



E-BOOK

Breaking through the Content Clutter:

# Using Personalization to Engage Buyers



# Introduction

Across today's rapidly changing global marketplace, companies are learning to conduct business in new ways. People are working remotely more than ever before. Meetings and conferences are moving to teleconferencing formats. Customers are spending increasing amounts of time online. In short, digital interactions have become the primary, and in many cases, the sole method of internal and external communication.

Among the enterprise teams that are adapting, business-to-business (B2B) sales may be facing the greatest challenges of all. Why? Because B2B sales executives traditionally grounded their success on being able to engage with buyers and nurture relationships face-to-face. But that approach may no longer be possible. Instead, sales executives need to rely increasingly on technology to build and nurture relationships with buyers. To ensure business continuity, they need to recognize that personalizing digital content is now a critical capability for enterprise sales.







# Personalization capabilities available to sales and marketing teams have evolved

Personalization isn't a new concept, but innovative technology is making it easier and more effective to use as a way to tell meaningful stories that captivate enterprise buyers. For example, intelligent content management is a powerful capability of advanced sales and marketing enablement platforms that allows companies to create targeted messages for engagement throughout all phases of the buyer's journey. As buyers become more and more accustomed to these tailored brand experiences, it is becoming imperative for your sales reps to use personalized digital content to tell the stories they used to tell in person.

After all, research shows that ever since social distancing guidelines were introduced, people are consuming more content than ever:

- Facebook, WhatsApp, Messenger, Instagram, TikTok, Snapchat and Twitter all broke their respective records for time spent in-app, globally, in March 2020<sup>1</sup>.
- In 2019, Zoom reported that the maximum number of daily meeting participants on its video conferencing platform was approximately 10 million. In March 2020, the maximum number of daily meeting participants skyrocketed to 200 million<sup>2</sup>.
- A survey in March 2020<sup>3</sup> found that 87% of U.S. consumers and 80% of UK consumers are consuming more media content, particularly broadcast TV, online videos, and online TV streaming. APAC shows a similar trend with projections of a 60% or more increase in overall consumption<sup>4</sup> across the board.

The rapid acceleration of digital consumption, as evidenced through statistics like these, raises a few critical concerns. First, does your organization have the capabilities to create the kind of relevant, meaningful sales content that can break through this noise? Second, how are you going to ensure your sales reps are able to discover the personalized content they need to create the most impact?



<sup>1</sup> <https://blog.apptopia.com/top-social-media-apps-broke-records-in-march-2020>

<sup>2</sup> <https://blog.zoom.us/wordpress/2020/04/01/a-message-to-our-users/>

<sup>3</sup> [https://www.gwi.com/hubfs/1.%20Coronavirus%20Research%20PDFs/GWI%20coronavirus%20findings%20April%202020%20-%20Media%20Consumption%20\(Release%204\).pdf](https://www.gwi.com/hubfs/1.%20Coronavirus%20Research%20PDFs/GWI%20coronavirus%20findings%20April%202020%20-%20Media%20Consumption%20(Release%204).pdf)

<sup>4</sup> <https://www.nielsen.com/apac/en/insights/report/2020/the-impact-of-covid-19-on-media-consumption-across-north-asia>



# Your digital content must break through the noise

To capture the attention of buyers, your sales and marketing teams need to be able to create targeted and relevant communications that can be personalized at scale for different audiences, situations, and phases along the path to purchase. A smart sales and marketing enablement solution offers precisely these capabilities; it can analyze engagement data and help you better understand and optimize your content efforts.

More specifically, a sales and marketing enablement solution can help your teams:

- **Improve alignment.** When you break down the silos between sales and marketing, content usage statistics and engagement analytics can be combined with CRM integrations and marketing automation platforms (MAPs) to provide a more complete view of content's value and ROI.
- **Gain insights about customers** and the role content plays in the buyer's journey. One of the first steps to improving engagement is analyzing how people interact with your content, such as which content is attracting views, how long content is being viewed, and even what specific sections are most popular.
- **Focus efforts.** A smart content marketing and sales enablement solution creates a comprehensive picture of how your content is used, who uses it the most, which stages of a deal include content use, and the types of content that drive the most revenue.

These benefits will help your organization create and deliver meaningful, personalized content that cuts through the digital noise.



# You need to ensure your sales teams have the personalized content they need to create the most impact

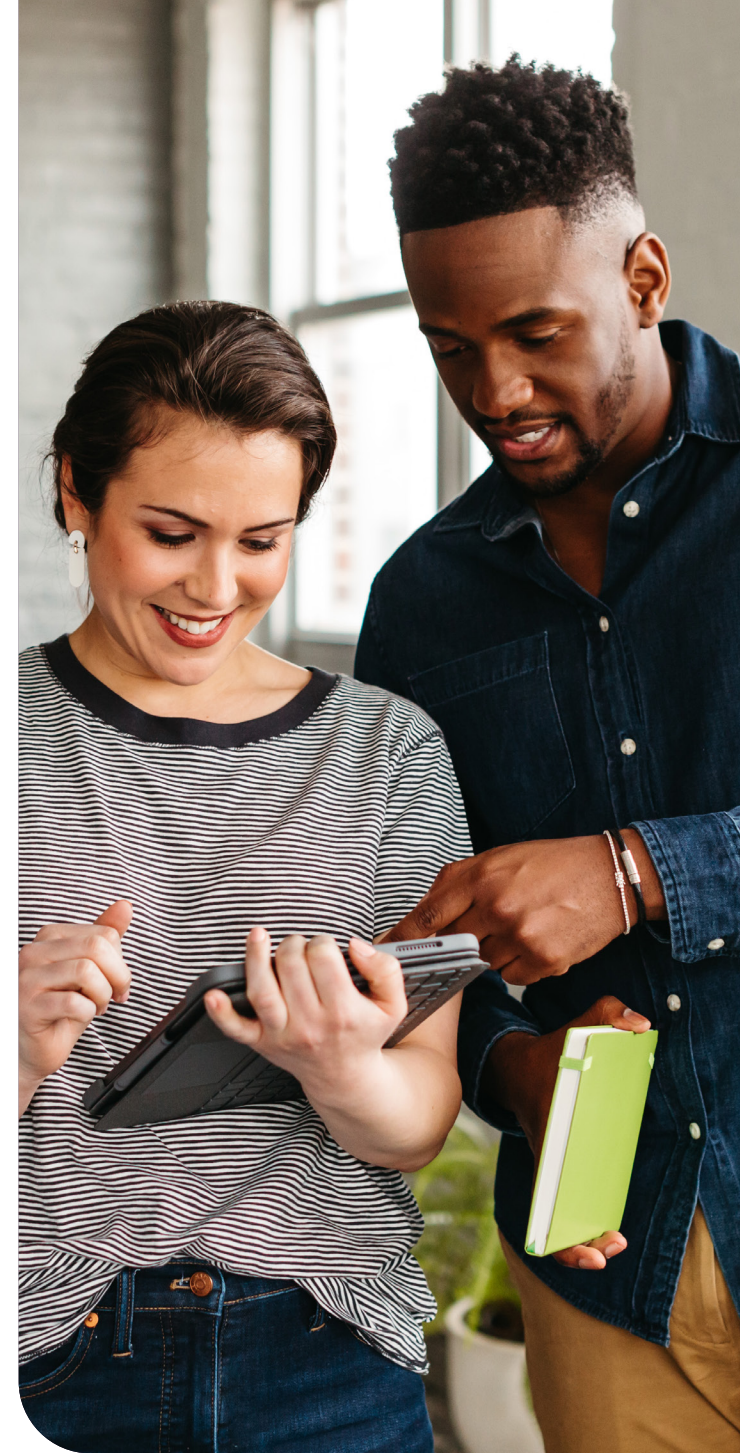
A sales and marketing solution helps go-to-market teams work together using a common platform, so it's easier to create the customized content that can drive more revenue. This kind of digital collaboration is becoming more indispensable as the organic knowledge sharing prevalent in physical office environments diminishes.

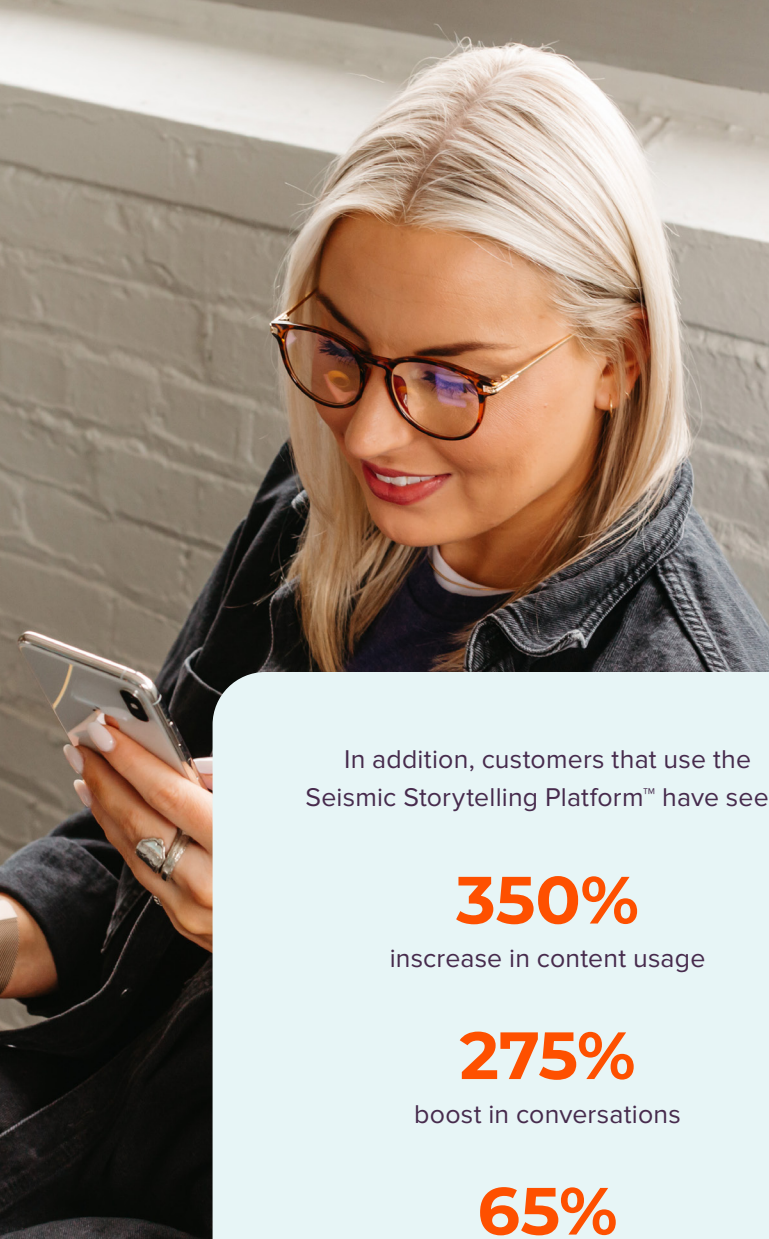
Among their many capabilities, today's sophisticated sales and marketing enablement platforms can:

- Improve cross-team content collaboration and visibility so both sales and marketing can work more effectively
- Facilitate automation and personalization of content creation so you can appeal to buyers wherever they are on the buyer's journey

- Deliver predictive content so sales reps can respond to the specific selling situation at hand
- Leverage sales and marketing data through comprehensive analytics to improve marketing's visibility, strategy, and impact to sales efficacy
- Include built-in scalability so you can manage all these functions and processes at scale
- Enhance marketing governance to reduce compliance risk

In sum, when proof points and success data are centralized, your sales and marketing teams can collaborate fluidly and centrally to create personalized content at scale.





In addition, customers that use the Seismic Storytelling Platform™ have seen:

**350%**

increase in content usage

**275%**

boost in conversations

**65%**

more revenue generated by new reps

## Integrated sales and marketing enablement solutions improve business performance

Long before social distancing guidelines began accelerating widespread digital transformation, leading companies were using sales enablement and marketing automation to improve business performance. In fact, in 2019, Forrester<sup>5</sup> found a direct correlation between sales enablement maturity and a company's ability to meet and exceed revenue goals.

At its core, the essence of compelling buyer experiences remains resonant storytelling; however, to succeed in today's ever-evolving B2B marketplace, sales teams need to rely less on face-to-face, in person engagement and instead use personalized digital content as a critical way to build connections with buyers. Adaptability like this will undoubtedly become the hallmark of business continuity in dynamic times.

---

<sup>5</sup> <https://learn.seismic.com/analyst-report-forrester-the-state-of-enterprise-sales-enablement-2019>





## About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://Seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

Visit our Website →