

### CONTENT MARKETING & LEAD GENERATION PROGRAM HANDBOOK



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## INTRODUCTION

### THE SILENT CONVERSATION OF LEAD GENERATION CONTENT MARKETING

Permission-based content marketing is built on a foundation of trust and reciprocity. The silent conversation goes something like this.

**Potential Customer:** *I have a challenge for which I need to find a solution. Based on the description of your content, you understand my challenge and through your research, expertise and/or technology development you can help me solve my problem. I trust that our exchange will be equitable, so I will give my contact information and answer a question or two. In exchange, I will have access to a rich piece of content that might help me.*

**Solution Provider:** *I ultimately need to sell my product or service. A great way to create opportunities is to share my expertise and solutions-oriented information with customers and potential customers. If I can solve a problem, I will have a solid opportunity to build or further develop a mutually beneficial client relationship. I understand that this opportunity is built on mutual trust and respect. So, I will under promise and over deliver.*

**Potential Customer:** *I also trust that this solutions provider will respect my privacy by providing information that is in-line with my needs, not spamming me and not sharing my contact information without my permission. If that trust is broken, it does not bode well for our potential relationship.*

### LEAD GENERATION CONTENT MARKETING PROGRAM NEEDS & CHALLENGES

As you dive into the world of digital media and marketing, the phrase “content is king and your e-mail database is queen,” surfaces over and over.

In many ways digital media has been falsely spun as being a low-cost savior for B2B marketers.

It is true that your cost structure in digital marketing is different than many traditional marketing efforts. It costs nothing to start a Facebook fan page or to open a Twitter account. The delivery cost of hitting “send” for an e-mail deployment is a lot less per recipient than the postage cost of putting a catalog in the mail. We have always needed graphic designers to produce our materials, but now our printing needs are less...yet another cost reduced.

However, by moving some efforts from offline media to digital media, other costs will surface. Or rather, other costs should surface. Without a doubt, digital marketing campaigns will not work without content and without an audience. Effective digital marketing requires more content - a lot more content - than most offline marketing efforts. Without an audience, we are talking to ourselves (letting your content sit on a site without an invitation to access it) and we want to grow the audience so that we can uncover new opportunities.

Developing the content to fulfill the demands of successful lead generation programs can be tasking and sometimes a little overwhelming given that today most organizations and teams are stretched pretty thin.

*Pharmaceutical Manufacturing* compiled this guide to serve as a helpful tool as you plan your lead generation programs.

## PHARMACEUTICAL MANUFACTURING GUIDELINES FOR LEAD GENERATION CONTENT ASSETS

What makes a good white paper or other content asset for lead generation programs? Over time, we've found that what works best—for our readers and our clients—are pieces that offer meaningful solutions to common challenges within pharmaceutical manufacturing, and are presented in a clean, professional manner.

White papers and other content assets are marketing tools, designed to gather leads. They are solutions-oriented rather than product-oriented. The more helpful, educational, and objective they are, the better. They should not be thinly disguised product brochures. Company-specific products or solutions, if discussed at all, should only be done briefly and at the end of the piece. Our editors have put together the following general guidelines to make your content assets work:

- Keep it focused. Have a clear message to convey. If there are multiple messages, consider developing a series of pieces.
- Make the title provocative, but direct and in line with the content of the piece.
- Connect the topic to current and emerging industry trends to provide value and context.
- Provide ideas and solutions for real customer problems, rather than those that conveniently fit a given product or solution.
- Use “how to” suggestions, case study material, and research data for added value.
- Add graphics to support and clarify written content, and to break up the text.
- Keep content manageable in length (for instance, white papers should be 2,000-3,000 words, or 5-7 pages)
- If piece is a white paper, design the paper with a spacious, attractive page layout, and present it in high-resolution PDF format.

## WHAT CONTENT FORMATS WORK FOR LEAD GENERATION?

- White papers
- Webcasts
- On-demand webcasts
- Podcasts and transcriptions
- E-books
- Content rich e-resources
- Videocasts
- New or evolved content formats that meet our Guidelines for Lead Generation Content Assets

## LEAD GENERATION AND CONTENT MARKETING RESOURCES

- [Content Marketing 101: How to Build Your Business With Content](#)
- [Content Marketing Institute](#)
- [B2B Lead Generation Gone Wild. B2B Lead Generation Gone Bad.](#)
- [Webcast: What Your Love Life and Lead Nurturing Have in Common](#)
- [12 B2B Content-Marketing Practices to Ensure Success](#)
- [How to Nurture the Great Unknown Leads](#)
- [Is Digital Media Testing a Sign of Weakness?](#)
- [How to Overcome the Four Main Challenges in B2B Content Marketing?](#)
- [How Do I Get an Engineer to Write a White Paper?](#)

## CONTENT PRODUCTION IS A CHALLENGE: WAYS PHARMACEUTICAL MANUFACTURING CAN HELP

*Pharmaceutical Manufacturing* and Putman Media do quite a bit of custom content creation including micro-sites, custom videocasts and more. The following four programs are established products that are customized to meet your specific needs.

### Pharma Talks Product Description

Use an existing presentation from one of your subject matter experts – [Pharma Talks Program Description](#)

### e-Resource Product Description

Initial information is captured via a podcast audio interview with one of *Pharmaceutical Manufacturing's* editors. The podcast is gated with a registration form and deployed to our audience within a content alert. Podcast is then transcribed and becomes the basis for the e-Resource. Additional Resources links are included as well as a link to the audio file. You then will own the IP of both the audio podcast file and the e-Resource.

Sample Registration Form: <http://tinyurl.com/3puzajt>

Sample e-Resource: <http://tinyurl.com/3fvvwe8>

### e-Book Product Description

A grouping of content is selected. Typically it is content that is not gateable on its own...sometimes content that is a little older but is still very appropriate. Most often, *Pharmaceutical Manufacturing* content is used. Our project manager on the sales side, along with one of our editors works with you to select content. We then design and create the piece, it is gated with a registration form and is promoted to obtain registration leads. The created e-book becomes your intellectual property.

Sample Registration Form: <http://tinyurl.com/3dbfa6c>

### e-Book examples:

Kronos e-Book: <http://tinyurl.com/3ufrxgb>

Thermo Scientific e-Book: <http://tinyurl.com/3a5l5n4>

DSM Pharmaceuticals e-Book: <http://tinyurl.com/3o47dsn>

## Market Intelligence Report Product Description

A survey topic that is highly supportive of your business objectives is identified. The survey is conducted and results are tabulated. Tabulated results are the catalyst for a Market Intelligence Report video in which results are discussed and analyzed by a member of our editor team. In addition a Market Intelligence Report pdf that includes a summary of the data and a summary of learnings is included.

The Market Intelligence Report video and pdf are gated with a registration form in order that the video and pdf may serve as a lead generation mechanism for the exclusive sponsor. As the sponsor you are mentioned at the beginning and end of the video and you may supply a :15 second commercial to be rolled in, or *Pharmaceutical Manufacturing* will script a :15 PBS-like commercial for you. The intellectual property of the survey questions reported on, the video and the pdf file is released to the sponsor for their use.

The Market Intelligence Report Video and pdf report will be promoted within PharmaManufacturing.com content alerts and e-newsletters.

Sample Video: <http://www.pharmamanufacturing.com/multimedia/2010/050.html>

Sample PDF Report: [http://www.pharmamanufacturing.com/wp\\_downloads/pdf/MarketIntelligenceReport.pdf](http://www.pharmamanufacturing.com/wp_downloads/pdf/MarketIntelligenceReport.pdf)

## OTHER PHARMACEUTICAL MANUFACTURING CONTENT CREATION SERVICES

### White Paper Writing

We offer white paper writing services at an affordable price if the subject is in line with the expertise of our editorial team. An assessment conversation would be scheduled to discuss the project and to see if your needs are in line with our capabilities and expertise.

### Webcasts

We offer a full range of webcast creation services from full-production of a live webcast to production of a simple, single-speaker on-demand program.

### Videocasts

Our video creation and post-production capabilities are fairly extensive. Please contact us to discuss your project needs.

### Microsites

Topic or theme oriented microsites that have their own identify. The Putman Media art, editorial and IT teams work with your team to confirm objectives, create a project scope, craft an execution plan and execute. We then determine if you would like to work with us to promote the microsite via our properties and build an appropriate program.

Sample: Honeywell's The Optimized Plant, <http://www.theoptimizedplant.com/>