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Transforming your Media Room into a Lead Generation Tool

Content Guidelines for Getting Attention & Gaining Interest

Summary

Despite the 'groundswell' of market-driven commentary, corporate marketers can continue to control messaging via the online media room. The old press release/investor relations tab has morphed into a strategic lead generation tool that can move prospects through your buying cycle.

By adopting 2.0 tactics you can transform a static press release archive into a dynamic communication vehicle, with consistent messaging. This article describes how to structure your online media content in order to pull prospects through your sales cycle.

Online Media Content Guidelines

Online media room content has two objectives: get the attention of prospects, and gain their interest. Most media experts are skilled on developing attention stories by explaining

- How can you solve their problem;
- Why your solution is best to solve their problem NOW;
- Who has used your solution to solve this problem; and
- What can your solution do for them personally?

Attention stories should be churned out monthly, and can be outsourced efficiently to the freelance communities.

Gaining interest from the media room requires a more detailed understanding of the decision making process, and is a new skill set for most media experts. Following is a methodical way to dissect the decision making process in order to determine what information to release, what it should be linked to, and how often it should be refreshed.

First, populate the decision making grid with fundamental decision factors, rating, weight and decision flow for each target audience. In this example, six buy factors are used to purchase a CRM software product:

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Example for CRM software product

1. Clarify which factors are considered for a buy decision. These are buyer values, i.e. what they are looking for and what they need to hear.
2. Label each factor as functional (features/functions), economic (time/money) or psychological (emotional benefits).
3. Weight each factor by the number of F/E/P labels. This indicates the importance of this messaging.
4. Determine the decision timeline, showing the order of information required for decision making (in order to provide 'just in time' v premature information.) This will determine links.

Buy Factors	Functional, Economic, Psychological	Factor Weight	Decision flow
Functionality	F	1	1
Price	E	1	1
Integration Requirements	F, E, P	3	2
Vendor Service Reputation	E, P	2	2
Internal Resources Required	F, E	2	3
ROI	E	1	3

From this populated decision grid, you can see that media on functionality and price should be linked to media regarding integration requirements and vendor service reputation, which should be linked to media discussing ROI and internal resources required. It would be premature and risky to feature media on anything but functionality and price in the media room. The goal is to pull the prospect through the decision cycle by providing information at the appropriate time.

This grid also demonstrates how 'integration requirements' carry the greatest weight. This is essential media for decision making progress. 'Vendor Service Reputation' and 'Internal Resources Required' are weighted next in importance. Media for these factors must be multidimensional and appeal to economic/psychological and functional/economic factors.

How often should articles on functionality and price be refreshed? This depends on the sales cycle. In this example, the CRM software product has a 6 month sales cycle. This means that in addition to monthly 'get attention' media, the media room should refresh and repost functionality and price media every six months.

Conclusion

The online media room content should be structured to get the attention of prospects, and gain their interest. By posting media that is appropriate to the decision making cycle, media rooms can actively participate in lead generation activities.