We will begin in

CONFESSIONS OF A CONTENT WHISPERER

Cracking the Code to Extracting Content from Technical Experts

Presented by:
Danielle Gray

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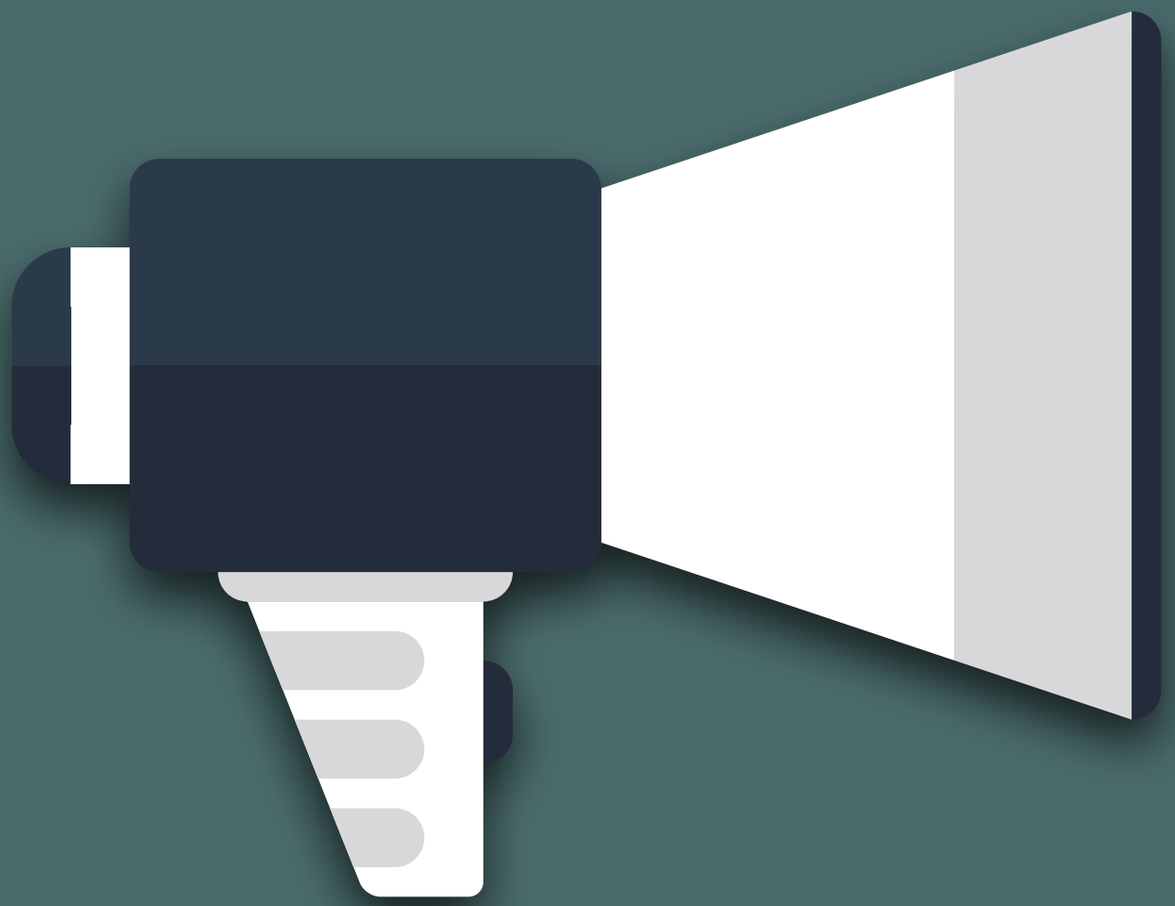
SOCIAL = SHARING



WHAT DO I SHARE?

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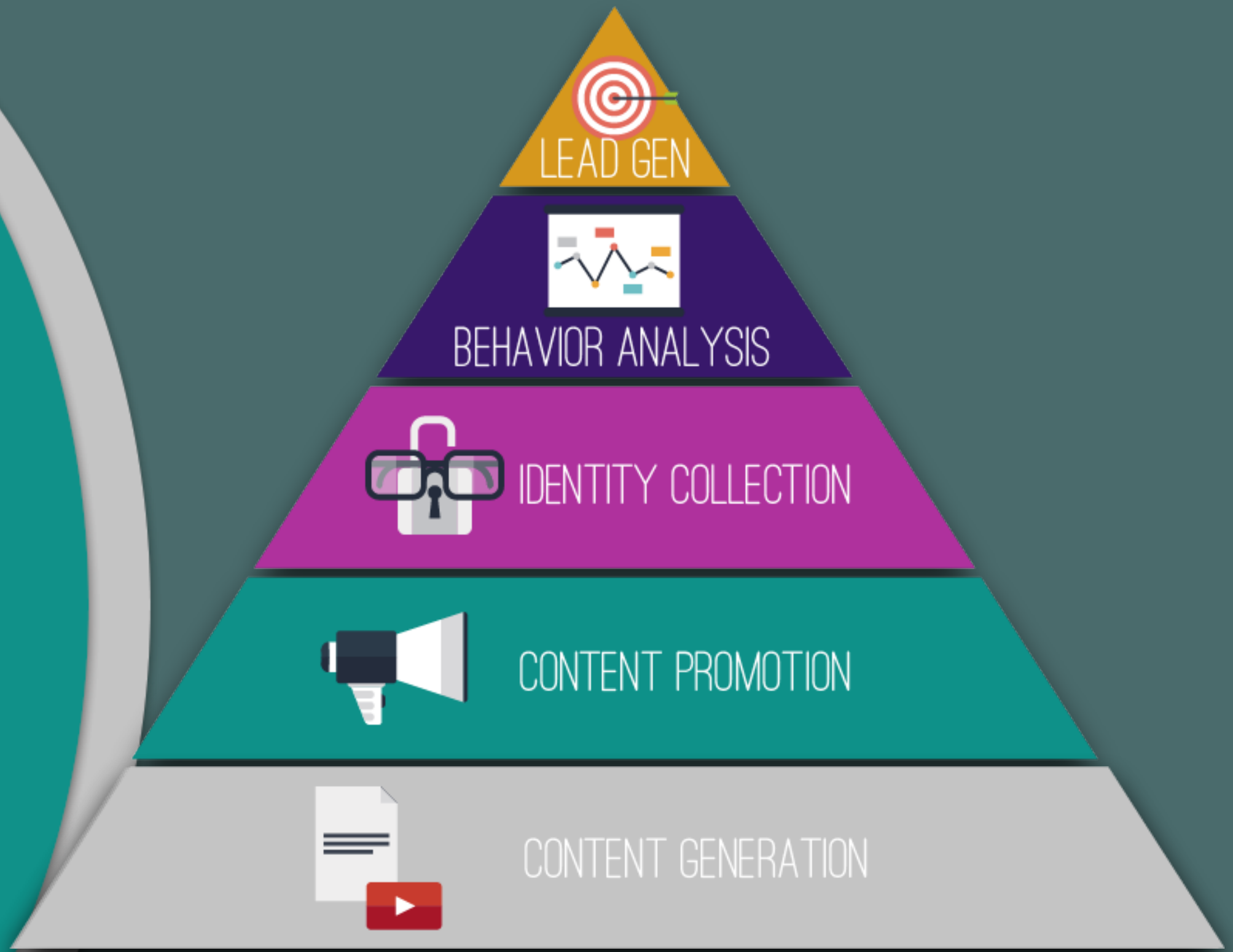

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OUR CHALLENGE

One of marketing's toughest challenges is extracting content from subject matter experts (SMEs).

OUR PURPOSE

This session equips marketers with tools to get content from their technical team.

INTERACTION!

SESSION OVERVIEW

- **Step 1:** Explain the Why to Leadership
- **Step 2:** Recognize Technical Personas
- **Step 3:** Identify 5 Ways to Extract Content

STEP 1

Explain the Why

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LEAD GENERATION IS THE GOAL.

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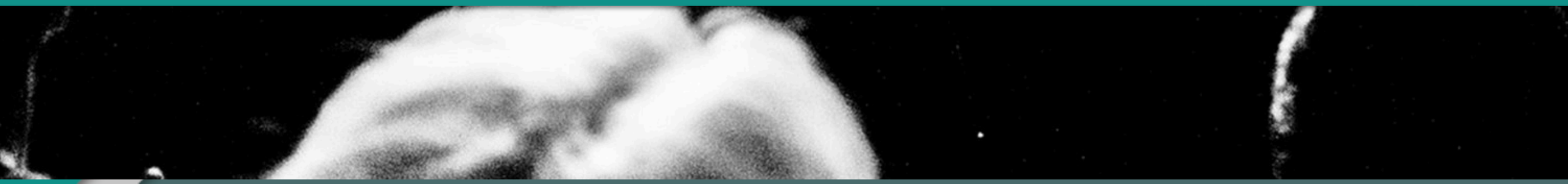
STEP 2

Recognize Your Technical Personas

WE MUST CONSIDER OUR INTERNAL AUDIENCE FIRST



MEET YOUR TEAM PERSONAS

Timmy Too Busy

Sampson the Champion

Betty Too Ready

Neil Knows It All

Kara Don’t Care(a)

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TIMMY TOO BUSY

Position:
Business Development, Technical Leads, Project Managers

Motivations:
Promotions, Easy/Fast Tasks

Challenges:
Meeting marketing deadlines, answering emails

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HOW TO COMMUNICATE WITH TIMMY TOO BUSY

Wants to hear:
Quick summaries, overall goals, specific tasks

Doesn’t want to hear:
Details, Marketing fluff, unrelated tasks

"DON'T WASTE MY TIME."

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SAMPSON THE CHAMPION

Position:
Business Development, Technical Leads, Project Managers, Leadership

Motivations:
Making a Difference, Efficiency, Promotion

Challenges:
Understanding concepts well enough to champion

HOW TO COMMUNICATE WITH SAMPSON THE CHAMPION

Wants to hear:
Strategy, details about concepts, how to directly help reach goals, new ideas, proof strategy works

Doesn't want to hear:
Negativity

"WHAT CAN I DO TO HELP?"

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BETTY TOO READY

Position:
Administrative, Project Managers, Entry Level

Motivations:
Promotion, Making a Difference

Challenges:
Excited about helping, but not very helpful

HOW TO COMMUNICATE WITH BETTY TOO READY

Wants to hear:
How to help best, results of campaigns (with their participation)

Doesn’t want to hear:
That they can’t help, silence

"I'M HERE IF YOU NEED ME."

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NEIL KNOWS IT ALL

Position:
Leadership, Project Managers, Directors, etc.

Motivations:
Being right, cutting edge and ‘in the know’

Challenges:

Admitting when something is unknown or is a good idea

HOW TO COMMUNICATE WITH NEIL KNOWS IT ALL

Wants to hear:
How they helped (credit for performance), how you built on his/her idea

Doesn't want to hear:
Completely new outside of understanding

"OF COURSE."

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KARA DON'T CARE(A)

Position:
Leadership, Project Managers, Marketing, Directors, etc.

Motivations:
Doing the job he/she is there to do

Challenges:
Caring...like at all

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HOW TO COMMUNICATE WITH KARA DON'T CARE(A)

Wants to hear:
How it can make their job easier or assist with promotion

Doesn't want to hear:
Details, strategy, new ideas, etc.

BLANK STARE

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WHO ARE YOU?

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STEP 3

5 Ways to Extract Content from Technical Experts

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THE TECHNICAL EXTRACTION

- What is the topic? WHAT?
- Describe a project that involved this topic. What was the outcome?
- How does this help your clients with their projects? SO WHAT?
- Would we be considered an expert in this topic?

THE MARKETING EXTRACTION

- Who is the audience (decision makers and influencers)?
- Why do your clients care about this (Who cares)? SO WHAT?
- What makes our company different?
- What would be ideal for the readers to do next? NOW WHAT?

5 WAYS TO EXTRACT CONTENT

Interviews

Content Meetings

Proposal Meetings

Trade Publications

Content Workshops

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INTERVIEWS

INTERVIEW PROS & CONS

Pros:

- One-on-one time with expert
- Focus on one piece of content at a time
- Scheduling is simple

Cons:

- Focus on one piece of content at a time
- Silo driven

INTERVIEW PERSONA TYPES

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INTERVIEW TIP

Send questions before interview and record when possible.

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CONTENT FOCUSED MEETINGS

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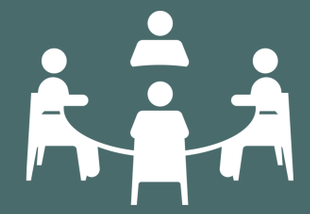
CONTENT MEETINGS PROS & CONS



Pros:

- Brainstorm with team for more collaboration
- Gather a couple of topics at once

Cons:

- Quite likely to go off-topic if meeting lacks structure and a moderator

CONTENT MEETING PERSONA TYPES

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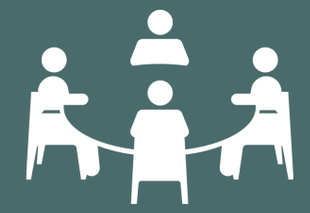

CONTENT MEETING TIP

Send examples of content that you want to create and moderation is key.

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PROJECT/PROPOSAL MEETINGS

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PROJECT MEETINGS PROS & CONS

Pros:

- Likely to already be attending
- Catches technical experts in their element

Cons:

- Requires listening for both content and proposal work
- Could walk away with nothing

PROJECT MEETING PERSONA TYPES

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PROJECT MEETING PERSONA TYPES

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PROJECT MEETING TIP

Listen for repeat solutions your team is providing for clients. Content worthy.

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TRADE PUBLICATIONS

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PUBLICATION PROS & CONS

Pros:

- Aware of relevant and trending industry topics
- Immediate starting point for technical discussions with SME

Cons:

- Requires finding someone to partner with
- Takes research time you may not have

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PUBLICATION TIP

Find out what your industry is talking about and put your spin on it.

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CONTENT WORKSHOPS

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WHAT IS A CONTENT WORKSHOP?

HOW IT WORKS

Determine Persona

(Who are the influencers and decision makers?)

Identify Pain Points

(What the personas have issues with at work?)

Match Services

(What services help them solve pain points)

WORKSHOP PROS & CONS

Pros:

- Collect content ideas for a full year
- Reveal deeper understanding of personas & pain points

Cons:

- At least one ‘big picture’ SME should be in room to help discussion
- Scheduling 5-15 people for a workshop can be difficult

WORKSHOP PERSONA TYPES

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CONTENT WORKSHOP TIP

Discover the true pain points of your customers and you unlock an abundance of content.

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TAKEAWAYS

1. LEAD GENERATION. LEAD GENERATION. LEAD GENERATION.
2. Everything starts with content generation.
3. Remember your technical personas.
4. All content should be customer–focused. You are the client advocate.
   Ask yourself: What, So What, Now What?
5. Present 2 + 2, not 4.

LISTEN AND SOLVE, NOT TELL AND SELL.

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QUESTIONS?

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