



# Best Practices for Using Your IDC Content

## 8 Ways to Successfully Leverage Your IDC Content Assets

### 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



### 4 Extend the use of your IDC assets to your channel partners



- Extended distribution **licensing** available



### 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



### 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



### 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



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

### 8 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

## Owned Media

= marketing channels you control

- Your Website
- Retail Stores (online and offline)
- Blogs
- Social Media
- Apps

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

## 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