NetLine Campaign Checklist

Optimize your content syndication lead generation campaign with best practices on content production and strategy from our experts.

Content Production Checklist

☐ **PDF Layout**

- Choose between portrait and landscape oriented PDFs based upon the type of information being presented. Matt Heinz of Heinz Marketing recommends using portrait oriented PDFs for research and data-based content.

Note: If your PDF is landscape oriented, please provide a separate portrait oriented cover graphic.

☐ **PDF Cover Graphic**

- Vertically center the title on the cover graphic in large text to optimize readability across promotional channels such as email and social media.
- Option to subtly include your company logo or name—heavily branded content risks sending a corporate biased message.
- Cover graphic specifications: 1200 px wide x 1555 px tall (portrait).

Note: NetLine will auto-generate a cover graphic from the first page of your PDF or you may provide a custom cover graphic.

☐ **Format/Type**

- Choose one or more long-form content types, including: white papers, reports, eBooks, guides, webinars, etc. Balance your campaign by running multiple content types.

Note: White Papers and eBooks are the most popular content types.

☐ **Visuals**

- Incorporate supporting visuals throughout your content to engage the reader and support the message.

Note: NetLine recommends that 15% to 35% of your content is image based, including: graphs, product images, lifestyle photography, or emphasized text styling/infographics.

☐ **Typography**

- Create a hierarchical flow to your document with text size and weighting.
- Do not use more than two different fonts.

☐ **Voice/Focus**

- Tailor your content to the distinct professionals within your target persona. One size does not fit all.

☐ **Call to Actions**

- Give your reader a way to follow-up on the topic and/or your company.
- Feature links throughout the content where appropriate to further reading/solutions
- Include call-to-action statements in the closing pages of your content.

☐ **Title**

- Create an engaging title featuring important keywords speaking to your target audience.
- Add a year or month reference within your title to establish timeliness.

> ***Example:*** *"2017 Content Consumption and Demand Report for B2B Marketers."*

Note: NetLine recommends titles with 80 characters or less.

☐ **Abstract**

- Create an easy to digest summary of your content citing why the prospect will benefit from reading the content. Include a bulleted list of topics, stats, or other top insights from the content.

Note: NetLine recommends writing an abstract 700 to 1,200 characters in length.

☑ **Mobile Accessibility**

We've already done this for you! All campaigns include mobile optimized content discovery and lead forms to streamline the experience across all devices.

Content Strategy Checklist

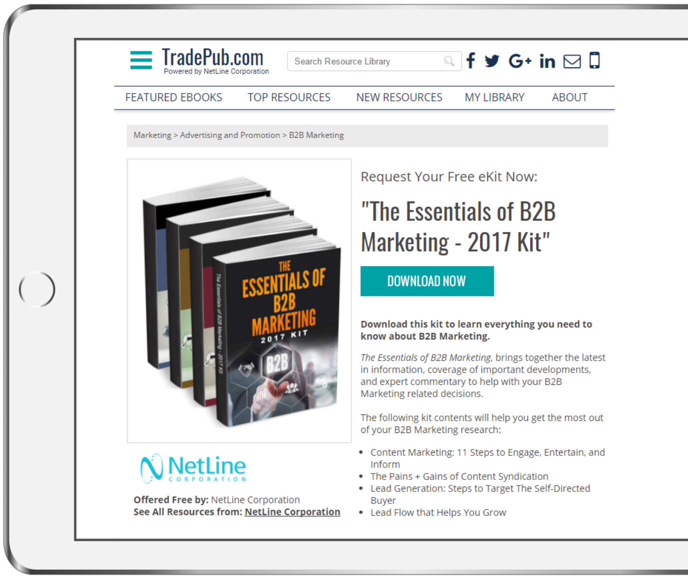
☐ **Content Volume to Lead Volume Ratio**

- Run 4 pieces of content per 100 leads you wish to generate in a given campaign.

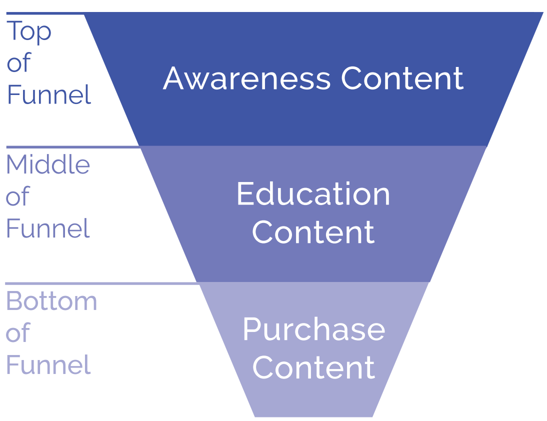
☐ **Content for Each Stage of the Buyer's Journey**

- Optimize your approach by running content for each level of the funnel.
- Pivot your content and lead filter criteria by funnel level and your intended persona.
- Align your content strategy with your sales team to plan your lead follow-up process.

Questions regarding content strategy? Contact your Sales Representative or Client Services Manager.



Content type for each stage of the buyer's journey:



☐ **Refresh Your Content**

- Create new content quarterly-to-annually based upon the size of your campaign and your company's evolving initiatives and focus.
- Do not run content referencing a date more than one year in the past.

  Example: *2015 content in 2017.*

- Refresh existing content to:
  - Update old data/stats
  - Update old visuals and branding
  - Repurpose into additional formats, for example:
    - » Trim a full report into a brief insights guide.
    - » Convert insights into an infographic.
    - » Combine multiple pieces of content into a kit/ bundle.
    - » Test alternate titles, abstracts, or cover graphics.

Tip: Need new long-form content quick? Curate a PDF with several corporate blog posts covering a similar topic area.

NetLine's Lead Nurture Best Practices for Marketing & Sales Teams

Never say goodbye to your leads again.

Define Your Follow-up Policy

Document a thorough follow-up plan for your leads in alignment with your Sales Team based upon your content, targets, and lead scoring. This can be included within a Service Level Agreement (SLA). Steps to define your process:

1. Score each attribute of your campaign targets to enable your sales team to prioritize their follow-up process to the leads with the highest scores.
   For example: C-Level = 'A', Director and Manager = 'B'.
2. Further prioritize leads based on the content requested and answers to any additional qualifying questions.
   For example: A webinar registrant should be contacted differently than a professional who requested your white paper.
3. Determine how many follow-up 'tracks' are needed based upon lead score/prioritization.
4. Develop a plan for each follow-up track, including: the # of calls, emails, VM's, over 'x' number of days.
   For example: create a priority track to send top leads directly to an Enterprise Sales Rep; while, another track may start with 3 nurture emails.

DID YOU KNOW?

20% INCREASE IN SALES OPPORTUNITIES when leads are nurtured versus not.
- Demand Gen Report

50% MORE SALES READY LEADS for companies excelling in lead nurturing.
- Marketo

33% LOWER COST for companies excelling in lead nurturing.
- Marketo

47% LARGER PURCHASES made by nurtured leads versus non-nurtured leads.
- The Annuitas Group

CONTENT CONSUMPTION GAP (CCG)

The CCG measures the timespan between the moment the content is requested and the moment the content is opened. On average, NetLine has found that professionals wait 35 hours before opening long-form content. Therefore, NetLine recommends allowing for at least two days before firm contact to ensure the prospect is informed enough to have an intelligent discussion regarding the content. See 'How to Follow-Up'.

How to Follow-Up

Once you identify the types of follow-up tracks needed, hone in on the details:

1. Set a Timeline:
   - Follow-up between 48-72 hours on long-form content leads—or take the 'Light Touch' approach to ensure effective conversations.
   - Alternate between email and phone touches by day.
2. When to Use a Light Touch Email:
   - Based upon the CCG we know that most professionals wait more than 24 hours to open long-form content to sit down and read it. To follow-up before 48 hours, offer a helping hand without diving deep into the content the lead may not have read yet.
3. Make Each Touch Effective:
   - Ask questions and listen to what's on the prospect's mind. Why did they download your content?
   - Set your own goal for each touch.
     For example: "...now let's schedule a demo, in-person meeting, or RFP."
4. Be Knowledgeable:
   - Know what content the lead downloaded and relevant insights from the content.
   - If custom questions/answers were included in your campaign, lead the conversation with their feedback to build immediate trust and recognition.
   - Look up the lead on LinkedIn and Twitter to see what they're talking about and connect/follow.

Don't Prejudge Your Leads

Fact: The lead took the time to submit their professional profile to download your content—this is an important intent signal.

While your focus may be on specific job levels or titles, take the time to work your leads. There are many professionals within the buying committee that you risk ignoring and/or influencers that can facilitate a conversation with the right person.

Questions?

Our strategy team can help advise you on developing an appropriate lead follow-up process for your campaign. Additionally, NetLine offers a LeadNurture solution if your organization does not have the bandwidth. Contact your Client Services Manager for details.

Follow-Up Examples

Light Touch:
Hi [Name], I noticed that you were interested in our [content type], "[title]," regarding [deeper topic of content]. The [content type] features important insights, including:

- Point 1
- Point 2
- Point 3

I'll reach out in a few days to see what you thought. In the meantime, please don't hesitate to send over any questions regarding [topic/solution/company]. I'm excited to hear what you're working on at [their company name] and how [my company name] might be able to help.

Firm Touch:
Hi [Name], thanks for your interest in our [content type], "title of content," regarding [deeper topic of content]. Three insights I found noteworthy:

- Point 1
- Point 2
- Point 3

I'd love to hear about what you're working on at [their company name]. In short, we offer [brief solution statement sentence] for [target persona] and I'd be happy to walk through it with you. Can we schedule time to chat?

Note: Crafting personalized messages based upon your knowledge of the prospect and their company found by a quick search on social media, news and corporate websites is the best approach.