

# 5 Ways to Leverage Your IDC Business Value Content

## 1 Promote and Share



### Drive Traffic to Your White Paper

- Ask subject-matter champions to blog and link to the Business Value White Paper.
- Encourage internal influencers to comment on and post it to social media.
- Create a customized email signature and/or a personalized note for sales and client development teams to use and generate awareness.
- Highlight ROI and KPI metrics for social media use and banner ads.

### Share Your Snapshot and Executive Summary

- Distribute in an email campaign.
- Provide as a takeaway to visitors at your event booth.
- Employ as a leave-behind after a customer interaction.
- Promote and share with the C-level to drive engagement.

## 2 Optimize for Digital Channels



### Post to Your Website

- Feature the assets in your content library.
- Launch a dedicated landing page with key Business Value commentary and metrics.
- Gate the white paper for better qualified lead generation.



### Push Out on Social Media

- Generate social media posts to promote your assets.
- Develop social tiles featuring ROI, KPI metrics, and quotes to draw audience attention.



### Enrich Your Email Interactions

- Create customized signatures to promote your assets.

## 3 Inform Sales Teams



### Empower Your Sales Team With Meaningful Conversations

- Organize an internal webcast to discuss Business Value results and key findings.
- Post assets to internal knowledge repositories for education and training.
- Provide sales and partner teams with quantified Business Value data points in a quick reference format.

## 4 Address New Markets



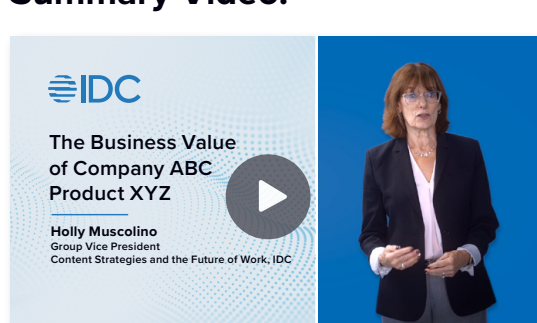
### Expand your Reach

- License assets to channel partners.
- Translate Business Value content to reach a global audience.

## 5 Boost Marketing and Sales

### Nurture leads

#### Summary Video:



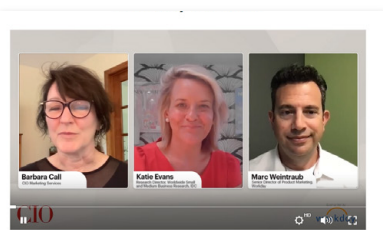
- An IDC analyst highlights key takeaways from your Business Value White Paper in a 2–3-minute video.

#### Social Tile:



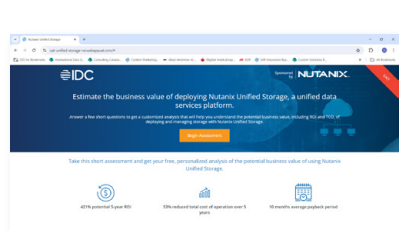
- IDC-branded graphic tiles tease a compelling data point from your Business Value White Paper.

### Create new leads



#### Analyst Webinar Participation:

- Leverage the power of an IDC analyst-led presentation in a turnkey, on-demand webcast with guaranteed leads to reach and engage qualified buyers and build a stronger sales pipeline.



#### Snapshot Tool:

- Provide your buyers with a personalized assessment using a web-based, customized, self-service ROI tool.



#### Guaranteed Lead Generation:

- Enhance campaign performance with targeted and guaranteed intent-based leads. Demonstrate efficiency and grow ROI with a scalable program to engage buyers with intent.

Contact your IDC Custom Solutions sales representative for more information.