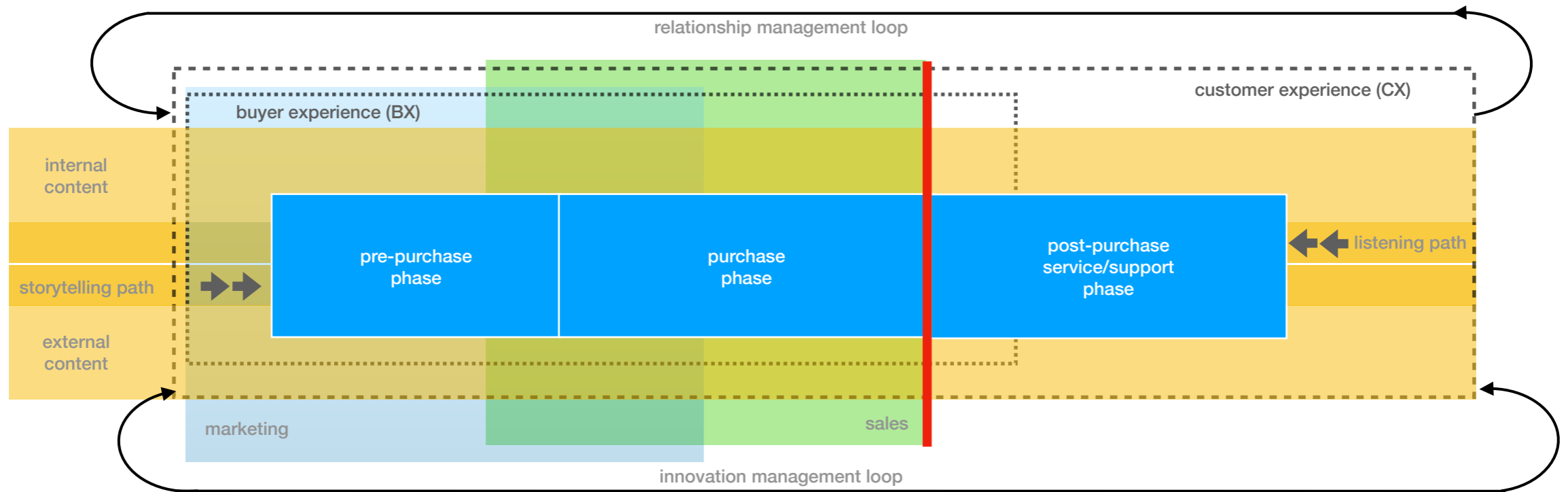


Modernizing The Engagement Continuum

Integrating Enterprise Content with Customer Experience Management



how the engagement continuum affects internal operations

	on-boarding	facilitating transaction	optimizing relationship
	<ul style="list-style-type: none"> Rethink "Marketing" as "buyer experience" to increase intimacy and focus on 1:1 relationships with segmented prospects Plan early to ensure content is a constant across all phases Borrow methods of empathy from the field of CX to map buyer experiences in effort to create more relevant content Think in terms of experience of buyer/customer across a continuous content engagement continuum Develop and harmonize "listening" and "storytelling" paths across the entire buyer/customer journey 	<ul style="list-style-type: none"> Coordinate content handoffs between all departments for all three phases Develop tighter connections between marketing, sales, service and CX Incorporate CX into pre-purchase Incorporate content into post-purchase Integrate internal content (communications) as a part of overall content strategy Use content as empathy tool to address buyer apprehension 	<ul style="list-style-type: none"> Integrate buyer experience and customer experience to become more "anticipatory" with content strategies Organize to maximize higher-value throughput Expand editorial calendars across all areas Integrate Thought Leadership across all phases Plan content re-use into the strategy Build and maintain community of customer users Use AI to drive deeper personalization into processes Rethink relationship management as a continuous process loop Bring content into post purchase CX activities
experience dimension	<ul style="list-style-type: none"> Trying to understand and define your value Evaluating you relative to alternatives Evaluating personal fit of your character, tone and demeanor Evaluating others' experiences w/ your brand Likely seeking simplification or ease of use Considering personal/professional goals relative to offering Evaluating thought leadership relative to current trends in marketplace 	<ul style="list-style-type: none"> Trying to determine your ability to help solve more specific problems Most receptive to additional solutions you offer In deep comparative mode, analyzing options Double-checking your domain expertise Re-evaluating time and cost parameters Noticing brand's willingness to engage 	<ul style="list-style-type: none"> Most likely to spread news of their purchase Looking for ways to optimize usage and value Evaluating offering's fitness to solve real problems Seeking community, to learn about their purchase from other users Finding answers to questions, engaging brand support/service
content dimension	<ul style="list-style-type: none"> Industry Research Advertising Social posts Presentations Reviews News/info Competitor Research Thought leadership Online Communities Analysts/Industry Sites Service/Product info Peer Reviews 	<ul style="list-style-type: none"> Research Thought leadership User groups Trade shows Product info Reviews ROI calculators Product details Product comparisons Ratings, testimonials Case studies Opt-ins 	<ul style="list-style-type: none"> Customer portal Ratings, reviews Usage support Manuals, How-to's Social forums Thought leadership Ideation for new or enhanced needs Advisory conversations Newsletters Events Product pages, microsite