

ContentCastSM

Turn-Key Content Development + Targeted Delivery Program

For today's B2B organizations, content marketing is a powerful and effective way to drive marketplace impact.

Successful B2B focused companies use thought leadership content to create relationships with customers and prospects by sharing information relevant to their target audiences. They nurture these relationships over time to improve the likelihood of customers buying their products/services.

Progressive organizations understand that legacy linear relationships and marketing funnels have been replaced with non-traditional, multi-channel communication that includes email, social media, and other digital messaging. However, creating and distributing a recurring stream of relevant content that can help raise your company's profile and get you into a decision maker's consideration set is increasingly difficult.

Information Sharing is Key

Effective B2B thought leadership requires companies to share insights, perspectives, and data with target audiences in non-overtly promotional ways. Customers and prospects appreciate the free exchange of industry relevant information they can use to expand their knowledge and grow their business.

Thought leadership content must be informative and provocative to grab the attention of target decision makers. It should be 70% - 80% educational and 20% - 30% self-promotional. Today's digitally savvy customers don't want overt commercial messages but resonate to digitally delivered content that provides valuable insights and perspectives.

Outsourced Content

Development + Multi-Channel Delivery

Ascension ContentCastSM offers B2B-focused organizations a one-stop solution to reach decision makers with engaging and relevant content to augment their existing multi-channel lead generation or marketing communication programs.

We develop and deploy ongoing messaging targeted against defined industry verticals and executive decision makers determined based on existing customers and new business targets.

ContentCastSM Developmental Process

The ContentCastSM targeted support program is broken into five discreet and successive activities that are detailed below:

1 Discovery

Structured interviews with internal stakeholders to obtain key product service info required for custom content creation.

2 Editorial Calendar

Advance development of monthly editorial calendar of featured thought leadership content to be delivered weekly/monthly.

3 Platform Programming

Set up of email, LinkedIn and other social media platforms to power targeted distribution of featured weekly/monthly content.

4 Targeted Distribution

Pre-scheduled email + social media distribution of targeted content per editorial calendar.

5 Delivery Analytics

Detailed reports illuminating KPIs, most popular content, and web traffic driven by program.

Outsourced Content

Development + Multi-Channel Delivery

ContentCastSM is a proprietary Ascension program that provides clients with a rich, ongoing repository of industry relevant digital content + targeted monthly multi-channel distribution to pre-defined target audiences. A dedicated Ascension team creates and builds your content repository in three distinct forms:

Videos - :60 to :90 second animated videos featuring client-specific messaging and engaging music tracks. Videos may feature voice overs or on-screen copy enabling viewers to absorb messaging in their own way.

Slideshows - Click-thru presentations focused on industry and audience relevant topics. High quality images coupled with strategic messaging allow viewers to scroll through material at their own pace.

Infographics - Visually engaging, graphical representations of client or industry specific data, insights, and information that can be quickly and easily absorbed by target decision makers.

Targeted

Distribution Management

ContentCastSM provides ongoing, monthly targeted creation and distribution of industry-specific content via email and social media channels.

Aggregated client-specific executive target lists are used to power pre-scheduled monthly email and social media content-based campaigns on behalf of Ascension client companies.

Reporting provides valuable insights into how various forms of client-specific content drives target decision makers online behavior. These insights are also useful in better understanding target audience buyer journeys and sales funnel dynamics.



A Comprehensive Outsourced Digital Messaging Program

Ascension ContentCastSM provides B2B organizations with a custom original digital content development, delivery, and performance-based analytics package critical to effective thought leadership communication:

Content Development - On-going original + curated content specific to target industry

Targeting - Aggregated client provided customer + prospect contact info plus new contacts built using third-party data services

Content Distribution - Targeted weekly/monthly content delivery via email + social media

Reporting - Periodic management reporting of key program delivery + audience behavioral metrics

A Smart, Cost-Effective Way to Raise your Company's Profile

ContentCastSM is a cost-effective way to leverage outsourced content marketing support to develop and deliver a recurring stream of thought leadership content to targeted decision makers. It's like having a turn key marketing department to augment your internal resources.

For more information

Contact Lauren Silverstein at lsilverstein@ascensionstrategy.com or call 404-250-4547 to learn how Ascension can amplify your corporate digital persona with a pro-active, targeted thought leadership program.