

The Impact of Content on Sales



A Commercial Bank Marketing Case Study

The Sales Objective

A Midwest area bank's corporate marketing team was in need of a plan that would generate more business from existing clients, help keep these clients from going to the competition, and at the same time be effective at bringing in quality leads for the Sales Department.

The Plan

After researching their options, the team concluded that the best way to achieve these goals would be with a content marketing strategy. Upper management approved the plan, but with the understanding that Marketing would, in turn, provide proof of a positive return on that investment.

In order to track the ROI, the team divided business clients into two groups. Group A was consistently emailed thought-leadership content throughout the year, while Group B was not.

The Outcome

At year's end, Group A had yielded a net return of more than 70 to 1 over Group B.

Why the Plan Worked

- ◆ * B2B companies find an average 20% increase in sales opportunities from content-nurtured leads and dramatic improvements to key conversion stages in the sales process.
- ◆ * 47% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.
- ◆ * 51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.
- ◆ * 57% of the B2B purchase decision is already complete before the customer even calls the supplier. Some respondents to the survey of 1900 corporate buyers reported being as much as 70% along in the decision-making process before reaching out to a vendor.

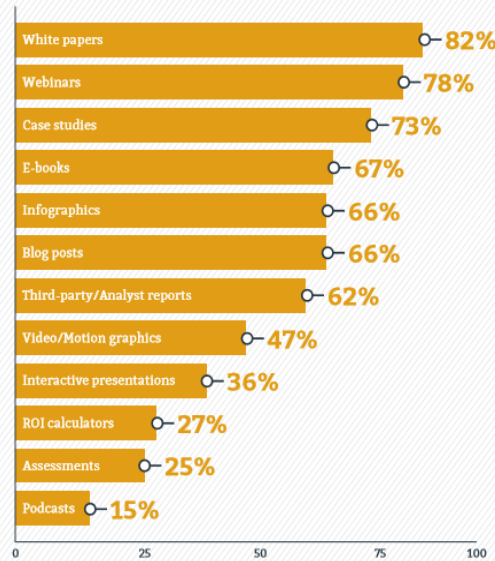
* 2016 CONTENT PREFERENCES SURVEY REPORT

www.DemandGenReport.com

Continued ...

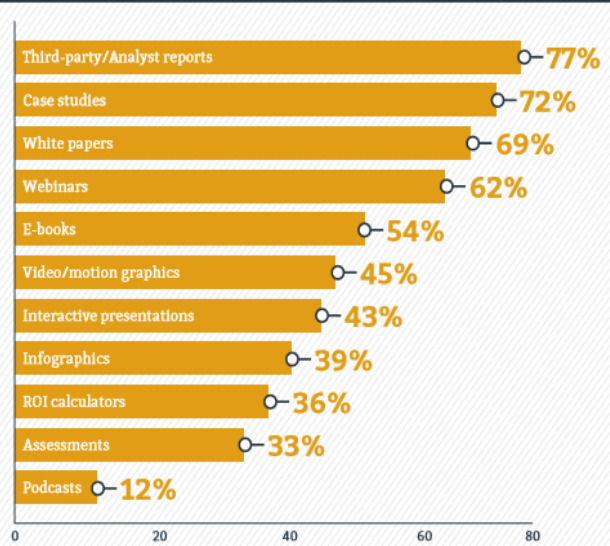
The Impact of Content on Sales

Content Types Used To Make Decisions In The Past 12 Months (Check all that apply)



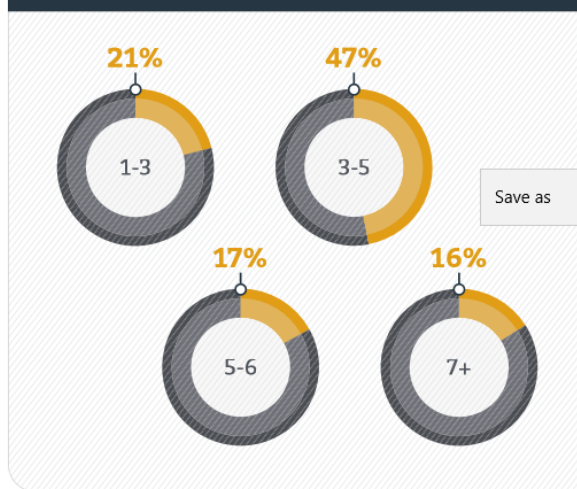
[2016 CONTENT PREFERENCES SURVEY REPORT](#)

Most Valuable Content Viewed During Decision-Making Process (Check all that apply)



[2016 CONTENT PREFERENCES SURVEY REPORT](#)

Pieces Of Content Consumed Prior To Engaging With A Salesperson



[2016 CONTENT PREFERENCES SURVEY REPORT](#)