

Accelerating leads in the absence of events  
Getting your house in order

**coterie**



# Question of the week

I spent last week asking clients *'how can we best add value'*. The top response has been:

*"Can you help us with ideas - all my events are cancelled - I need to reutilise my budget to maintain sales pipeline"*

The IT industry and particularly channel leans heavily on events. At Coterie we believe that optimising digital will keep you relevant and the leads flowing.

Digital can retain and recruit customers and maintain pipeline during this difficult time. But before you get into the tactics, get the basics right. Here are 3 tips to get you going!

Feel free to share with anyone you think would be interested.

# Tip 1. Contextualise

## What does this mean?

It means make sure your content is personalised so it is specific for the recipient and make sure it is relevant, so the content meets their needs.

## How do I do that?

You identify your buyer and influencer personas, you understand their pain/challenges and you present your value in a way that will be perceived as helpful and you sprinkle that value at every touch point in your customers' digital journey - so you are 'always on' to the right targets at the right place and at the right time. If you want to take more of an ABM/Partner ABM approach, consider a stakeholder mapping exercise targeting specific contacts

Many of you have value propositions or joint value propositions with your partners. Take this work and spin your value and the value you have created with partners to reflect the current environment and maybe inject offers!!

Then create a content calendar which will flow across your customers' journey

## Tip 2. Back to digital basics

1. **Websites & landing pages:** Ensure your digital destinations reflect your value proposition and contain value-add content and conversion features for every stage in the customer journey
2. **SEO:** If your contextualised messaging is correct – then customers will be actively looking for it. Do an audit, identify the gaps and update your content.
3. **PPC:** Don't just rely on Google's recommendations! You will pay a premium. Focus on your value proposition, identify high value key words, and write laser-focused copy.
4. **Analytics:** in the era of homeworking, your salespeople have lost the advantage of IP tracking to know who has visited your digital properties, the LinkedIn Insight Tag, however, will still work and it's free!

# Tip 3. Customer virtual conversations

You may not be able to have face to face conversations with customers, but you can use social to have personal connections

However, **the basics are important:**

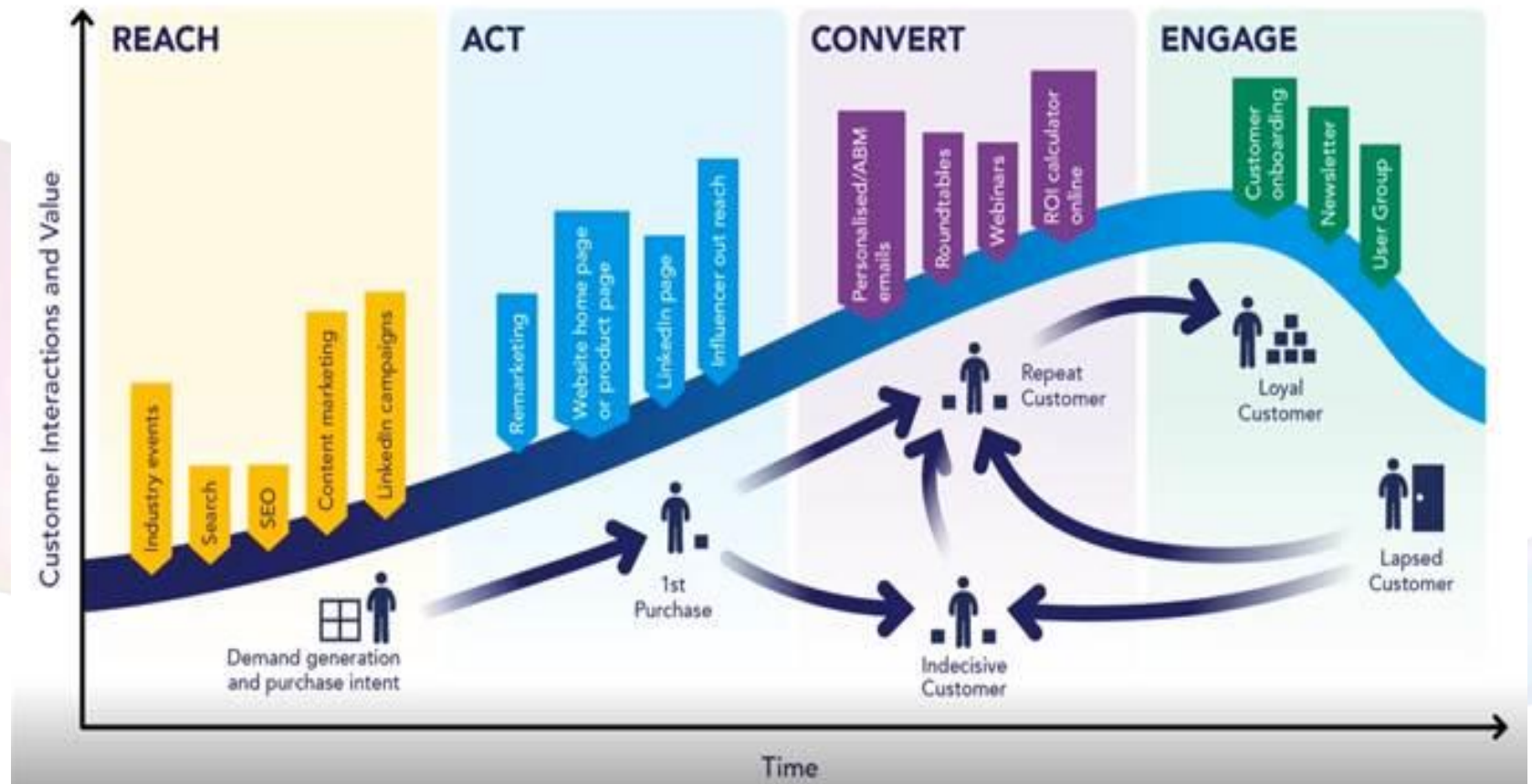
1. Audit your Company Page and personal profiles of key colleagues. Make sure they are updated with relevant messaging, polished branding, and clear signals that you're ready to interact
2. Identify and connect with customers, prospects and influencers
3. Social listening: what topics are industry bodies, analysts, and the media talking about? Use this insight to influence your content.
4. Create an editorial calendar which reflects your value proposition
5. Post regularly and remember, social networks are an opportunity for dialogues not monologues!

What's next?

Now you have the basics - we will start to look at creative tactics that you can use through your buyers' journey.

More to come next week!

### Customer lifecycle framework for RACE



# Hope you found that useful

We would be happy to arrange a demo of the platforms or help you plan. But regardless I thought you might find this information useful if you looking for ways to pivot your marketing plans and budget in these challenging times.



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