

MARKETERS GUIDE TO CREATING PERSONALIZED CONTENT EXPERIENCES



ON24

RELEVANT EXPERIENCES THROUGHOUT THE CUSTOMER LIFECYCLE



Remember the first time you received an automated email from an unknown vendor with your name on it? Or after viewing a product on Amazon, it then blew up your Instagram feed? What was once surprising is now the norm. As consumers, we are becoming accustomed to targeted, personalized experiences, sometimes even coming to expect them.

Now, we're seeing the same personalization trend taking off in B2B marketing—and it's working. According to a [CEB survey](#), stakeholders who believe content is tailored to their specific needs were 40% more willing to buy from that supplier. These results are so compelling, 95% of CMO's identified "better-tailored content" as a top priority.

Unlike consumer marketing—which tend to focus on transactional sales—B2B marketers must support longer sales cycles lasting throughout a customer journey. The biggest challenges in personalized marketing are acquiring meaningful data, developing content, delivering customized content experiences and doing all of this at scale. For B2B marketers, this means tying personalization to a stakeholder's interests and business needs, as opposed to a specific

individual. In some cases, marketers create these personalized experiences by observing what content prospective buyers consume first, then using that data to drive the next step.

Personalization in B2B marketing sees such high returns on investment that the trend is now considered a reliable go-to-market strategy. As a consequence, marketing teams are currently considering how to scale the development and organization of their content as they put new technology and processes in place. One solution is ON24 Target, which helps marketers to create, manage and deliver personalized content experiences to target audiences throughout the buyer's journey.

In this ebook, we'll explore 5 ways to create relevant content experiences, including:

Account-Based Engagement

- Vertical Marketing
- Regional Marketing
- Sales Enablement
- Customer Engagement

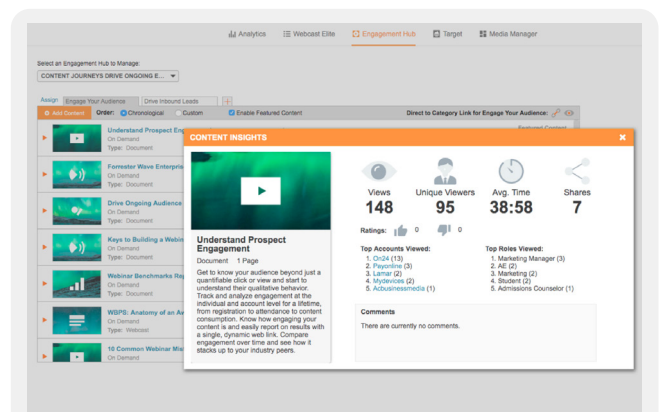
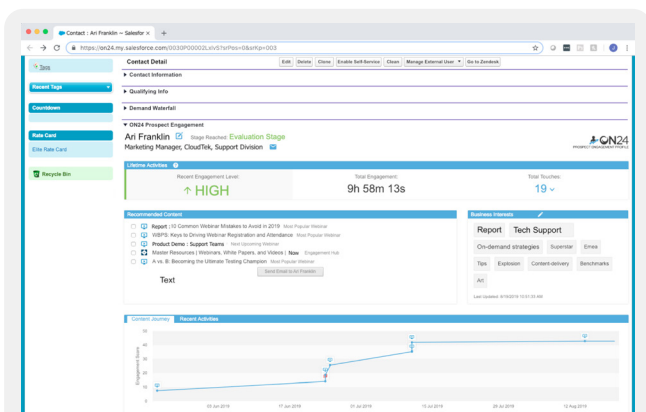
ACCOUNT-BASED ENGAGEMENT

Account-Based Marketing is one of the first applications that come to mind when we think about personalization in B2B marketing. This booming go-to-market strategy—with companies reportedly generating 208% more revenue from ABM efforts, according to FlipMyFunnel—has pushed marketing leaders to create plans to scale such programs.

Usually, when we talk about scale and optimizing costs, custom content is off the table. But at ON24, we see savvy marketers creating custom content experiences for ABM needs. These marketers are evolving from account-based marketing to a holistic audience engagement strategy: Account-Based Engagement.

UNDERSTAND AND USE WHAT YOU'VE GOT

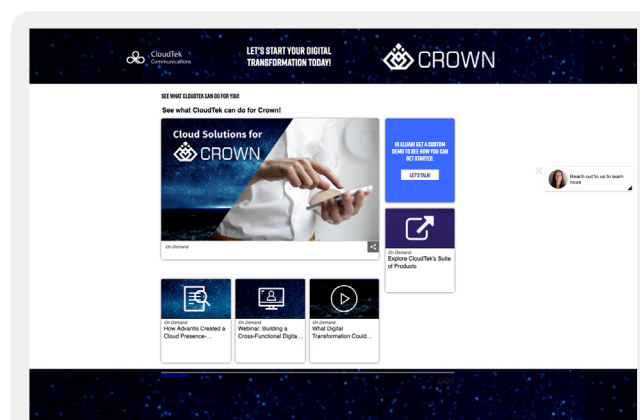
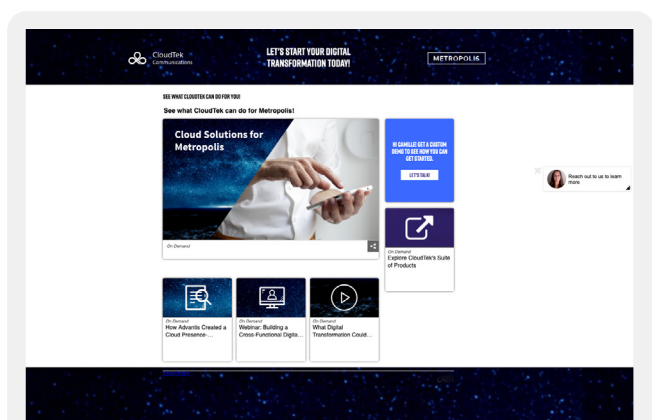
Whether your ABE strategy is one-to-one or one-to-many, understanding target personas is critical for capturing attention. Take a look at your library of existing content to determine what's already resonating with these groups. From there, select engaging content to bring into your ON24 Target page. As you continue to gather more insights into what works, you can add new selections and refine your approach.



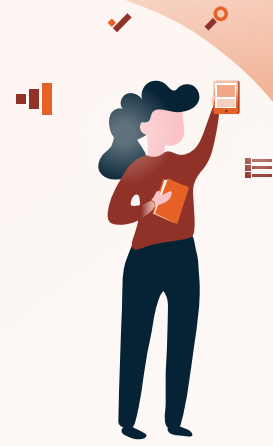
SPIN UP SOMETHING NEW

Have an account you want to do something extra special for? Or perhaps you're trying to engage a new persona? Offer high-value content to generate returns on your ABM/ABE program quickly. A custom webinar, for example, is a quick (and inexpensive) way to fill any content gaps you may have. If you chose to produce a webinar, it should be informative, speak to your target audience's specific interests and provide interactive content to entice audience members to explore more. With a webinar in hand, use an ON24 Target page, surrounded with other relevant material, to drive even more engagement.

PERSONALIZED FOR A KEY ACCOUNT:



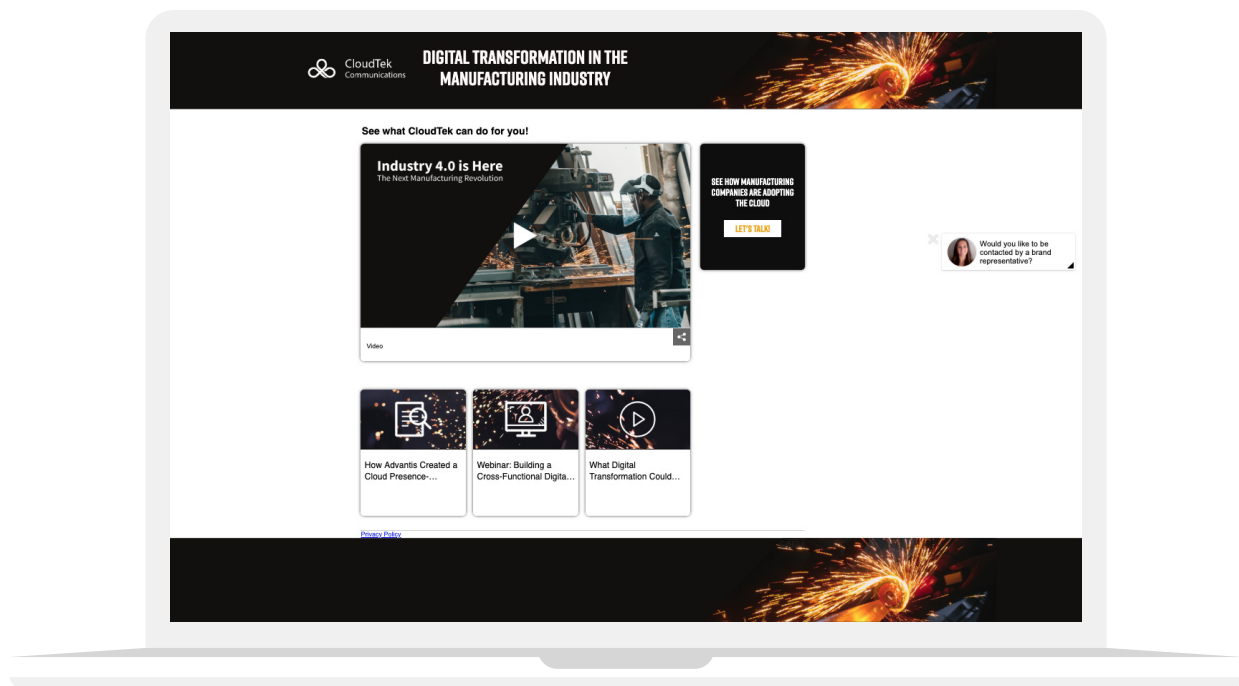
VERTICAL MARKETING



A close cousin to Account-Based Engagement, Vertical Marketing is a targeted marketing strategy which promotes assets to specific industries. While vertical campaigns may not be personalized for a particular person or account, they are designed to speak the language of specific sectors. Successful vertical marketing programs tailor the corporate message while showing their depth and expertise in a given industry.

Provide easy access to relevant content when engaging with customers in a particular industry. For example, thought leadership events with top subject matter experts, product collateral uniquely packaged for the industry, or customer testimonials from relevant companies are all effective material vertical marketers can use to create engaging experiences.

TARGETED FOR KEY INDUSTRIES:



REGIONAL MARKETING

LOCALIZE IT

If you're hungry for regional content, start with translating some of your highest performing webinars. With ON24, you can translate content into more than 35 different languages, add subtitles or even re-record the audio over the same event.

Marketing in a new region means identifying local needs and market maturity, then acting accordingly. Entering a new market doesn't mean starting from scratch, but a little personalization can go a long way. For regional marketers, localization is the name of the game. Corporate content needs to be re-written, micro-campaigns need to be launched and coordination with local

sales counterparts needs to be established.

Convincing your corporate marketing team to translate your website or a few campaign pages is likely a battle you're not ready to fight. But ON24 Target can help you build, test and deliver localized digital experiences quickly.

CUSTOMIZED FOR REGIONAL INTERESTS:



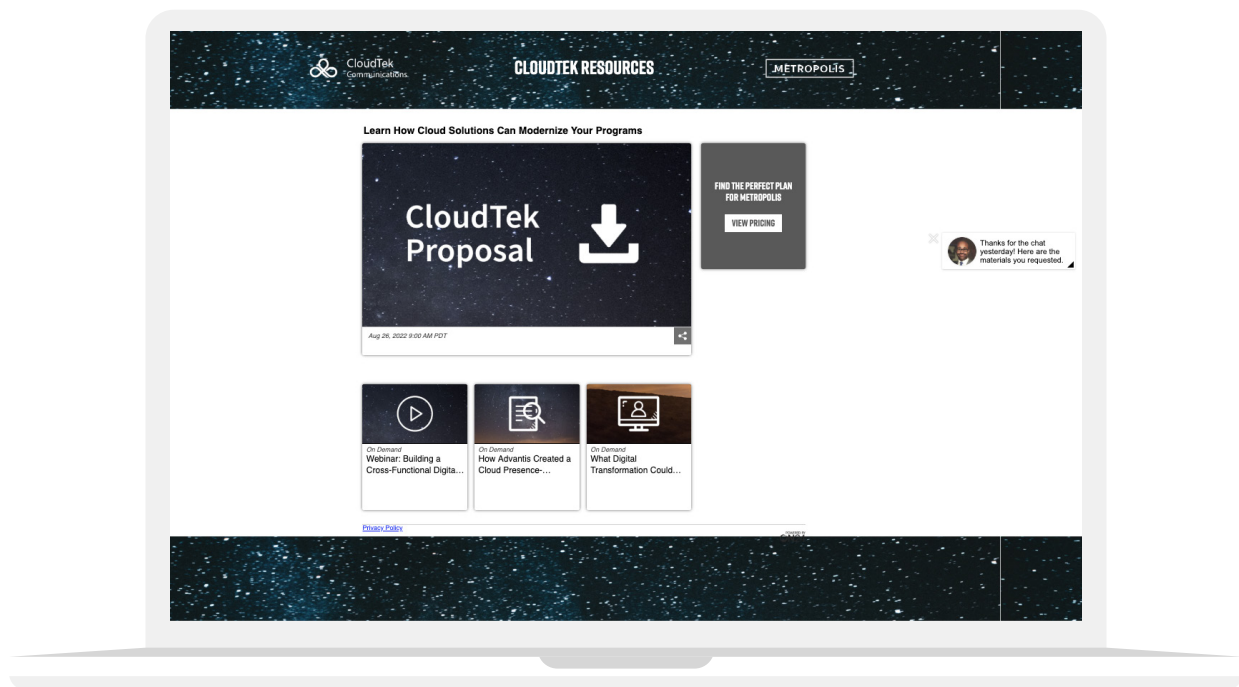
SALES ENABLEMENT



Marketers are now responsible for corporate revenue targets. As a consequence, marketing and sales need to be more aligned than ever before. The benefit of better alignment can be massive—according to Forrester, companies with aligned marketing and sales organizations achieved an average of 32% annual revenue growth.

Accelerate the buyer's journey by ensuring your reps have the relevant materials to share with top target accounts when they need them with account-specific experiences. Use ON24 Target to create a highly personalized experience for a specific lead. There, you can provide them with the content critical to their decision making and fuel internal conversations with their team. Additionally, with ON24 Target, you can incorporate a call-to-action that directly connects a lead with a sales rep for further engagement.

CURATED FOR SALES OUTREACH:



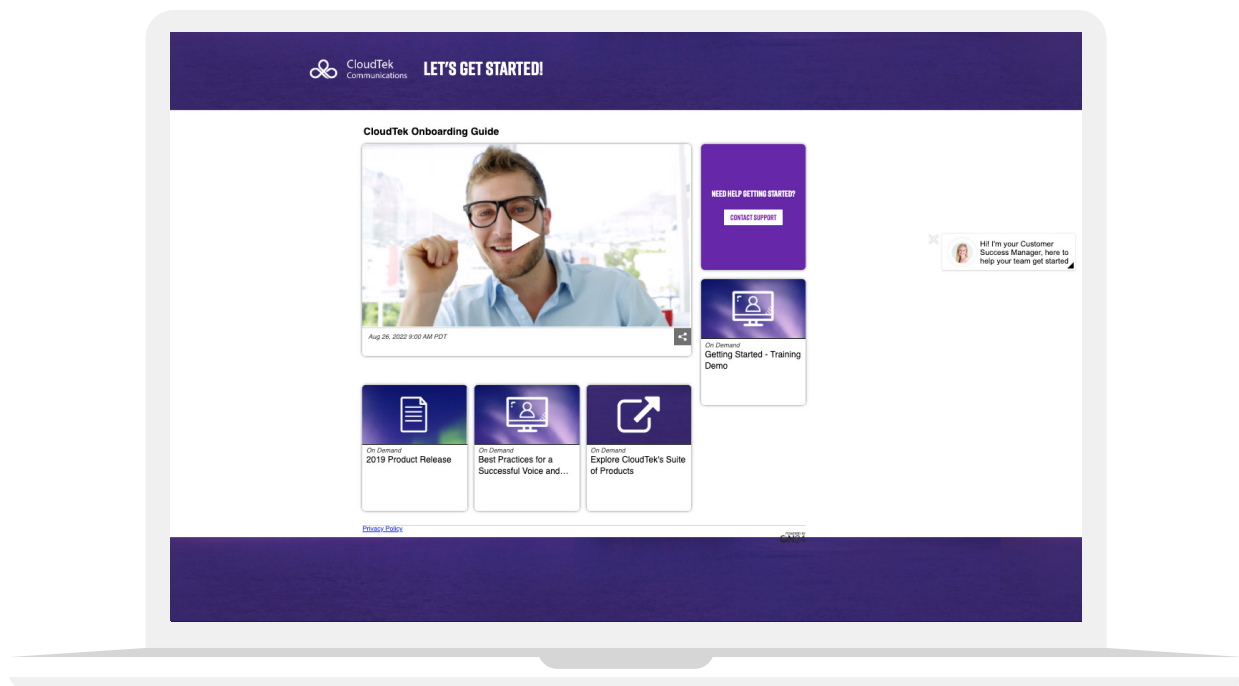
CUSTOMER ENGAGEMENT



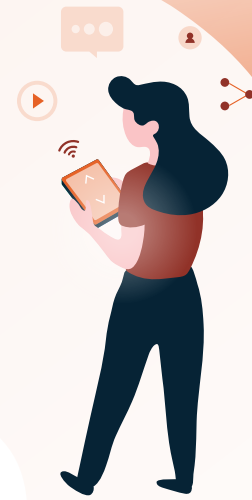
The real customer experience includes the entire customer lifecycle. So, it's essential to know how new clients interact with your brand once they begin using your product or services. According to Gallup research, a fully-engaged customer represents **23% more revenue** than average. Simply put: the marketing doesn't stop when the deal closes, so your personalization shouldn't either.

Provide your customers with the best experience possible with better onboarding, continuing product education and upsell activities. ON24 Target can help you to scale your engagement programs by developing a series of experiences timed to the customer lifecycle. You can even clone and customize pages for unique accounts, helping your customers see the experience is uniquely theirs.

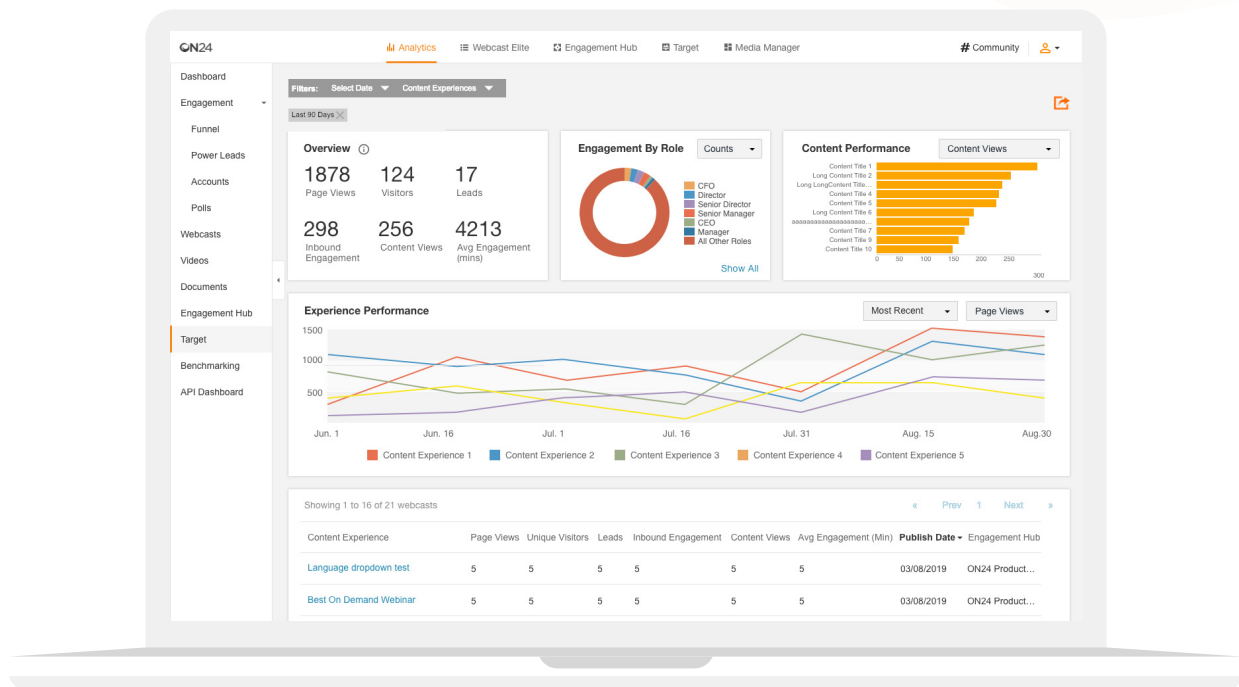
EFFECTIVE PRODUCT COMMUNICATIONS:



MEASURE THE IMPACT



Get to know your audience engagement and content performance beyond just a quantifiable click. ON24 Target provides actionable data to optimize program, providing you with necessary data points to inform decision making. With an analytics dashboard, you can view the performance of your experiences and what is most engaging to your audience. You can track the performance of each piece of content to help optimize your campaigns, including content ratings, average time on asset, the number of shares and the top accounts accessing that piece.



EXPERIENCES THAT BUILD HUMAN CONNECTIONS



Digital marketing is broadening how we communicate with leads and customers. Audiences have adjusted to this new digital environment and, as a consequence, spray-and-pray marketing is no longer a useful tactic. As brands embrace personalization, one-to-one marketing that engages individuals based on their interests will continue to rise.

Creating personalized content experiences is a quick and easy way to humanize your digital engagement. With ON24 Target, you can build customized, content experiences that can be distributed to select individuals or across accounts, accelerate buyer journeys and create better leads.

ABOUT ON24

ON24® is on a mission to redefine how organizations engage with their audiences, powering interactive, data-rich webinars and content experiences that help people connect on a more human level and make smarter business decisions. Through the ON24 Platform, marketers can create live, always-on and personalized digital experiences, understand audience behavior and turn that intelligence into action. Informed by more than a billion engagement minutes—including 12 million polls, 1.3 million surveys, 1.5 million conversations and conversion of over 17 million resources—marketers drive more revenue from ON24 webinars than any other digital channel. Headquartered in San Francisco, ON24 has a wide global footprint with eight offices in key regions, including London, Munich, Singapore, Stockholm and Sydney.