



# Insights: Sales Content Engagement

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When we engaged with our customers in 2016, we knew very little about how our product was going to be used by them. 2017 gave us valuable insights into the enablement needs of our customers. We also learned that the type of content engagement significantly varies from one company to another. And some of the major factors that drove these differences were,

**Product Market Fit.** We see a significant variance in content strategy between companies that have achieved a product-market fit and those that haven't. With a product-market fit, sales content strategy is focused on sharing proof points from past successes and establishing competitive differentiation. However, with companies still trying to identify product-market fit, the content strategy revolves around educating the target market.

**Sales Process Maturity.** With a mature sales process in place, the outbound content strategy focus is on supplementing the sales process with the right content. Sales Playbooks, Personas, Sales Kits, etc. become an important avenue to bring targeted content together. However, with organizations that are still figuring out their sales process, the focus is on making it easier for sales to find the right content.

**Product/Service Complexity.** Organizations with complex offerings and longer sales cycles end up with a different type of content strategy to support the selling process as compared to organizations with simpler content offerings. With complex offerings, we see a lot of focus on sales presentations, proof of concepts, proposals, executive summaries, etc. With simpler offerings, the content tends to be more concentrated on blogs, white papers, videos, user guides etc.

On the next page, we share interesting insights from one of our early customers.



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## A Customer Study

To set the context, here are some key metrics for this customer followed by a sales engagement report for a 12 month period.

75+

Employee Count

~40

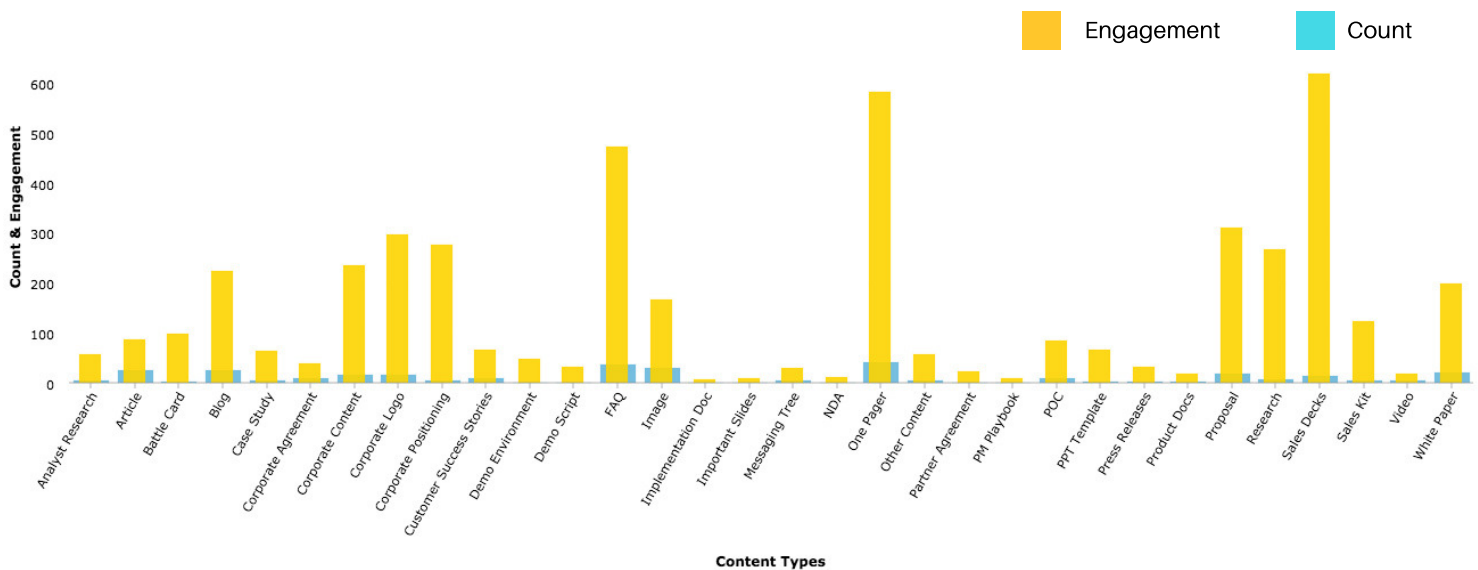
Sales, Marketing & Customer  
Success Team Size

500

Total Content Assets

32

Count of Content  
Types



**High Engagement on Sales Decks, One Pagers & FAQs.** This customer has a complete outbound sales model and hence the high engagement on Sales Decks. Furthermore, because of a niche offering in a niche market, the sales team relies on One Pagers and FAQs. More importantly, the high engagement on a small number Sales Decks tells us that the sales team is served with trusted and up to date sales decks.

**Case Studies.** We see low engagement on Case Studies because they have very few Case Studies. This tells us that either the customer has few references or they need to invest further in their existing references and arm with sales with good Case Studies.

**Blogs.** Even though Blogs are used to generate inbound traffic, this organization has seen decent sales engagement on Blogs. This is a great example of having inbound content drive outbound efforts.

**Research.** Since this customer has a specialized product offering, Research content is central to their selling efforts and hence the high sales engagement.

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