Best Practices for Using Your IDC Content

1. **Post your IDC content to your website**
   - Set up a dedicated landing page
   - Feature in your resource library
   - Feature a summary paragraph in your blog with a link to the full content asset
   - Short-form content such as video and infographics help you build awareness. Longer-form content such as white papers, iView and infoBriefs can be gated for lead capture

2. **Promote IDC assets via your social channels**
   - LinkedIn groups
   - Twitter
   - Facebook
   - Your own community

3. **Provide IDC assets to your sales force**
   - Post assets to a sales portal to educate your seller
   - Make assets available as sales tools for reps to communicate with prospects and customers

4. **Extend the use of your IDC assets to your channel partners**
   - Extended distribution licensing available

5. **Utilize assets at events**
   - Run a video at a booth
   - Provide IDC content to roundtable attendees
   - Engage an analyst speaker to participate in your events

6. **Use your email lists, customer/prospects databases, marketing/sales automation contacts to generate interest in content and engage your target audience**

7. **Used IDC assets as a call-to-action for your paid media promotions**
   - Via your ad/PR agency
   - Via lead generation programs by media outlets

8. **Ways to Successfully Leverage Your IDC Content Assets**
   - Use your email lists, customer/prospects databases, marketing/sales automation contacts to generate interest in content and engage your target audience
   - Use IDC assets as call to actions in multi-step lead nurture campaigns
   - Video or infographics make a great first touch
   - Analyst Connections, Spotlights, InfoBriefs provide more detailed information for a 2nd or 3rd touch and can be gated for lead capture
   - White Papers, iView, Business Value Papers and Tools help support vendor selection and the purchase decision
A Distribution and Promotion Plan Are Required

Content + Distribution + Promotion = Success

IDC develops relevant and compelling content to engage and educate your audience.

Paid Media
= traffic earned from ads
- Facebook Ads
- Boosted Posts
- Sponsored Tweets
- Google AdWords
- Print & TV Advertising
- Display Ads

Every content plan needs a complementary promotion plan that combines paid, owned, and earned media.

Owned Media
= marketing channels you control
- Your Website
- Retail Stores (online and offline)
- Blogs
- Social Media
- Apps

Earned Media
= free publicity from fans, followers, bloggers & the press
- Retweets, Likes, Shares, etc.
- Reporters & Bloggers Writing About Your Business
- Online Reviews
- Word-of-Mouth Promotion

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