

THE ACCELERATED BUYER: HOW PERSONALIZED CONTENT JOURNEYS IMPACT THE BUYING PROCESS



PERSONALIZING
CAMPAIGNS TO YOUR
AUDIENCE'S INTEREST



ON24

INTRODUCTION

Click on a link today and an ad is bound to follow you. Search for a product and it may pop up on social media. Today's consumers understand how online advertising works: highly curated advertisements are presented according to their personal preferences and taste.

This trend is no longer limited to the consumer space. B2B organizations are following this same trend and beginning to focus on customer-centric strategies, rather than simply focusing on product offers. According to an Epsilon survey, it's working: the appeal for personalized content is so high that 80% of buyers said they were more likely to do business with a company if it offered tailored experiences. Marketers are also changing course by branching out of inbound and outbound marketing, siloed channels, and compartmentalized data.

This new world of digital marketing calls for a streamlined approach toward the self-educating prospect, who demands personalized experiences across all touch-points. To meet these rising expectations, organizations must improve content management processes, content intelligence and systems that determine the best content assets to inform customers. With the right digital tools, such as ON24 Target, marketers can easily leverage engagement insights and deliver personalized journeys through curated campaign experiences. Interactivity within an experience builds on audience insights, allowing marketers to deliver content that hits the bullseye, every time.



80%

Of buyers are more likely to do business with a company that personalizes experiences

EXPERIENCE ON24 TARGET



PERSONALIZATION IMPACT

Tailored experiences are highly valued in today's marketplace because they leave an enduring and differentiated impression on an individual customer or buying committee. With the wide availability of information in an all-digital environment, buyers are looking for authentic, human experiences as they make their way through a purchasing decision. According to Forrester Research, customer-centricity has rendered siloed product-centric planning and mainstream marketing obsolete, because modern purchasing has already undergone so much rapid change.

Still, companies often miss the mark on delivering such nuanced experiences, because they lack the ability to streamline data and serve content critical to decision making. When marketers are equipped with the tools to create customized content experiences, prospects and buyers are more driven to engage with the product or service page. They can seamlessly move between pieces of content through customized CTAs, across the entire buyer's journey.

CREATING CAMPAIGN PAGES

We all dream of creating compelling, personalized experiences that help get our finest content more attention. But how do you make that happen? ON24 Target helps you curate campaign experiences to an audience's interests. With a code-free platform, you can create interactive campaigns in minutes, helping you start collecting data to optimize the buyer journey.

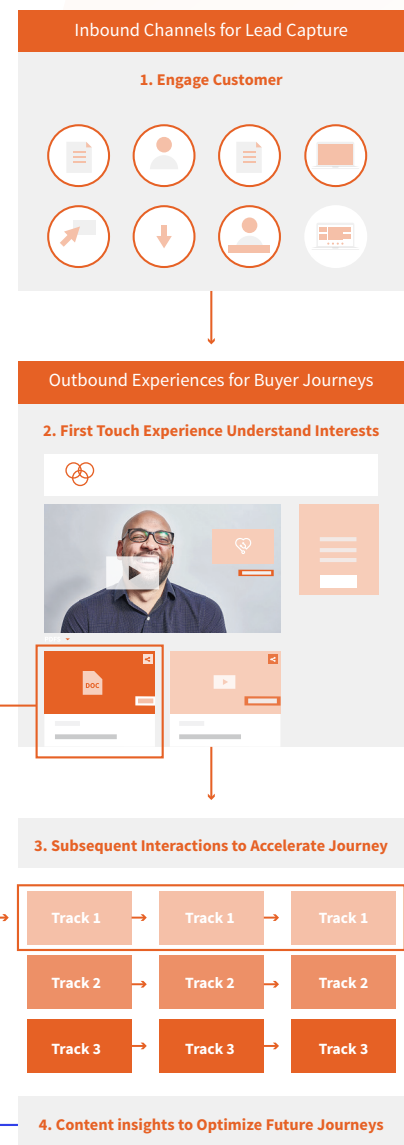
BEYOND INBOUND VS. OUTBOUND

As marketing becomes more account-based and personalized, digital marketing tools must evolve beyond the inbound vs. outbound mindset. Marketers are faced with the task of creating compelling content experiences that are informed by intuitive data because the buying process is no longer linear. Each buyer is on their own personal journey of discovery, content consumption and decision making. That's why you shouldn't assume all buyers want to see the same content in the same order.

Today's marketer can build experiences that enable unique buyer journeys and let marketers meet the buyer where they are. These experiences create valuable audience-driven feedback so that you can propel personalized journeys with your strongest assets that are carefully selected for each buyer type. Consider the ways you as a marketer can accommodate different learning styles based on time commitment or preference. Create an experience that presents your customer with immersive, reading, audio and/or visual content, so that they can have an experience that feels custom made for them.

CREATING A NON-LINEAR CONTENT JOURNEY

DESIGNING CONTENT JOURNEYS FOR INTELLIGENT CUSTOMER EXPERIENCES



INTEGRATED CONTENT EXPERIENCES

In every marketer's content management toolbox is a wealth of evergreen content, waiting to be repurposed and get more attention. These siloed content pieces, like videos, ebooks, webinars, training guides and case studies, may stand alone or exist on different platforms. But when combined and packaged together, stale multimedia content becomes dynamic and interactive, ready for each unique consumer.

By creating personalized campaign pages, you can scale the impact of your content to reach audiences at all points in their journey. And, with code-free landing pages, marketers can quickly and easily create intelligent pages that scale for a wide number of personas, from prospective leads to established clients. As your audience interacts with the content and CTAs, you can understand their preferences and make available more information they crave, removing all barriers to their content consumption.

GO CODE FREE

ON24 Target's simple interface is designed for users to drag and drop content and embed CTAs in a pre-set or customizable layout that's optimized for conversion. No coding or HTML necessary. Easily personalize page designs, layouts or content selections, integrated directly from your content library to create a launch-ready experience in minutes.

AUDIENCE INSIGHTS ACCELERATE JOURNEYS

Each consumer interaction with your content is a data point. Collect these data points to develop intelligent audience insights on preferences, such as time spent on each piece, likes and dislikes and level of engagement. Then, with this data in hand, you can develop and personalize future pieces of content that will perform even better. Think about the insights you gather in two categories: Lead Insights and Content Insights. With Lead Insights, you can personalize the buyer's journey, either for an individual or a persona. With Content Insights, you can optimize your message and experience.

Content performance also informs what you select for different audiences, whether it's the buyer down the line or new buyers in the future. Armed with this information, continue to curate and modulate content, programs and campaigns as the engagement data evolves. Marketing and sales teams can also align their goals and programs with these in-depth engagement and performance insights, which continually help optimize outbound campaigns.

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.