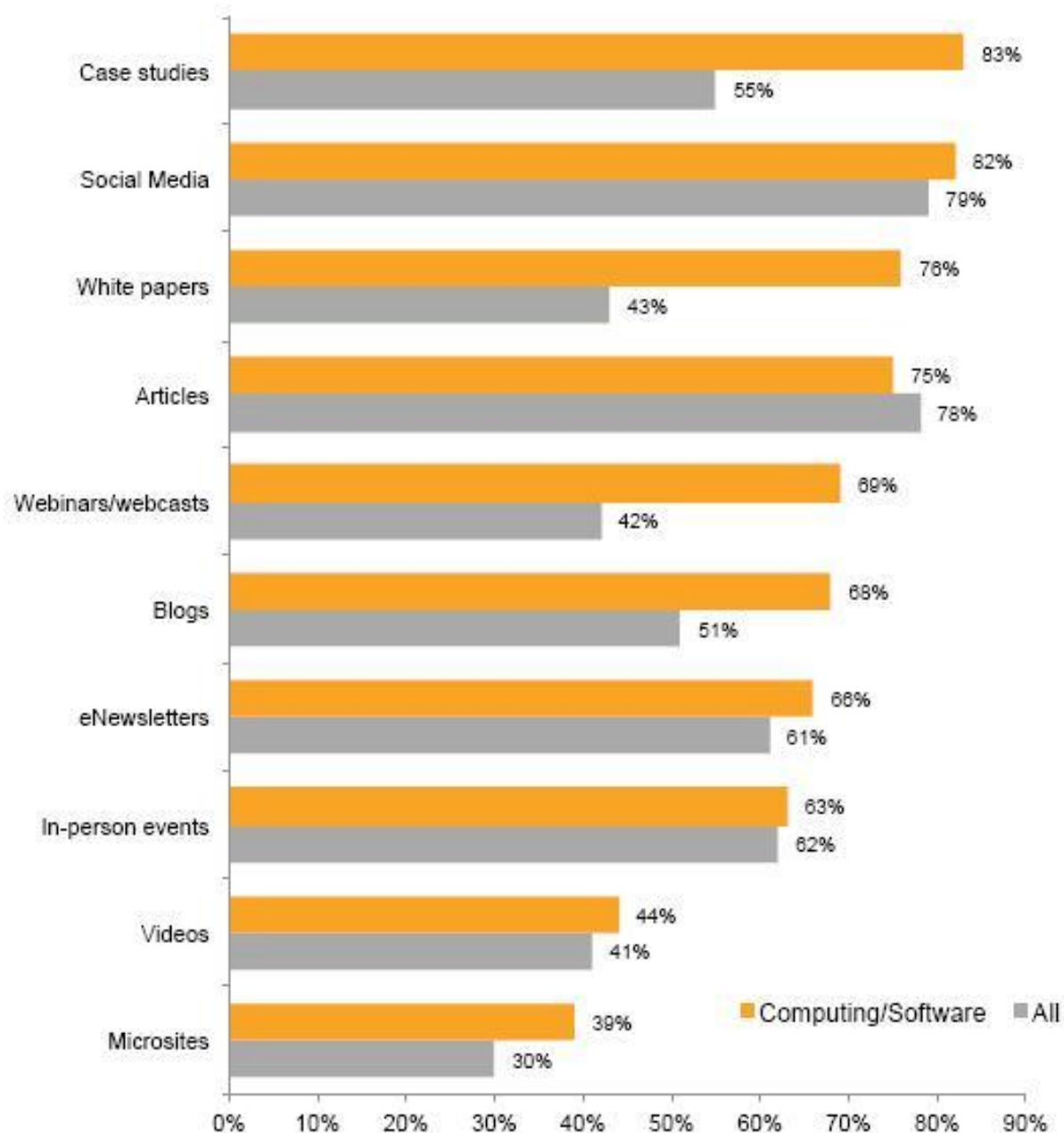




**“Content Marketing  
Is the Only  
Marketing Left”**

- Seth Godin, 2008

## Top 10 Content Marketing Tactics Used



# **Content Marketing É Novidade?**

**Breve Viagem ao Passado...**

# 1904: Jell-O

**1904:  
Vender  
direitos  
\$35**

**comprado  
\$450**





# 1904: Jell-O Recipe Book

**1904:  
Vender  
direitos  
\$35**



**1906: Vendas \$1 million**

**... de volta ao presente**

Past

Now

Status  
Quo

Priority  
Shift

Research

Options

Step  
Backs

Validation

Choice

! Sales

"eMarketing Strategies for the Complex Sale"



A word cloud on a black background with an orange border. The word 'Marketing' is the largest and most prominent, located at the bottom center in a light green color. Surrounding it are various digital marketing terms in different sizes and colors (yellow, orange, and light green). The words include: Blog, Newsletter, Twitter, Case, White, Study, Automation, Website, Video, Adwords, Facebook, CRM, Media, Social, Youtube, Digital, LinkedIn, Paper, and Content. The words are arranged in a somewhat circular pattern around the central 'Marketing' word.

Marketing

Blog Newsletter Twitter Case  
White Study Automation Website Video  
Adwords Facebook CRM  
Media Social Youtube Digital LinkedIn Paper  
Content















**1 + 1**

**“INIMIGO”**

**#1  
INIMIGO**

**VOCÊ**

# # 1 INIMIGO = VOCÊ

## Meio

- **Necessita nossas soluções**
- **Somos os líderes**

Início

- **Veja nossas soluções**
- **Olhou! Quer comprar?**
- **Somos certificados**

- **Sem nós... MORRE!**
- **Podemos baixar preço**

Fim



# A origem do 'INIMIGO' VOCÊ

Breve retorno ao passado...



## FINAIS 1800 A 1950



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

*What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.*

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.
12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

**PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

## David Ogilvy's Roll Royce

**The car has power-steering, power brakes and automatic gear-shift.**

**It is very easy to drive and to park, No chauffeur required...”**



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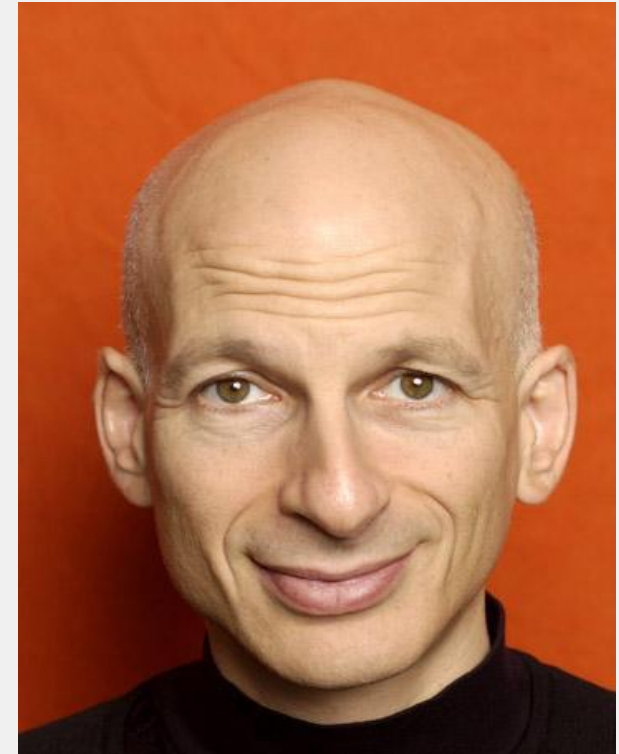
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March 1959

?



“Content Marketing Is the Only Marketing Left”- Seth Godin





# Monkey See ... Monkey Do!

## COMUNICAÇÃO INSTITUCIONAL



**... de volta ao presente**



# # +1 ‘INIMIGO’ VOCÊ



# BIGGEST CONTENT MARKETING CHALLENGE

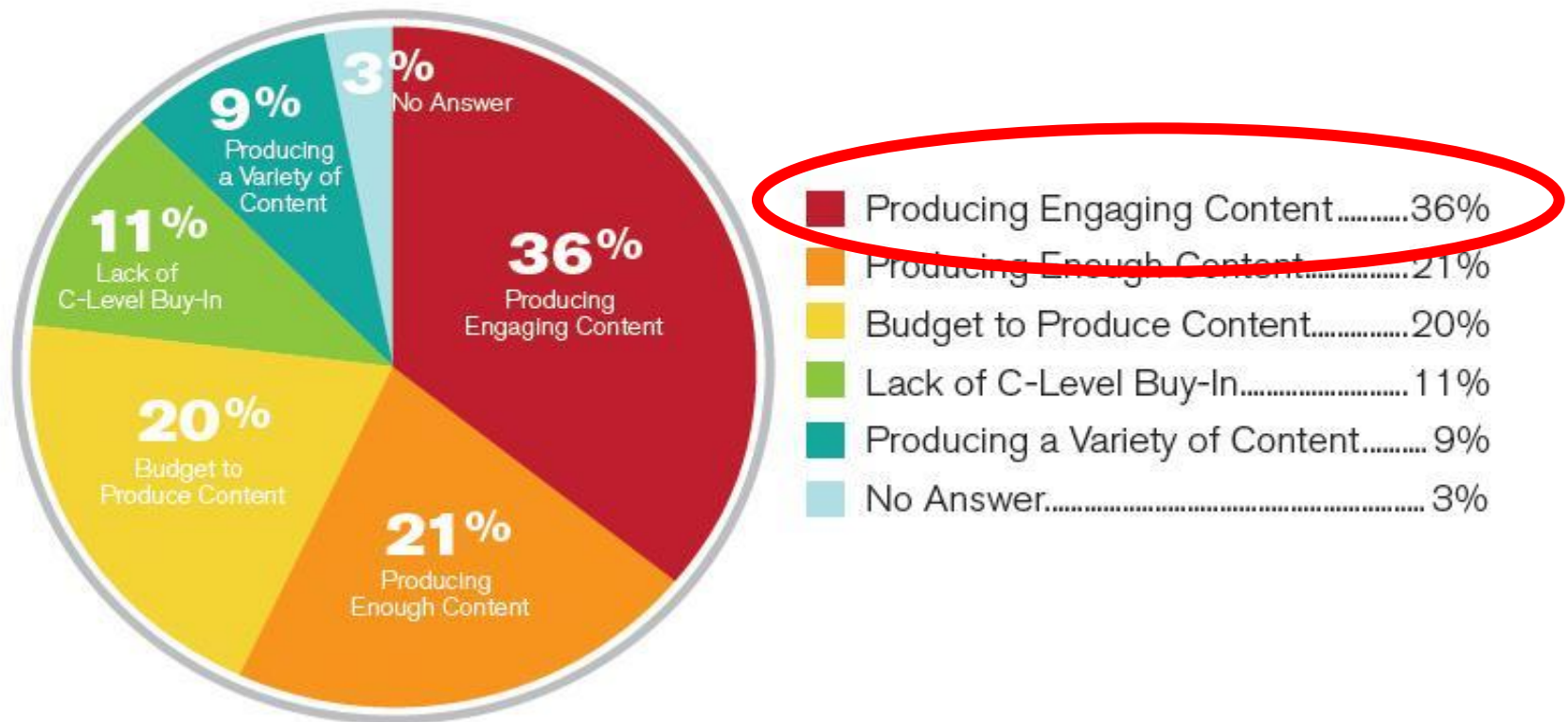


Figure 13

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends  
MarketingPros/Junta42

# A SOLUÇÃO



**4**

**“Eu NÃO quero saber  
da tua empresa,  
das tuas soluções  
enquanto NÃO  
quiseres  
saber de MIM”**

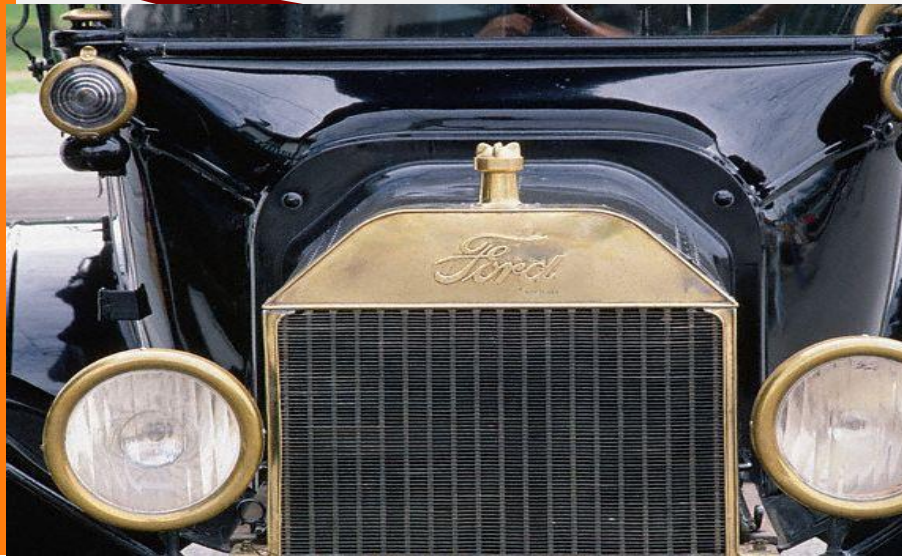
**WIIFM**



**"Content marketing is**

**- the art of understanding exactly what  
your customers need to know**

**- and delivering it to them in a relevant  
and compelling way."**





# Responder às Perguntas da Audiência



**Status Quo**

- **Porque deveria mudar?**

**Prioridade**

- **Que estão a fazer os meus concorrentes?**

**Pesquisa**

- **Quem me ajuda a pensar estrategicamente?**

**Opções**

- **Quem pode adicionar mais valor ao projecto?**

**Recuar**

- **Soluções “familiares” e internas...**

**Validação**

- **Porque devo confiar na sua empresa? ...ROI...**

# Opções <- Recuar

## Conteúdos

Pesquisa: ContRecuar: Conteúdo Especialista/Evidência

ex: White Papes, Simuladores ROI, Case Studies

Disponibilizar conteúdos relacionados com as áreas que o comprador sente insegurança

## Comercial



**“Os comerciais são incapazes de pôr de lado os argumentos genéricos de vendas de modo a terem uma conversa mais profunda com seus potenciais e actuais clientes ” - IDC's 2010 Buyer Experience Study**

# Resolvido #1 Tempo do Cliente







**ATTENTION**



# Menos **3** SEGUNDOS ROUBAR A ATENÇÃO



# ROUBAR a ATENÇÃO...

**Email / White Paper / Evento...**

**Twitter / Facebook**

**Web Site / Adwords**

**Partilhar**



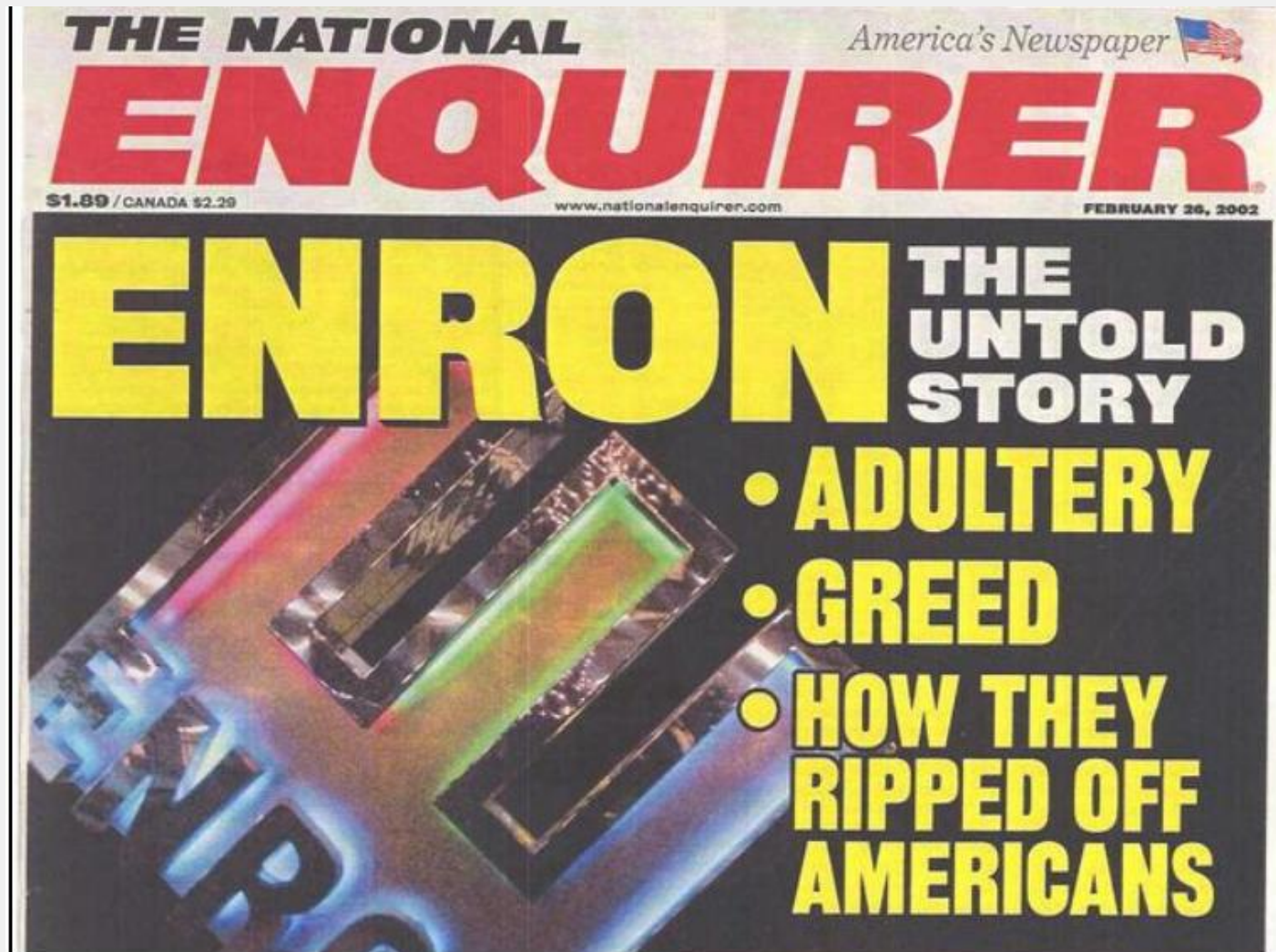


# 4 Funções dos Títulos

- 1. Chamar a atenção**
- 2. Seleccionar a audiência**
- 3. Transmitir mensagem completa**
- 4. Incentivar continuar a ler**



# Chamar a Atenção



# Seleccionar Audiência

Read

Emailed

Video

Commented

1. Opinion: Environmental Enforcement Leaves Musicians in Fear

2. Irene Closes In on North Carolina

3. Hurricane Hits U.S. Coast

4. Jobs Resigns as Apple CEO

5. Hurricane Irene: Are You Covered?

Origem: Wall Street Journal.

# Transmitir Mensagem Completa



*The Rolls-Royce Silver Cloud — \$13,995*

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David Ogilvy

# Incentivar Continuar a Ler



## **Damaged home? How to file your storm claim**

The destruction of one's property can be devastating but moving on filing claims with your insurance company. ...

**Damaged home?  
How to file your storm claim**

# Resolvido #1 Tempo/ Atenção do Cliente



**ATTENTION**





# Muito Obrigada



Maria Spínola



"Fix the bad high-tech content"

B2B Content Marketing  
Mapping & Copywriting

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+351 91 293 05 19