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JUSTMEDIA 



"A **VIEW** FROM THE TOP"

MAKING CONTENT THE CENTER OF A DIGITAL STRATEGY

FEATURING DAWN COLOSSI,
SENIOR DIRECTOR WW DIGITAL MARKETING

COMMVault 

INSIGHT INTO B2B MARKETING TRENDS, KEY INSIGHTS FOR MARKETERS AND PREDICTIONS FOR 2015

Dawn, can you give us a quick summary of your role at Commvault and how that role has changed over the last couple of years?

I started at Commvault about 4.5 years ago as the Senior Director of Corporate Marketing managing events, electronic marketing (email), web, telemarketing, Executive Briefing Center, Americas Field Marketing and a traditional ad agency. In the past two years, Marketing started a dramatic shift—changing more in the past two years than the previous 10. We started looking at Buyer’s Journey, understanding digital body language and seeing how that led to opportunities and eventually closed/won deals. This past year, I made the shift to strictly Digital Marketing knowing that’s where the entire B-to-B Marketing model is moving. In 3-5 years, I don’t think we’ll say Digital Marketing anymore because it’ll be the totality of what Marketing is. As the Senior Director of WW Digital Marketing, I create engaging digital experiences that finds accounts looking to solve a problem based on their intent signals and engage with them through content to end up on their vendor shortlist that gets my sales guys to the table.

This year has seen a shift in digital from a focus on pure lead generation to a more blended mix of digital, programmatic, social and content marketing....why this evolution?

I think it would be more useful to ask how could we not see this evolution. As consumers, we’ve become an educated breed. We don’t buy much without doing some research and checking it out online. Whether it’s new sneakers, a dishwasher or a new car, Google is the first place we start and read until we can make an educated decision. That behavior doesn’t change when you’re charged to buy something at work. B-to-B buyers are out there searching, consuming content, learning and shortlisting which vendors they’re actually going to meet with. Forrester tells us the 60% of the time, the first vendor to the table wins the deal. And the Content Marketing Board, tells us that companies are 61% more likely to buy from a company who gives them useful content. Tie those two things together—give them content that educates and engages, get your sales guys to the table and Marketing is directly influencing the bottom line.

How did this change in strategy effect your planning and what tips do you have for others who are embarking on the same trajectory

In the past, we did what the team at Just Media call “Random Acts of Marketing”-- Individual tactics all designed to create leads. The problem was as standalone tactics they were all miserable failures. So we decided to dive into the data and what we saw was that accounts were taking 5-7 Marketing activities before the opportunity was created and the account continued to engage in Marketing activities throughout their buying process. That’s when it became apparent that what we needed to do was create multiple, intertwined marketing tactics that gave the prospect a path to stay engaged. My advice would be to map “what’s next “ into every marketing touch to enable engagement.

You recently wrote a great blog about the challenges of proving that content is consumed by many members of the decision making group throughout the purchase process. How did you prove your case?

It wasn’t easy. Both Eloqua and Salesforce.com, track the action of an individual contact. It took a DBA to extract and tie the activities across multiple contacts to a single account. And then we constructed timelines which plotted out the content consumed throughout the buyer’s journey. We were able to prove that 5-6 people in the account started consuming content about 90 days before the opportunity was created.

It is very powerful when you can do that. When you look at the data that way, it opens up the whole world of target account scoring and the ability for ABM. Using both those methodologies, Marketing teams can focus their efforts and dollars and see greater ROI.

Can you tell us about the process for creating content, how you adapt it to different media formats, the challenges that creates and how best to overcome them.

About a year and a half ago, we underwent two content audits by two different entities. What we found out is that we were really really good at talking about ourselves but terrible at content aimed at customer pain points—Awareness Stage content. That’s when we created our Buying Stages—Awareness, Accreditation, Education and Evaluation—and started mapping and planning content against those stages for each of our campaigns. When planning, we make sure to mix media types to find all different ways to engage with our audience while continuing our story.

Can you explain the process your team used to map your content to the different digital tactics used in your campaign such as paid social, search, re-targeting, content syndication and lead nurturing

We all got into a room; the digital marketing group, our Just agency team, representatives from our content team, search, web team and our Eloqua experts and mapped all of the digital entry points into our company—search, banners, content syndication, paid and organic social, content distribution etc. We then mapped what the next steps the reader could/would take. Although we understood the buyer's journey is not linear, we found it easier to create paths that way and then made sure that no matter what action the reader took, there was a path to the next point. And the final step was to map content into that journey, making sure that we enticed the reader to read more, each time teaching him more to be successful at his job leading him to want to talk to my sales team.

Finally if you have any recommendations for other technology marketers in 2015 what would your advice be?

Stop focusing on trying to make lead counts and focus on how you're going to contribute to sales success--strong content, story telling and enabling an amazing customer experience from the first touch all the way through to the handshake.

ABOUT DAWN COLOSSI



Dawn Colossi is a strategic digital marketer with 20-plus years' experience in Marketing, Corporate Communications and Public Relations. As the Senior Director of Worldwide Digital Marketing for Commvault, Dawn drives marketing strategy to create WW demand through strategic content-based campaigns designed to move prospects through the buyer's journey. Dawn has been relentlessly focused on modernizing Commvault's digital strategy to take a data-driven approach to deliver the right content at the right time to the right target through multiple channels.

Prior to joining Commvault, Dawn spent 4 years as Director of Marketing & Corporate Communications at Infragistics. Dawn started her career on the editorial staff at Ziff Davis before working as a PR consultant for companies such as Quest Software, Veritas and Mimosa Systems

ABOUT COMMVAULT

A singular vision – a belief in a better way to address current and future data management needs – guides Commvault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. Commvault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. Commvault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only Commvault can offer. Information about Commvault is available at www.commvault.com. Commvault's corporate headquarters is located in Tinton Falls, New Jersey in the United States. www.commvault.com

ABOUT JUSTMEDIA

Just Media was founded in 1995 in London, England before opening its doors in San Francisco in 1996. Today, we've moved into bigger spaces, opened new locations and added more staff, all in service of your business. Our heritage and core is technology marketing, but we don't live in this box. Our success stems from expanding into diverse markets and handling campaigns domestically and internationally for leading brands. Our planning is more creative because it's grounded in hard-won experience across these markets. And our approach is more global because we bring in media experts from the countries you're running in so we can negotiate well, deliver quickly and have the benefit of being truly local. This means that no matter which audience you need to reach, we can help you do it and do it successfully. www.iustmedia.com

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