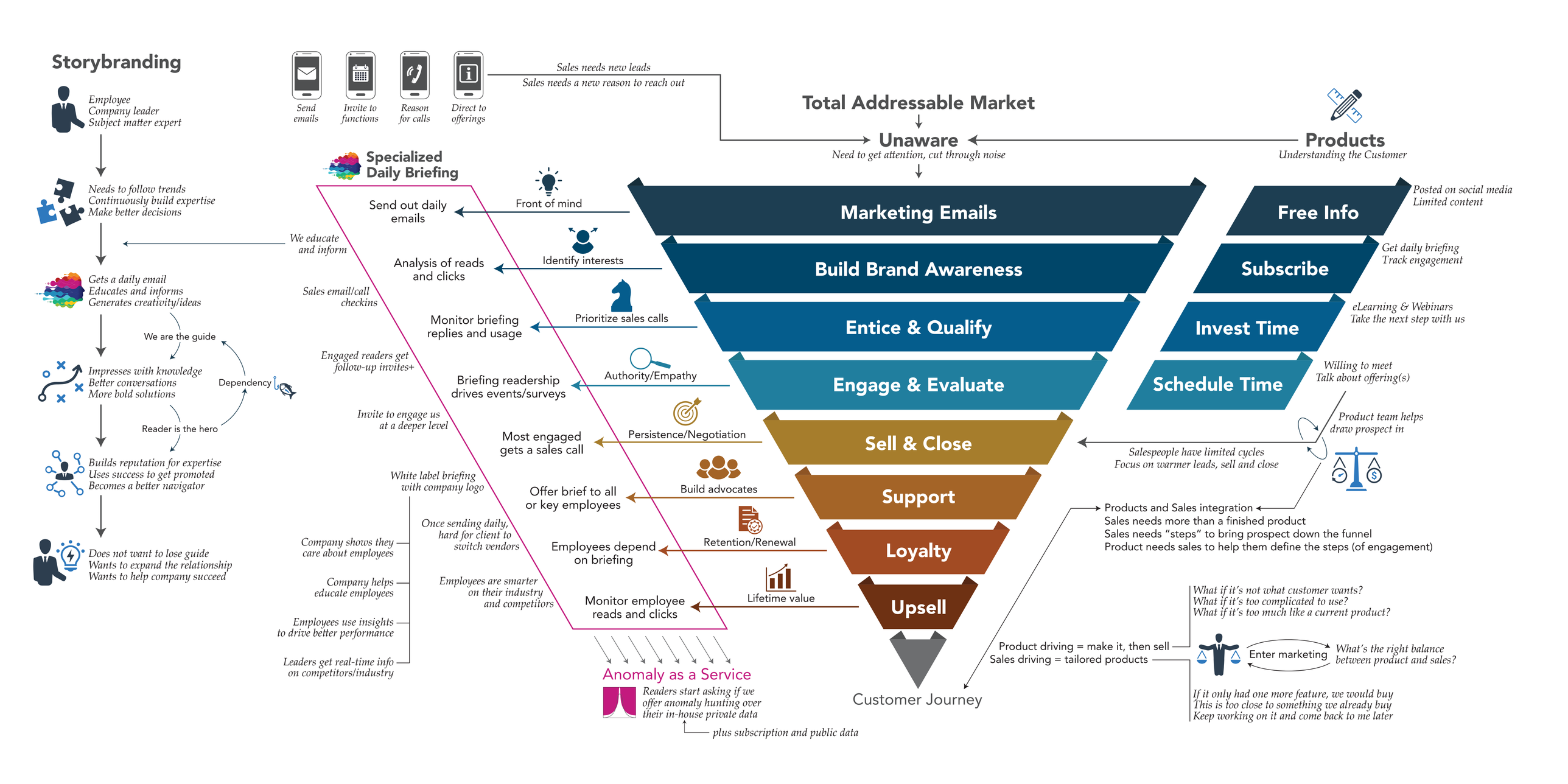
Storybranding
Employee
Company leader
Subject matter expert
Needs to follow trends
Continuously build expertise
Make better decisions
Gets a daily email
Educates and informs
Generates creativity/ideas
We are the guide
Impresses with knowledge
Better conversations
More bold solutions
Dependency
Reader is the hero
Builds reputation for expertise
Uses success to get promoted
Becomes a better navigator
Does not want to lose guide
Wants to expand the relationship
Wants to help company succeed
Send emails
Invite to functions
Reason for calls
Direct to offerings
Sales needs new leads
Sales needs a new reason to reach out
Total Addressable Market
Unaware
Need to get attention, cut through noise
Products
Understanding the Customer
Specialized Daily Briefing
We educate and inform
Sales email/call checkins
Engaged readers get follow-up invites+
Invite to engage us at a deeper level
White label briefing with company logo
Once sending daily, hard for client to switch vendors
Company shows they care about employees
Company helps educate employees
Employees use insights to drive better performance
Employees are smarter on their industry and competitors
Leaders get real-time info on competitors/industry
Send out daily emails
Front of mind
Analysis of reads and clicks
Identify interests
Monitor briefing replies and usage
Prioritize sales calls
Briefing readership drives events/surveys
Authority/Empathy
Most engaged gets a sales call
Persistence/Negotiation
Offer brief to all or key employees
Build advocates
Employees depend on briefing
Retention/Renewal
Monitor employee reads and clicks
Lifetime value
Marketing Emails
Build Brand Awareness
Entice & Qualify
Engage & Evaluate
Sell & Close
Support
Loyalty
Upsell
Customer Journey
Free Info
Posted on social media
Limited content
Subscribe
Get daily briefing
Track engagement
Invest Time
eLearning & Webinars
Take the next step with us
Schedule Time
Willing to meet
Talk about offering(s)
Product team helps draw prospect in
Salespeople have limited cycles
Focus on warmer leads, sell and close
Products and Sales integration
Sales needs more than a finished product
Sales needs "steps" to bring prospect down the funnel
Product needs sales to help them define the steps (of engagement)
What if it's not what customer wants?
What if it's too complicated to use?
What if it's too much like a current product?
Product driving = make it, then sell
Sales driving = tailored products
Enter marketing
What's the right balance between product and sales?
If it only had one more feature, we would buy
This is too close to something we already buy
Keep working on it and come back to me later
Anomaly as a Service
Readers start asking if we offer anomaly hunting over their in-house private data
plus subscription and public data