



Next Steps

- Review Terri's portfolio on the AMC website at: www.chooseamc.com/portfolio
- Send an e-mail to Terri@chooseamc.com to schedule a day and time to discuss your ideas or needs
- Pull together and review any existing marketing plans and content you have
- Call Terri at (425) 444-2899 and get started on improving your customer communications and lead generation

Follow AMC

AMC has embraced the power of social networking.

You can follow us at:

- www.chooseamc.com
- www.twitter.com/bimarcom
- www.linkedin.com/terriylander

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Content Marketing for BI Solution Providers

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Advanced Marketing Collateral

Marketing Content for BI Solution Providers

Terri Rylander

EXPERIENCE

Having spent over 10 years in IT and business roles, web developer to Director, she now leverages that experience to create marketing collateral that resonates with business and technical decision makers.

KNOWLEDGE

Terri has a comprehensive understanding of technology and the value it brings to the business, and knows how to translate very technical subjects into a message customers can understand.

INTEGRITY

Her work is professional and clean, and she is easy to do business with, flexing to meet tight deadlines and changing requirements.

COMMUNITY

In addition to marcom writing, Terri also teaches Writing White Papers and Writing Case Studies at the local community college as part of the college's Technical Communication program.

She manages the LinkedIn B2B Marcom group, and in her spare time, she volunteers at a local no-kill animal shelter.



Services

- White papers
- Data sheets
- Case studies
- Direct mail
- Industry articles
- Web content
- Brochures
- Press releases

Content to support the complete sales cycle

"Terri has a great background and understanding of technology. She is an accomplished technical writer, particularly in the high-tech space. She will exceed your expectations."

—VP of Marketing/Communications, Teradata

Method

Sales cycles for high tech B2B can be very long, and studies show it takes an average of seven touches with a prospect before they are ready to purchase.

Terri looks at the complete sales cycle and provides the content to support both early awareness through decision to purchase.

She works with you to understand your product, industry, and market, then performs extensive research and interviews to produce compelling, educational copy.



Clients

Terri has developed marketing material for a number of clients, from small business to Fortune 500 companies.



She has produced a number of white papers, case studies, and brochures, along with short copy that includes direct mail, banner ads, e-mail, and postcards. See examples of her work in the portfolio on her website.

Pricing

Prices at AMC are extremely competitive and tend to fall along the industry mid-point, based on a recent study of copywriters across the U.S. Most pricing is project-based, though custom work may be hourly. Prices include initial draft and two revisions.

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White Paper Benefits

- **Generates Leads**—Download from website in exchange for contact info or use as leave-behind at sales meetings and trade shows
- **Establishes trust**—Educational content written in neutral tone creates confidence in your solution
- **Positions the company as a problem solver**—Shows understanding of business challenge and how you are able to solve it
- **Demonstrates thought leadership**—Lets you express visionary thinking and convey new directions in technology
- **Improves corporate brand recognition**—Also read by journalists and analysts; the content is often turned into articles
- **Facilitates purchasing decision**—Educates customers on the solution and process; guiding the final decision
- **High return**—Recent study shows content effectiveness is second only to trial software downloads



White Papers

"WHITE PAPERS REMAIN THE MOST EFFECTIVE PIECE OF MARKETING COLLATERAL, WITH 86% OF RESPONDENTS FINDING THEM MODERATELY TO HIGHLY INFLUENTIAL IN THE PURCHASING DECISION." ECCOLO 2008

White Papers

Why White Papers?

White papers are the most sought after content by prospects when learning about or evaluating new technology, and most read between 5-10 papers every three months.

White papers will help your company demonstrate thought leadership and position your company as the problem solver. With their educational content, white papers help you establish trust and credibility with your customers, and help drive brand recognition and garner press attention.

What's in a White Paper?

- **Description of the business or technical problem**—Shows your company has a complete understanding of the issues and impacts facing your customers.
- **Background/history/market drivers**—Provides information about what led to the problem what's been tried before, and how changing market conditions contribute.
- **High-level solution**—Explains generically, how customers can solve the problem.
- **Benefits**-Lists the financial and business benefits of solving the problem.
- **What to look for in a solution**—Provides a checklist of considerations when implementing the solution.
- **Specific company solution**—Introduces your company's product or service and explains the solution in detail.
- **Summary**—Recap of problem, solution, and benefits.
- **Call to action**—Leads the customer to the next step: phone call, e-mail, website.

What are white papers?

White papers are educational marketing documents that describe a business problem and how to solve it. They can be business, technical or a combination of both, and are used to show your customers that you understand the challenges, know how to solve them, and have a product or service that can help.

White papers are written in a neutral tone, and though they are always soft-sell, they are also a persuasive document. They are typically 8-12 pages in length and delivered in PDF.

Creation Process

- Complete creative brief
- Gather existing information
- Interview subject matter experts
- Research topic
- Determine the angle
- Write first draft
- Review/revise (twice)

Case Studies

Why Case Studies?

A case study can counter the perception of marketing hype by demonstrating that your product or service has successfully solved a real-world business or technical challenge. Customers believe other customers!

Prospects read case studies before they purchase to make sure you've been successful before. Analysts and journalists read them to better understand the market and your products. And existing customers read them to validate their commitment to you, and to learn new ways to use your product, increasing their return on investment.



Case Studies

Case studies speak to the business or technical challenges one of your customers was facing, how the decision was made to choose your product, project execution details, and the results (ROI, efficiencies, new capabilities). They may also be known as success stories or testimonials.

What are case studies?

Case studies tell the story of a successful implementation of your product or service. They are short in length—about 1-4 pages, and are written in a neutral tone.

What's in a Case Study?

- **Description of the problem**—What issue was the business facing and what caused it?
- **Introduce the customer**—Provides info about what led to the problem and what's been tried before.
- **Talk about the journey**—What previous attempts have been made and why they haven't worked
- **Vendor selection**—Describe the criteria used to

select the vendor and solution.

- **Describe the solution**—Explain the detailed solution and why it works in this situation.
- **Implementation details**—Discuss who was involved in the project, the role of the vendor, the project duration, and the challenges encountered.
- **Results**—List short and long-term benefits, both tangible and intangible, such as ROI.
- **Lessons learned**—Talk about critical success factors.

Creation Process

- Secure customer approval-typically from their PR or Legal department
- Complete creative brief
- Interview customer experts
- Interview solution integrator or PM
- Gather any material or graphics
- Write first draft
- Review/revise (twice)
- Document design and print

Additional Marketing Communication

Q: Do you only do white papers and case studies?

A: While white papers and case studies represent the most popular and effective marketing pieces for B2B, there are still a number of other content types needed to round out the communication.

AMC can design and develop



your website, write web content, create direct e-mail, write postcard copy, write press releases, ghost write industry articles, produce your corporate newsletter, and create your brochures and data sheets.

If you are a high-tech B2B company selling software, hardware, or services, AMC can help you elevate your brand position, improve qualified sales leads, and create more loyal customers.

Case Study Benefits

- **Builds credibility**—Demonstrates proven success and builds trust in your company and products
- **Generates Leads**—Download in exchange for contact info or use as leave-behind at meetings and trade shows
- **Multi-purpose**—Reuse as a press release, web content, in brochures, conference presentations, industry trade articles
- **Educate sales staff**—Helps the sales staff see how their solution solves real-world challenges
- **Valuable testimonials**—Use customer quotes in other marketing material
- **High readership**—67% of technology buyers read case studies regularly, second only to white papers
- **Increased customer loyalty**—Helps existing customers validate their purchase and helps them learn new product uses
- **Positive Customer PR**—Provides customers positive publicity about their companies at no cost to them