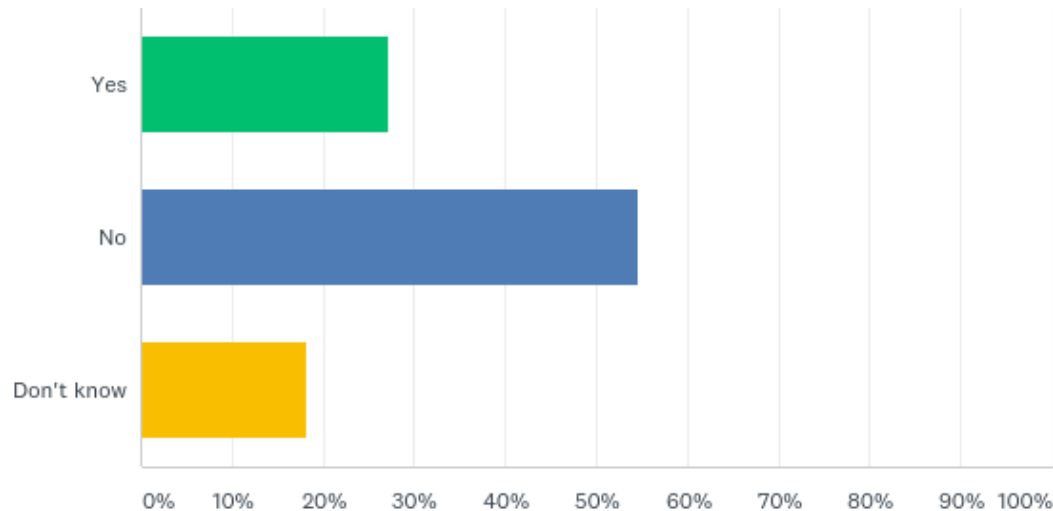




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# The Customer Journey, the Big Idea & the Role of Content

# Does your organization have a documented content marketing strategy?





Why?



**Deliver the Right Message at the  
Right Time  
Via the Right Channel  
to the Right Audience**

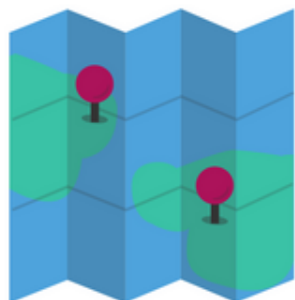


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57% of the buying decision is complete before interaction with sales takes place (CEB)



97% of buyers chose a solution provider that provided them with ample content to help navigate through each stage of the buying process (DemandGenReport)



82% of buyers viewed at least 5 pieces of content from the winning vendor (Forrester)



# Always Start with the Customer Journey

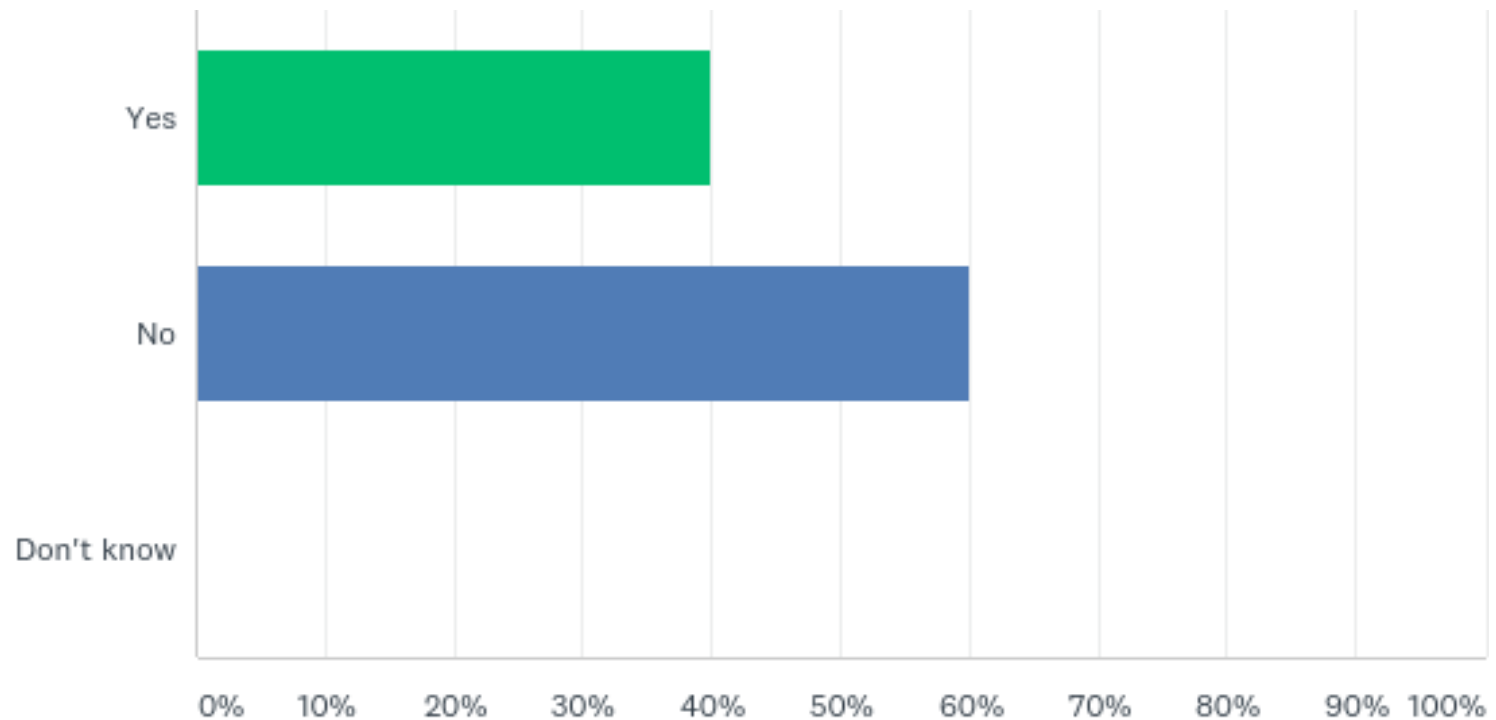


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# Does your organization create content for each stage of the customer journey (from prospect to customer)?







## WHO is the audience you're trying to reach?

Identify business & operational challenges

Think about what success looks like for them

Pinpoint concerns or triggers at each stage of the buying cycle





## **WHY does our product or service solve their challenge?**

Identify the BIG  
IDEA (message) to  
answer the WHY

Show v. tell:  
examples or stories  
that can be shared

Determine the  
information needed  
to get them to  
desired action

## The Local Home Improvement Experts



Their location has been in business for many years and could have multiple locations. They have a well thought-out business strategy and their family is actively involved in running the business. Homeowners come to the family's business because they are a recognizable name in the community and they offer more personalized service than the big box home improvement retailers. They offer many different brands, but will always recommend their favorite. Customizable options, volume pricing discounts and commitments to warranties are important to them.

They specialize in exterior work and general remodeling because of the company's longevity.

They are likely a heavy television and radio advertiser because it is how they started their business and this methodology is what has given them an established presence in their community.

### Homeowner Experience

- Presented a canned deck/pitch book that focuses on their longevity, past experience, process, etc.
- Offered a wide selection and options
- Interactions are with sales staff more than ownership
- Polished and seen as experts
- Offers own field service
- Offers their own warranties and guarantees
- Relationship will start with one job and then they work to build a customer for life

### Why they are an ideal GLW dealer:

**Business maturity:** Established business, pays his bills, established sales and office staff, one or more locations, strong market awareness and reputation, known as the hometown preference

**Marketing & Promotions:** High volumes, drives homeowners toward preferred brand, large marketing presence, heavy advertising, a local personality



# Use Content to Connect, Inspire & Instill Action



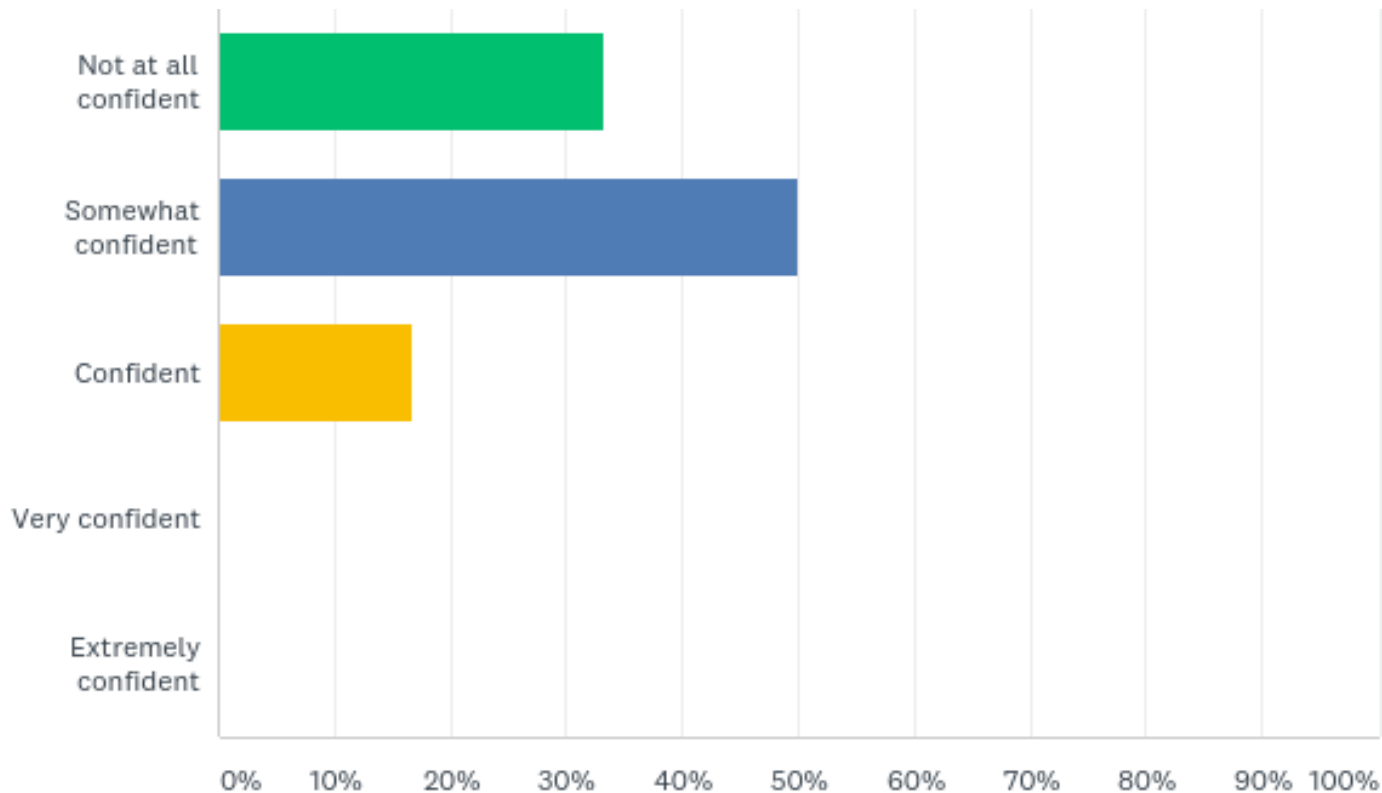
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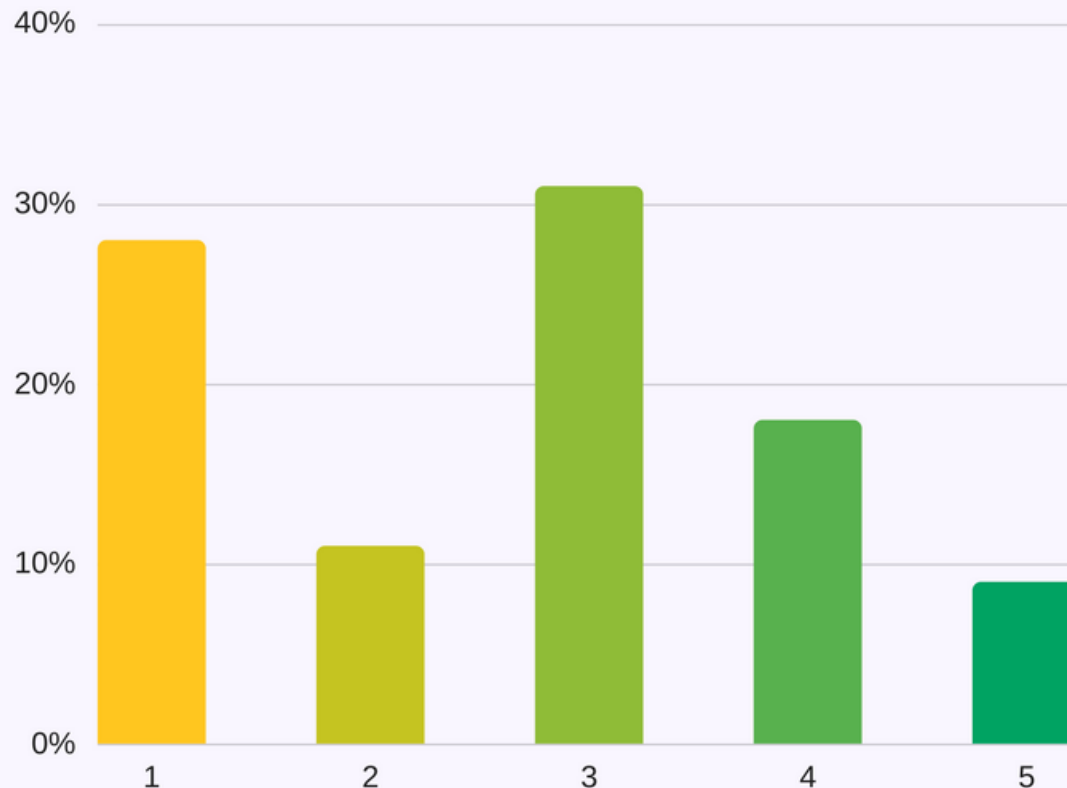


# How confident are you that you are creating relevant content for prospects?



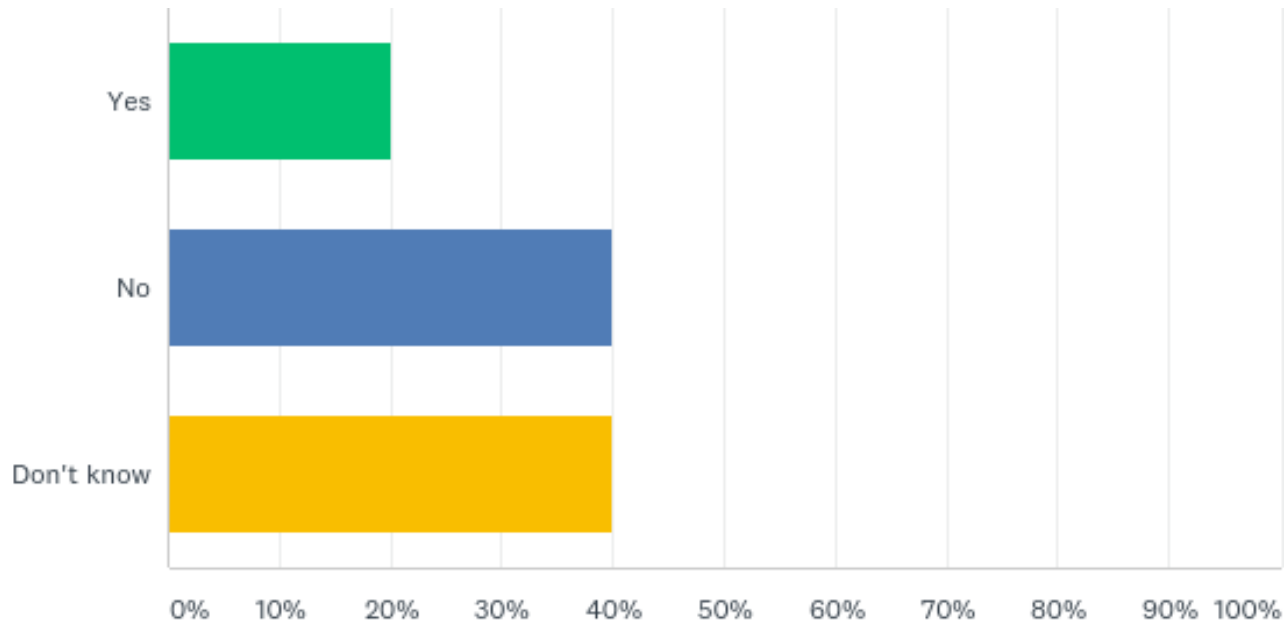
# You're Not Alone: Confidence is a challenge nationally

On a scale of 1 to 5, how confident are you that you're creating relevant content for prospects (5=extremely confident)



Source: Heinz Marketing, July 2017

# Does your organization tailor content to all individuals who influence the buying journey?







## **WHERE is the customer in the buyer journey?**

In the earlier phases  
you need to use  
content to capture  
attention & interest







During the  
selection process  
you need to show  
you get them &  
have an answer

After the sale,  
content should be  
highly personalized  
& reinforce value

# Light the Path Sales Funnel

PROSPECT

CUSTOMER

	PLAN (Map the Journey) 	INITIATE (Set Sail) 	NURTURE (Sail to Destination) 	PROPOSE (Land Ho!) 	CLOSE (Drop the Anchor) 	FULFILL (Dock the Boat) 	ACTIVATE THE CUSTOMER (Customer is still a tourist and may not order consistently)	CULTIVATE AND SOLIDIFY THE RELATIONSHIP (A loyal brand ambassador who is 100% committed to the brand)
<b>DEFINE</b> (What you want to accomplish)	Research dealer by understanding the market and how it plays into your MSA strategy	Be creative to gain dealer attention, peak their interest in learning more about GLW and conduct an initial meeting	Continue to nurture the dealer prospect	Formally present a GLW program - be sure to make it memorable	Get a commitment by bringing something unexpected to the relationship	Land the first order - Congrats!	Actively engage customer to create a solid foundation for a lasting relationship	Build and solidify the relationship so the customer becomes a raving fan and loyal partner who leads with our product and they see us as integral to their business
<b>ENGAGE</b> (How you get there with the mindset of Be Different, Be There and Be Indispensable)	<b>Be There:</b> <ul style="list-style-type: none"> <li>Identify dealer prospects</li> <li>Do they fit our ideal customer filter?</li> <li>Which persona are they?</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Identify current window and door manufacturers they use today and determine how we are different</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Identify competition for the dealer prospect</li> <li>Identify ways we can help them</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Ask questions about their business challenges and opportunities</li> <li>Send personal note with ideas on solving at least one challenge</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Walk through Keynote (new customer section)</li> <li>Show window sample or corner cut</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Mail or deliver an informational piece (Overview Brochure, 10 reasons booklet, etc.)</li> <li>Send an email thank you note</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Forward applicable GLW dealer emails</li> <li>Offer to take them to dinner/lunch to continue to build relationship</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Engage dealer by sharing product line information and CORE technology</li> <li>Walk through Keynote (new customer section)</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Share videos on GLW YouTube channel</li> <li>Send a hand written thank you note</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Develop a customized program specific to the dealer and their region</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Show them you understand their business</li> <li>Customize pricing options based on their needs</li> <li>Use product samples, Keynote and other materials to highlight products, technology and promotions</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Provide them competitive insight</li> <li>Show them key features of GLWConnect</li> <li>Send thank you note</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Isolate objections</li> <li>Get commitment</li> <li>Get credit application</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Send thank you note</li> <li>Complete a 1-page marketing/sales plan</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Walk through GLWConnect and answer questions</li> <li>Consider connecting them to customers in other regions to get advice and recommendations</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Complete deal sheet</li> <li>Order samples</li> <li>Complete new customer set up sheet</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Arrange for a personal call from Robb, Lee or Julie to welcome them</li> <li>Plan training with key employees</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Schedule training sessions on orders and portal</li> <li>Follow up after the 1st order is fulfilled and see if they have questions</li> <li>Schedule training sessions on AccuQuote and GLWConnect</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Revisit training and answer any questions</li> <li>Conduct traffic light exercise to learn about their business</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Identify customization options that fit their market and incentivize around them</li> <li>Leverage sales SPIFFs</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Identify sales/promotional programs</li> </ul>	<b>Be There:</b> <ul style="list-style-type: none"> <li>Conduct satisfaction survey twice a year and address any issues</li> <li>Robb calls them at least two times per year</li> </ul> <b>Be Different:</b> <ul style="list-style-type: none"> <li>Brainstorm new ideas regularly</li> <li>Identify customization options that fit their market</li> <li>Provide competitive information</li> </ul> <b>Be Indispensable:</b> <ul style="list-style-type: none"> <li>Provide exclusive training on specials and promotions</li> <li>Revisit 1-page marketing/sales plan annually</li> </ul>
<b>TOOL SUGGESTIONS</b> (What to use)	<ul style="list-style-type: none"> <li>Qualifying scorecard</li> <li>Persona's PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>Keynote-new customer section</li> <li>Product samples</li> <li>Personal Thank you (mail or email)</li> <li>10 Reasons Booklet (Q1)</li> <li>Overview Brochure (Q3)</li> <li>Why GLW video (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>Personal Thank you (mail or email)</li> <li>Applicable GLW dealer emails</li> <li>Applicable dealer videos on GLW YouTube channel</li> <li>3D mailer (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>Keynote</li> <li>Product samples</li> <li>GLWConnect</li> <li>Personal Thank you (mail or email)</li> <li>Dealer videos on GLW YouTube channel</li> <li>Why GLW video (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>GLWConnect</li> <li>1-page marketing/sales plan (Q3)</li> <li>Follow-up with an email that highlights a blog post to assist them with a question or challenge they shared</li> </ul>	<ul style="list-style-type: none"> <li>GLWConnect</li> <li>Deal sheet</li> <li>Customer set up sheet</li> <li>Personal Thank you (mail or email)</li> <li>Product samples</li> <li>Reference Binder (Q3)</li> <li>Welcome Kit (Q2)</li> <li>Welcome automation emails (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>Customer emails/blog articles</li> <li>Keynote/training presentations</li> <li>Traffic light exercise (Q3)</li> <li>Marketing Plan/calender (Q4)</li> </ul>	<ul style="list-style-type: none"> <li>Revisit 1-page marketing/sales plan</li> <li>Discuss any applicable co-op/rebate incentives</li> <li>Partnership opportunities/reimbursement ideas</li> <li>Satisfaction survey (Q4)</li> </ul>

# Research & Planning      Selection      Post-Purchase

## Light and engaging

- Infographics
- Social media
- Videos
- Blogs
- Quizzes
- Top 10 lists
- Myth v facts
- Resource centers
- Problem/solution emails
- ROI calculators

## Personalized, yet informative

- Interactive direct mail (e.g., video brochures)
- Personalized URLs/landing pages
- Success stories
- Industry reports
- Media articles
- Product/service emails
- White papers
- Webinars
- Podcasts

## Highly personalized, value focused

- Tip sheets
- Peer examples about finding value
- Newsletters
- How to videos or interviews
- Surveys
- Product-specific webinars
- Did you know emails
- Cross-sell product emails



Think of it like  
dating,  
marriage and  
happily staying  
together



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# Make Your Content Interactive to Capture, Engage & Convert



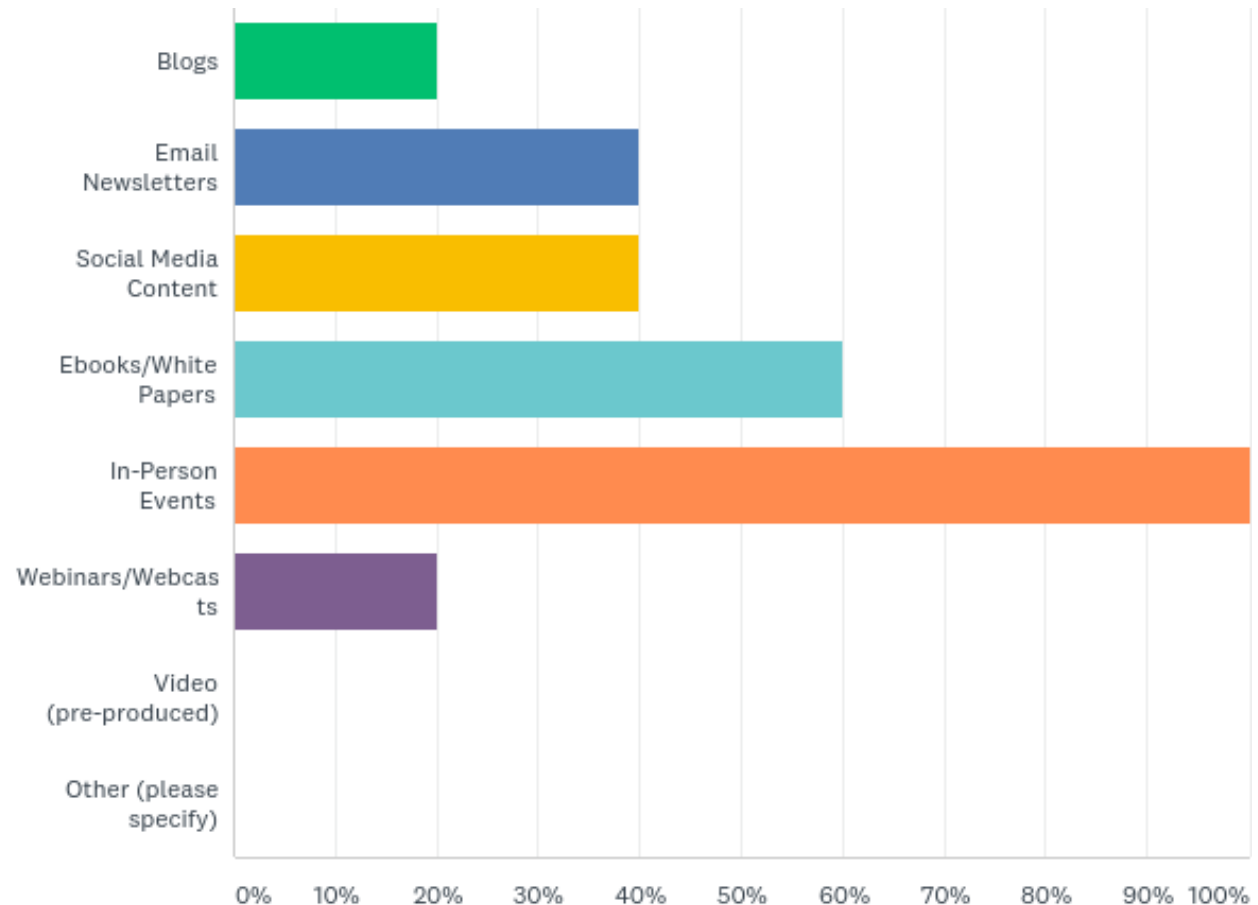
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# Which content marketing tactics will be most critical to your overall success in 2018?





## WHAT is interactive content?

It engages your audiences by sparking interest and questions

Bite-sized information that is snackable, yet personable

Instills a sense of a call to action, makes them feel engaged or important





## HOW do you make content interactive?

Make a list of existing assets and determine if it addresses the audience's challenge

Brainstorm ways to repackage each asset based on where it fits in the buying cycle

Think about WHERE the content should live (e.g., website, microsite, newsletter, social, email, etc.)

**DON'T FORGET THE WHY/BIG IDEA!**

# SUPPLY AND (BOOMER) DEMAND:

## SOLVING THE SUPPLY CRISIS IN 55+ HOUSING

Presented by

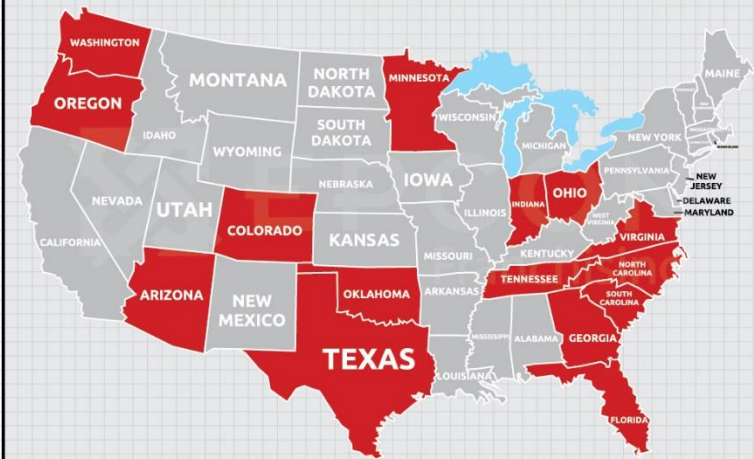
**metrostudy**  
A hanleywood Company

In Partnership with

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Franchising

## Active Adult Consumers Dominate Future **New Home** Demand

### Top 15 States for 55+ Homebuyers



### In The Next 5 Years

**52%**

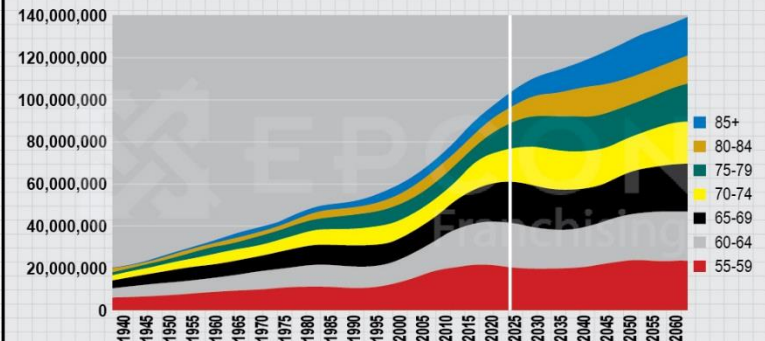
of NEW HOMEBUYERS  
Will Be Over 55

### Top 10 Metro Areas for 55+ Homebuyers

- |                        |                         |
|------------------------|-------------------------|
| 1 Dallas-Fort Worth    | 6 Denver                |
| 2 Houston              | 7 Seattle               |
| 3 District of Columbia | 8 Phoenix               |
| 4 Atlanta              | 9 Austin                |
| 5 Miami                | 10 Minneapolis-St. Paul |

SOURCE: Metrostudy, Solving the Supply Crisis in 55+ Housing

### U.S. Population Aged 55+



SOURCES: Metrostudy, Solving the Supply Crisis in 55+ Housing; US Census Bureau; John Burns Real Estate Consulting, LLC

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A hanleywood Company

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## CHRONIC PAIN

The rise in chronic pain cases in workers' compensation has widespread implications on healthcare costs, workplace productivity and morale, and the quality of life for those it impacts. Chronic pain has reached epidemic proportions in the United States and treating the condition with pain medications, such as opioids, has brought with it a host of other challenges that influence financial and clinical outcomes. It is important to first understand the condition and its impact to build an effective pain management strategy.

# FACT:

CHRONIC PAIN AFFECTS MORE AMERICANS THAN HEART DISEASE, CANCER AND DIABETES COMBINED<sup>1</sup>

## CHRONIC PAIN

Diabetes <small>(Type 1 and Type 2 combined)</small>	25.8 million
Coronary Heart Disease <small>(Heart attack and coronary artery disease)</small>	16.3 million
Stroke	7.0 million
Cancer	11.9 million

100 MILLION  
people suffer from chronic pain in the United States<sup>2</sup>



## WHAT IS PAIN?

Pain is an unpleasant sensory and emotional experience (symptom) associated with actual or potential tissue damage.

Pain is a subjective feeling (only you can define your pain). Each person learns what pain is from experiences related to injuries they had early in life. Perception (feelings, beliefs, desires and tolerance) varies widely among individuals and currently cannot be measured accurately by others (objective). Pain continuing for months to years is classified as chronic.

26.3

Number of days in a 12-month period suffering chronic back pain miss work

10

Percentage of those missing work 3 months or more<sup>3</sup>

297

Billions of dollars lost in productivity annually due to pain<sup>4</sup>

## THE IMPACT OF PAIN IN THE WORKPLACE



## THE IMPACT OF CHRONIC PAIN ON WORKERS' COMPENSATION

Administrative and medical mismanagement of chronic pain, along with the escalating use of opioids as a first line of medical treatment, has resulted in substantial expenditures in workers' compensation.

### HERE ARE SOME KEY FACTS:

4.1

Millions of workers who suffer a serious job-related injury or illness each year<sup>5</sup>

60.2

Billions of dollars spent on workers' compensation benefits annually<sup>6</sup>

29.9

Billions of dollars spent on workers' compensation medical costs annually<sup>6</sup>

42

Percent of workers with back injuries who received an opioid prescription in the first year after injury<sup>7</sup>

16

Percent of workers who continue to receive opioids after the first year of injury<sup>8</sup>

100,000

Potential cost in U.S. dollars of a claim when an opioid is included in the treatment regimen<sup>9</sup>

2020

Year when medical costs could account for 70% of workers' compensation costs<sup>10</sup>

The numbers speak for themselves. And yet, there is a place for opioids and other pain medications in the treatment plan. Opioids can be very effective to treat pain if used in the short term and in accordance with evidence-based guidelines. For example, medical guidelines typically specify prescribing opioids for a two-week timeframe after surgery or substantial injury.

### THE BOTTOM LINE:

There is no silver bullet to managing chronic pain for injured workers. It is essential to tailor the treatment plan to the specific needs of the individual to ensure optimal financial and clinical outcomes. Along with this comes the need for an integrated approach that encompasses:

- Education
- Physician engagement
- Intervention
- Adherence monitoring

## THE INTEGRATED APPROACH TO OPTIMIZING CLINICAL & FINANCIAL OUTCOMES

There are several existing approaches to containing workers' compensation costs and improving clinical outcomes. Yet, there has been no comprehensive solution in the marketplace to holistically ensure that the treatment plan is appropriate, followed and effective.

### UNTIL NOW.

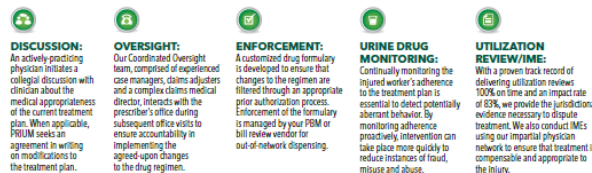
The PRIUM approach to optimizing clinical and financial outcomes of workers' compensation claims involving chronic pain encompasses five critical components, along with analytics, education and defense counsel support.

### PRIUM MEDICAL INTERVENTION PROGRAM



### Analytics Education Defense Counsel Support

### HOW THE APPROACH WORKS



**DISCUSSION:**  
An actively practicing physician initiates a collegial discussion with the clinician about the medical appropriateness of the current treatment plan. When applicable, PRIUM seeks an agreement in writing on modifications to the treatment plan.

**OVERSIGHT:**  
Our Coordinated Oversight team, comprised of experienced case managers, claims adjusters and a complex claims medical director, oversees the prescriber's office during subsequent office visits to ensure accountability in implementing the agreed-upon changes to the drug regimen.

**ENFORCEMENT:**  
A customized drug formulary is developed to ensure that changes to the regimen are filtered through an appropriate prior authorization process. Enforcement of the formulary is managed by your PEM or bill review vendor for out-of-network dispensing.

**URINE DRUG MONITORING:**  
Continually monitoring the injured worker's adherence to the treatment plan is essential to detect potentially aberrant behavior. By monitoring adherence proactively, intervention can take place more quickly to reduce instances of fraud, misuse and abuse.

**UTILIZATION REVIEW/IME:**  
With a proven track record of delivering utilization reviews 100% on time and an impact rate of 53%, we provide the jurisdictional evidence necessary to dispute treatment. We also conduct IMEs using our impartial physician network to ensure that treatment is compensable and appropriate to the injury.

### THE RESULT?

The PRIUM Medical Intervention Program ensures injured workers receive the most appropriate treatment based on their individual needs. Whether this requires changes to the drug regimen or the introduction of alternative therapies, our integrated approach results in better financial and clinical outcomes for four primary reasons:

- A single point of contact
- Better physician engagement
- Actionable intelligence
- Deeper expertise



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## WHAT IS PAIN?

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## TREATMENT OF PAIN

Treatment for pain should not rely solely on medications but include other more effective methods, depending on the case.

All pain medications, called analgesics, are chemically similar. However, some are more powerful than others. Some prescriptions may be worse if you smoke, drink alcohol, are overweight or have other chronic conditions like heart disease, high blood pressure, diabetes, asthma or other lung disease.

### DID YOU KNOW?

Some over-the-counter pain medications like Advil and Tylenol, when taken for long periods of time, can cause damage to the kidneys, liver or other parts of the body.







- ASSESS

- DESIGN

- DEPLOY

- MANAGE





The background is a dark purple color. It features several white line-art lightbulbs of varying sizes. Some lightbulbs have short lines radiating from them, suggesting they are glowing. On the right side, there is a white line-art illustration of a hand holding a pen, in the process of drawing a large lightbulb. The text 'Exercise: How do you make content from the traditional white paper interactive?' is written in a large, white, sans-serif font across the center of the image.

**Exercise: How do you make content from the traditional white paper interactive?**



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# Additional Ideas to Make Your Content Interactive



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The background is a dark purple gradient. It features several white line-art lightbulbs of varying sizes. Some lightbulbs have short lines radiating from them, suggesting they are lit. On the right side, a hand is shown in profile, pointing its index finger upwards towards the text.

**What are some examples of  
interactive content you've seen?**



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- Take a success story and turn it into a video or podcast
- Build mini resource centers with existing assets
- Use polling in presentations, webinars, reports or social media
- Take white papers and convert into ebooks, videos, podcasts, infographics
- Conduct quizzes (think turning myth v reality or tip sheets into a quiz about safety or ROI)
- Conduct video interviews to show how a product works or the challenge it solves

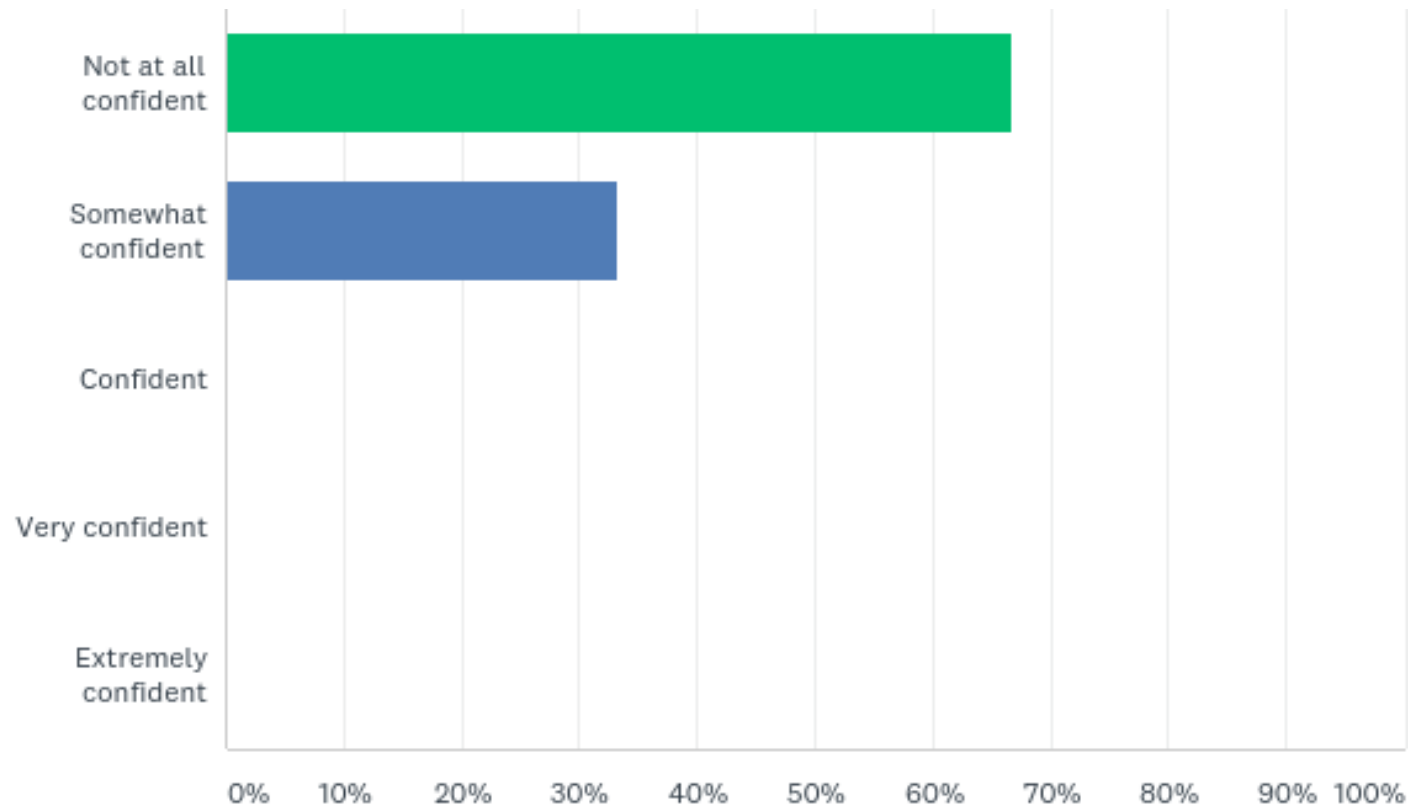


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# How confident are you in your ability to measure the impact of your content marketing efforts?



The background is a solid magenta color. It features several white line-art illustrations of lightbulbs of various sizes. Some lightbulbs have short lines radiating from them, suggesting they are lit. On the right side, there is a white line-art illustration of a hand holding a large lightbulb. The text is centered in the middle of the image in a white, bold, sans-serif font.

**Align your content strategy with  
your goal and objectives for  
ultimate success**



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## 1. Start with your goal for growth:

- Should be a make up of % revenue growth existing customers + % sustained revenue existing clients + % new business

## 2. Figure out how much emphasis should be focused on retention and growth:

- Set up benchmarks based on how many clients you retain, propensity to refer (Net Promoter Score) and level of engagement (Net Engagement Score)
- Determine if year-over-year revenue from existing clients has grown, remained flat, or declined



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### 3. Determine how to measure effectiveness of sales:

- How many new clients come from our existing database?
- What percent of sales do we close?
- How many leads do we need?
- How many interactions are needed to get a sale?
- How many closed sales come from new leads? If so, what channels did those come from?
- What has been our highest growth area year-over-year (product/service/person) and why?

### 4. On a scale of 1 to 5 how much awareness do prospective clients have of your company and what you offer?



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## Measuring specific content:

1. Tie it back to the goal and the audience.
2. Don't worry about having tons of different measurement for each tactic. Think about what's most important.

E.g., If you have a video -- it may not be as important to have tons of shares, but how long they are engaged is important (note: you will rarely get 100%).



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**Remember, 80% of your value  
comes from 20% of your content!**

**Focus on what your audience  
wants to know how to do better.**

**Distribution is king.**



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## Resources:

The Challenger Sale: Taking Control of the Customer Conversation (Dixon & Adamson)

Jill Konrath: [www.jillkonrath.com](http://www.jillkonrath.com)

Content Marketing Institute  
([www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com))

Content Marketing Academy LinkedIn Group

Jay Acunzo -- Unthinkable Podcast  
([www.sorryformarketing.com/unthinkable](http://www.sorryformarketing.com/unthinkable))

MarketingProfs ([www.marketingprofs.com](http://www.marketingprofs.com))



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