

# Content Curation

Maximize Brand Awareness, Deliver Qualified Leads



## Product Overview

Staying in front of your customers with consistent and relevant content ensures your prospects are educated on, and clearly understand your product offerings long before the first discovery call. The Pipeline Group utilizes a powerful combination of scalable outreach software and Account Based Marketing (ABM) strategies to drive more qualified inbound lead generation. Our Content Creation Services will maximize your brand's footprint while reliably delivering high-ROI outbound and follow-up marketing workflows.

## Challenges

### Building Trust

- First touch with customer is typically virtual (online)
- Inefficient to call or visit every potential customer prior to a first sale
- Reaching a new and vast potential customer base

### Content Relevancy

- Shortage of useful data to inform content creation
- Messaging cohesiveness and customer relevancy is key in an increasingly curated world
- If not specifically tailored and informed by robust data, content is the new spam

### Customer Retention

- Improving lines of communication between brand and prospects
- Providing stakeholders visibility at key company and product milestones
- Capturing recurring purchasing commitments

## Solutions

### Marketing Collateral



- Datasheets ensure prospects are educated on and clearly understand product offerings
- Case studies showcase challenges, solutions, and benefits delivered to past clients
- White papers demonstrate expertise and fluency in industry-specific topics
- Battle Cards educate SDRs on comparative selling points and inform sales tactics

### Content Curation



- Curated content showcases and communicates your competitive advantages
- Our Account Based Marketing (ABM) strategies greatly increase the relevancy of the content your prospects and customers see
- Targeted content curation enables education of prospects while keeping current customers up-to-date in order to capture recurring purchasing commitments
- Tailored content for digital marketing applications (LinkedIn, Facebook, etc.)

### Data-Driven Campaigns



- Optimize your marketing outreach and grow your brand awareness with measurable analytics and consistent campaign tracking
- Create automated and sequenced outreach campaigns for email and digital marketing to empower your sales development function and prioritize your calling lists
- Relevant empirical data drives dynamic outreach strategy for best results

## Benefits

- ✓ Effective first touch with customers
- ✓ Content showcases key selling points
- ✓ Messaging cohesiveness builds brand
- ✓ Client-ready materials empower SDRs
- ✓ Drives customer knowledge of product
- ✓ Optimizes marketing outreach across key sales channels
- ✓ Drives sustained customer engagement
- ✓ Delivers sustainable, high-ROI inbound lead generation



Empower sales development and boost qualified inbounds