

Netspective's Content Assembler Kit

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Hyper-personalized content creation
powered by *intellect* and *machine*



Top Problems and Challenges Companies Face:

- Need to know what buyers are looking to purchase
- Need to know if their innovation ideas might be of interest to buyers – test their innovation ideas against what customers might actually want
- Need to organize the buyers into segments to understand who will be interested in specific types of innovations / offerings / services of a company
- Solutions: Deliver value to the segmented audiences - Account Based Marketing (ABM) with B2B Community led by the innovation survey

Do you face these *content* challenges?

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A Identify majority of innovation influencers from buyer personas (HDPs, CDOs etc)

B Organize buyers into segments to understand their innovation interests and surface related innovation clusters for a variety of purposes tied to OKRs

C Find ways to bring in, engage, and activate the innovation influencers

D Compare and benchmark your innovation ideas with other CIOs/buyers thinking

E Find and involve experts who can go beyond the obvious and write/curate actionable and innovation-focused, futuristic content to keep the buyers engaged

F Seamless governance of content strategy across entire buyer journey to create end-to-end engagement

G Hyper-personalization to optimize the customer experience across content marketing campaigns

H Publish faster and get more results from digital content strategy for innovation-centric communities

Anything We Missed?

Here Are a Few Solutions

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Eliminate Clutter.

Information is highly fragmented. The very first challenge is to identify appropriate innovation targets (content sources and innovation influencers) that can facilitate ideation, thinking, and exchange through a continued engagement process. **Expert Discovery Powered by Intellect and Machine. Survey Instruments for innovation themes/targets.**

ABM with B2B community

Account-based marketing with a highly engaged B2B community led by *Innovation Landscape Survey*. Bring in people and get them engaged with your brand. Drive the community insights in customers' preferences and needs, increased customer retention and loyalty, improved reputation & thought leadership, higher participation from Influencers to allow a more collaborative environment. Use survey instruments to identify, segment, engage, and activate B2B community participants. Buyer Engagement. Buyer Intent Intelligence.

Technical and authoritative expertise

Work with technical and authoritative content folks to curate and create high-impact and unobvious content across innovation themes to create engagement in B2B communities. Test your innovation ideas with experts. Merge your unique innovation voice and views to carefully chosen content and topics. Get the content that most likely engages your customers at every stage of the buying process.

Take your digital customer experience beyond your website

Simple and intuitive solutions that segregate content layer from publishing layer with a content architecture requiring no developer dependency. Content managers don't have to worry about learning complex interfaces or destination layouts to govern publishing across entire buyer journey of innovation lifecycle. Modular approach but linked to the master function driven by your OKRs.

Hyper-personalized content experience

Publish hyper-personalized content anywhere. Optimize the customer experience across your digital products and product marketing campaigns. Innovate and come up with variations that are engaging for your customers with personalization.

Intellect And Speed

Not everything that's fast is great. Not everything that's great is fast, enough. Get the best of both with an agile and scalable framework led by human intellect. Deliver variety and volume of information 24X7 and get more results from your digital marketing strategy that sustainable innovation demands.

Your *Immediate Content* OKRs



OBJECTIVE

UP your innovation mindshare and be the preferred Information Management Innovation Partner for Care Delivery Organizations (CDOs)



MEASUREABLE KEY RESULT

High-impact, original monthly content focused on new ideas for your customers



MEASUREABLE KEY RESULT

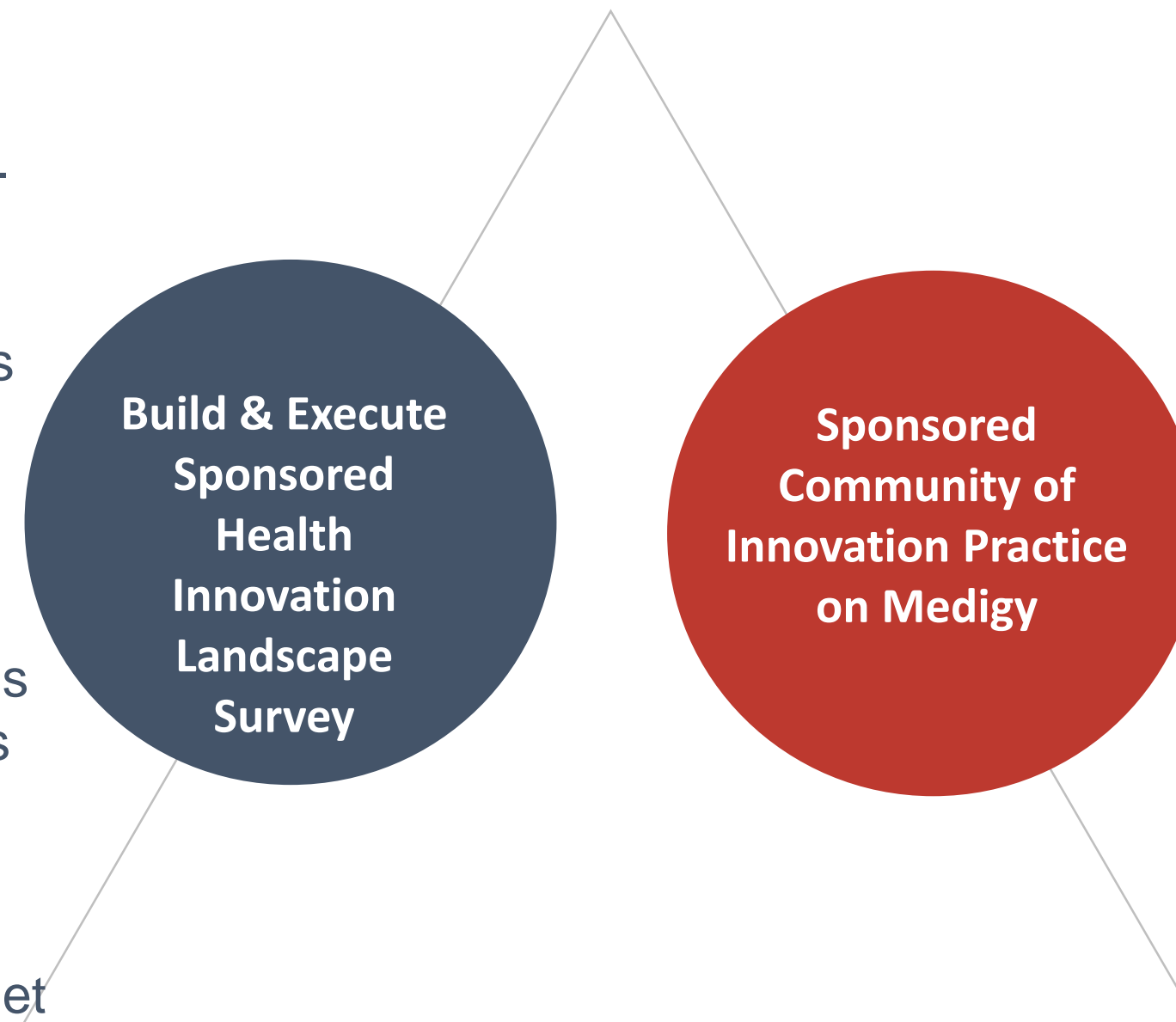
Targeted, specific content curated and written weekly/daily from trusted resources across hi-growth and focused innovation themes

Service Packages for Your Innovation Press

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- Ultra personalized & focused survey instruments through HDO Innovation Programs supercharged with targeted tele-calling
- Original, demand & evidence driven results through primary research
- Use survey results to:
 - Publish report on your Resource Centre and enable download for leads
 - Compare and benchmark your efforts to become an *innovation-focused company*
 - Understand & analyze Innovation leaders: Unified view of ideation, target identification & outreach
 - Pick trending topics for content strategy



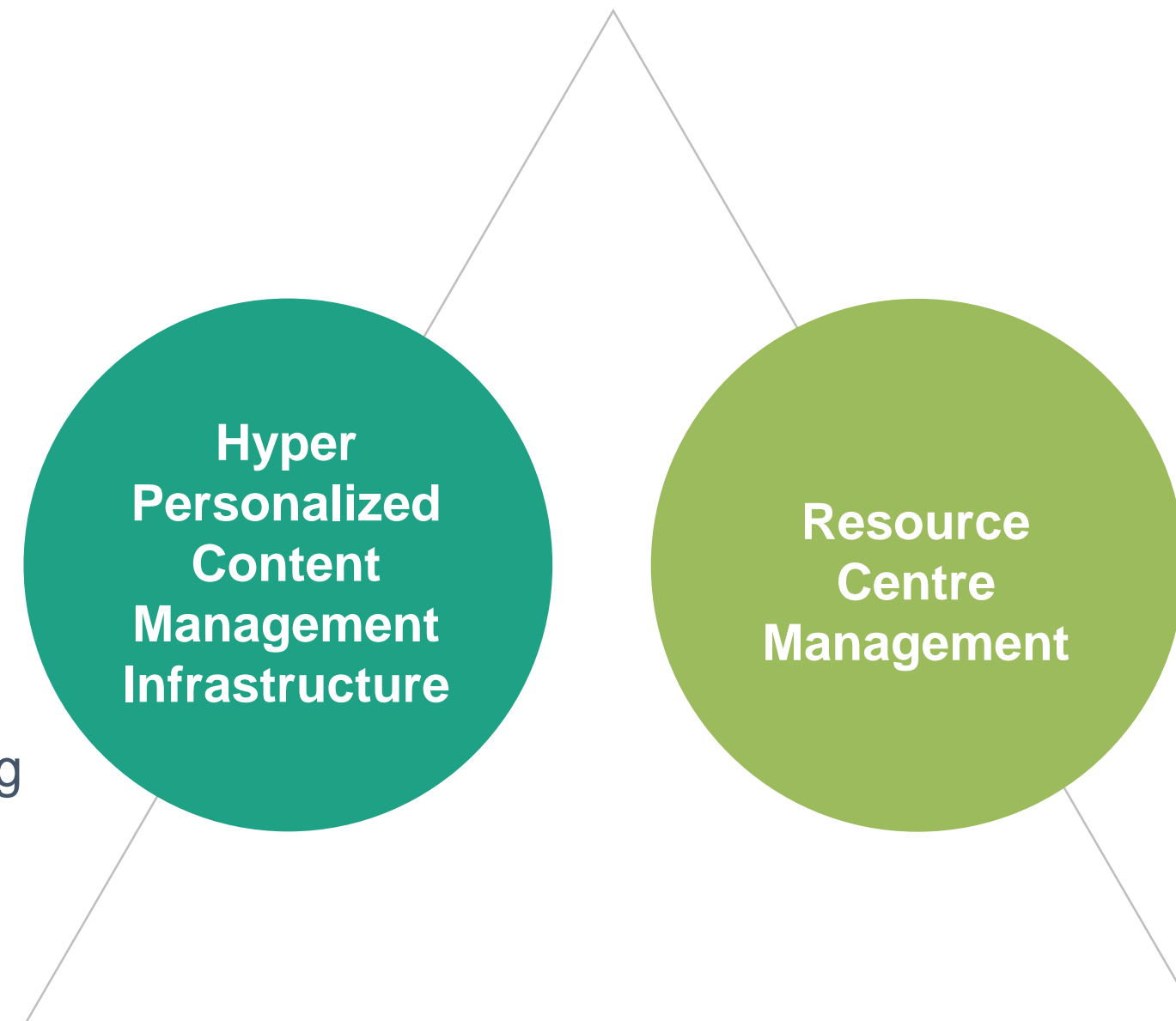
- Personalized infrastructure readily available. Avoid the hassle of creating a time-consuming community platform
- Neutral & unbiased
- Curation and Original content powered by your CMS
- Buyer engagement | Buyer intent Intelligence
- Innovation intent intelligence
- Complete control | Safe

Service Packages for Your Innovation Press

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- Integrated into customer's CMS
- No Coding/Learning Required
- OKRs focused content assembly and delivery across various channels
- Content observability: Constant tracking of execution and engagement
- Fast, agile & secure



- Content curation/creation for your digital properties
- Anchored on customer's OKRs
- Add analysis to sharpen impact
- Customer success stories, Whitepapers, Best practice guides, Datasheets, Articles and blogs

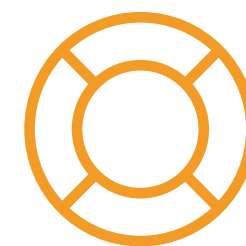
Next Steps



Map Your Strategy



Set up your own CMS with personalized topics and buyer journey backed by Buyer intent Intelligence



Kick off your next level content marketing game



Sit back and enjoy the power of intelligence, simplicity, technology with a pinch of human touch

