

A 'QUICK START' GUIDE TO USING DIGITAL CONTENT

How to get the most out of your digital content.

Start with the basics

From infographics to animated videos, you should always start by placing your new digital content everywhere possible. You'll want to drive as many impressions to your content as you can, increasing the chance of engagement and follow-through on your call to action.

1 GET IT ON YOUR WEBSITE

Videos, infographics, solution overviews, and eBooks should be hosted on your website. They should be placed on pages where the solution (or complimentary solutions) are discussed. Most of the time, they should be directly downloadable but you can gate certain types of content – just make sure you don't ask for too much contact information. Typically, videos and solution overviews should be ungated and available for instant download. You can however gate more in-depth, partner-branded pieces of content like eBooks or sometimes infographics.

2 GET IT IN FRONT OF SALES

You should get your digital content in the hands of your sales team so they can use it to better explain technology to new prospects, or get existing customers excited about something they haven't purchased yet. This is also a great way to increase marketing's value in the eyes of your sales team.

3 INCORPORATE IT IN YOUR MARKETING PLANS

Look for existing marketing campaigns or events that your new digital content could enhance, and find intelligent ways to incorporate it. You can find some inspiration in the next section.

How and where should it be used?

At IMS360, we believe that the digital content we create for you is only the beginning, and we want you to walk away knowing all the ways you can utilize your new assets, and how to track success! Take a look at some examples and insightful use cases that we've seen with our clients.



EMAIL AND LANDING PAGE CAMPAIGNS

Offer your content through an email as a free download. On the landing page, offer the content and provide a form where the viewer can request a demo or more information.

HOW TO TRACK METRICS

What metrics should I track? Clicks, opens, unsubscribe rates, form submissions, and leads.

What are some best practices? Generally, open rates should be above 10% and click rates should be above 5%. If you don't have an automation platform, create a trackable link, hashtag, or phone number in the call to action.



PRINTED MATERIALS

Infographics and eBooks can be printed for hand-outs or customer leave-behinds, even direct mail. They can be used at events or provided to your sales team so they have new collateral for their sales meetings.

HOW TO TRACK METRICS

What metrics should I track? URL visits, phone calls, and leads.

What are some best practices? Create a trackable link or phone number to include in the call to action. You can do this through Bitly or if you're able to, create a vanity URL on your website like "yourwebsitename.com/infographic."



BLOG ARTICLE

Write a blog article that focuses on the topic of your new content. At the end of the article, offer the content as a free download and ask readers to reply in the comments with any thoughts, questions, or requests.

HOW TO TRACK METRICS

What metrics should I track? Impressions, subscribers, content downloads, comments, social shares, and leads.

What are some best practices? If you don't have Google Analytics installed, you can create Bitly links to track clicks and downloads. Most blogs powered by WordPress offer widgets for easy integration of social sharing.





PRESENTATIONS

Break up your infographic or eBook into sections and use them in your sales presentations and PowerPoints. For a more interesting client presentation, your sales team can even present the content itself and use it as their talk track. Video can also be used to get an audience engaged before a more formal presentation like at a movie event or before a lunch and learn.

HOW TO TRACK METRICS

What metrics should I track? Use surveys to collect subjective feedback from sales teams and clients, as well as leads.

What are some best practices? Ask for feedback from the presenter or sales team about audience engagement. If at an event, you can ask clients what they thought.



EVENTS

Use a monitor to play your video on loop, even without sound it can be a great way to engage your attendees or drive people to your booth. You can also print and laminate an infographic to be used as place mats during a lunch and learn or even load digital content onto branded flash drives. Some of our clients turn their infographics or eBooks into pop-up banners and printed hand-outs.

HOW TO TRACK METRICS

What metrics should I track? Use surveys to collect subjective feedback from sales teams and clients, as well as leads.

What are some best practices? It's very easy to get digital content custom printed at nation-wide print shops like FedEx Office®. Additionally, you can choose to purchase source files from us if you'd like to transform your infographic, eBook, or solution overview into another form of digital content.



WEB BANNERS

Place web banners on complimentary pages on your website, local chamber, and vertical specific 3rd party sites with a call to action to download your content. You can also place banners in your email signatures.

HOW TO TRACK METRICS

What metrics should I track? Impressions, clicks, engagements, form fills, and leads.

What are some best practices? If budget is an issue, email signatures are a great, free way to engage people in your organization and get the ads in front of a relevant audience. All ads should be tied to a dedicated landing page where they can view the content and fill out a form to request a demo or more information.





SOCIAL MEDIA

Take clips of the video, infographic, or eBook and align them with a series of social posts that you can tailor for each platform. Instead of posting "check out our new infographic," you'll want to create posts that talk about each section over the course of several days. You can even align your social posts with your email campaign to draw more attention to that content. Additionally, you can sponsor posts that perform well or implement paid ads.

HOW TO TRACK METRICS

What metrics should I track? For each post, review new followers, impressions, clicks, engagement, and leads.

What are some best practices? Create a unique hashtag or find trending hashtags that you can use to get the posts in front of a new audience. Each social platform has in-depth reporting that's fairly user-friendly.

Additional social media best practices

"How do I execute on social media?" It's a question we hear often as social media marketing is still fairly new in the IT industry. Here are a few ideas for tracking metrics and driving more engagement.

- Tag IMS360 on social media when you share your content and we'll re-share it on our end to get you more exposure.
- When sharing on social, send an email to your team and ask them to share from your company's page to increase your social reach.
- When uploading a video to YouTube, use annotations in the CTA and closed captioning to drive more engagement.
- Track metrics and share success stories with your leadership team. It's a perfect opportunity to show the impact that marketing is having on the entire organization.
- Take a look at platform metrics before executing so you can compare before and after to see the difference that digital content is making.
- Sponsored or paid ads are an excellent way to take advantage of the most effective posts in your social campaign, and a great way to get yourself in front of new, targeted audiences.

IMS360 IS THERE FOR YOU EVERY STEP OF THE WAY

Want to chat about how we can help your organization benefit from digital content? Shoot us an email!

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