

Always-On Content

How Consistently Creating Educational Content Helps Build Trust with Your Entire Addressable Audience



Why Always-On Content?

Who's buying now?

Considering that time and marketing dollars are finite, why invest in an Always-On content strategy? What problem does it solve to consistently create educational content throughout the year?

Think about your entire addressable audience – all the relevant job titles at all the relevant companies in all the relevant industries. How many of those people are actively looking to buy your product?

Maybe 10%. So, **what about the 90% of your audience that is not looking to buy?**

Lead generation and promotion won't be the most effective because they don't care about your product right now. If the slice of your audience interested in your product is slim, what should you do?

**Build trust with
your *entire* audience.**



What about the 90% of your audience NOT looking to buy right now?

Why Always-On Content?

Because trust matters.

You build trust by answering your audience's questions and solving their challenges.

But marketers sometimes forget to put themselves in their audience's shoes.

People don't like being sold to, especially when they aren't looking to buy. However, people will stop scrolling if they see something interesting – especially if they think it will help them get smarter or better at their job.

Education is the best way to win the attention of the 90% of your audience not looking to buy right now.

Valuable, non-salesy content positions your company as the authority with the answers. That keeps your brand top of mind to your *ENTIRE* addressable audience, not just the silver slice that's ready to buy now.

ERIC'S TAKE

Trust is so important in highly technical, B2B sales. The earlier you can build trust with your audience, the better.



Eric Hirth
VP of Content

Shrink the Sales Cycle

Build 'the Trust Bridge.'

The sales cycle is changing in B2B, especially as younger generations become decision-makers. Screens have replaced steak dinners between long-time partners as the first step in the customer journey.

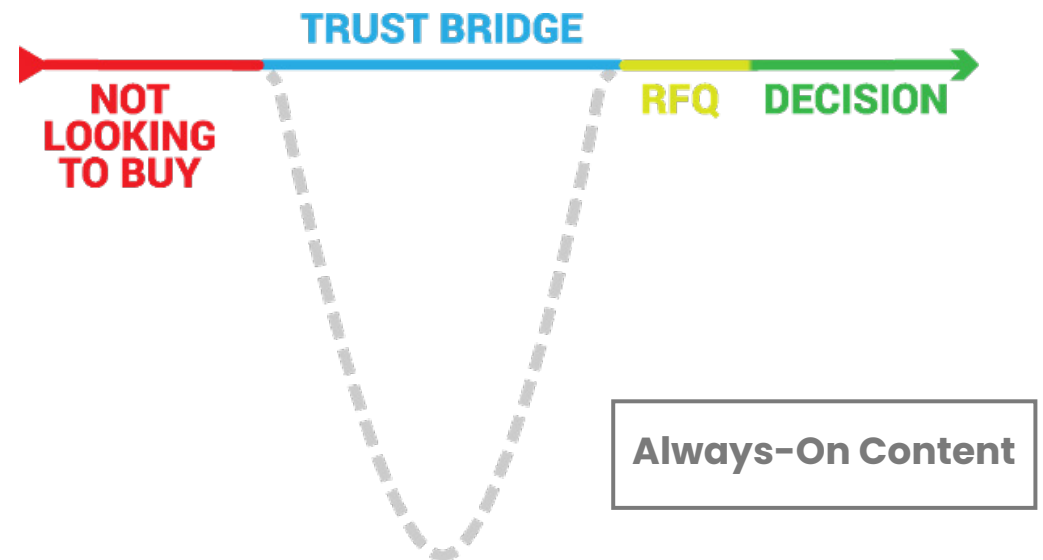
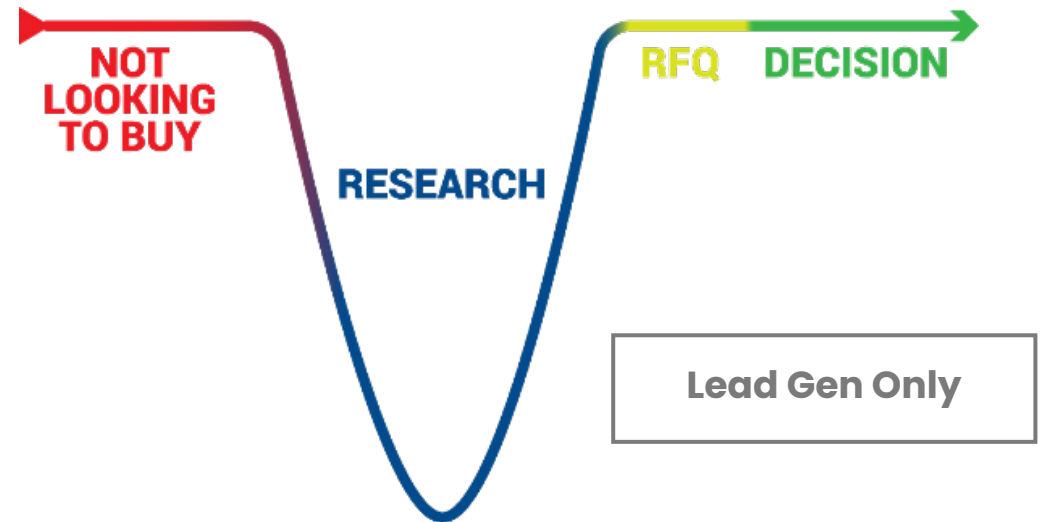
So, what does the modern sales cycle look like?

Lead Gen Only: People aren't looking to buy and suddenly they have a need. They dive into the pit of research, looking for options and comparing companies.

Eventually, they feel confident enough to request quotes and make a decision.

Always-On Content: People aren't looking to buy and suddenly they have a need. They are familiar with your company because you have consistently produced educational content.

They trust your company knows what its talking about, so the prospect feels confident enough to request a quote and make a decision.



Become the Authority

Give reasons to trust you.

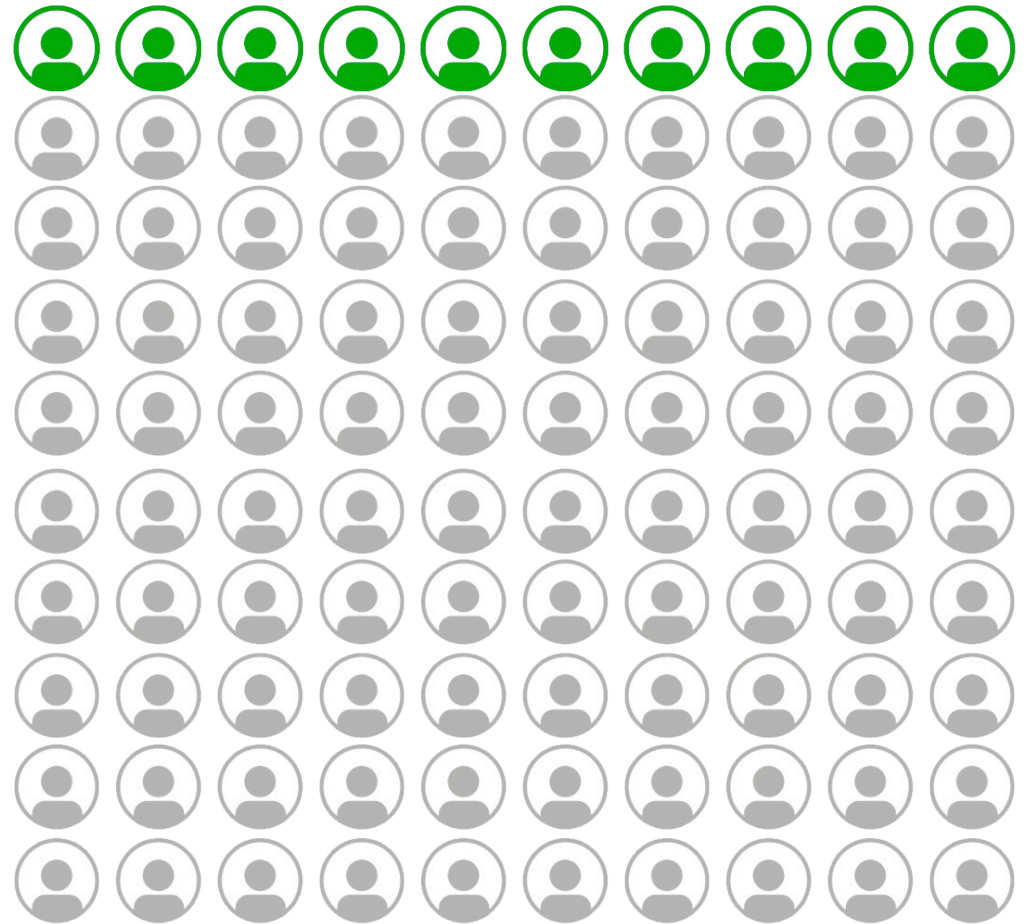
Bad marketing: "You can trust us."

Instead, Always-On Content gives your audience a *reason* to trust you. You provide them value and education to *show* that you are the expert.

And the impact is long-lasting.

With Always-On Content as one arrow in your marketing quiver, you establish your brand as the industry's go-to resource.

And by building that kind of authority, you'll be your audience's first call when they move into the 10% that is in the market for your product because **you've nurtured them before they needed anything.**



As the 90% becomes part of the 10%, your audience will have background affinity (trust) for your brand.

Thrive in the New Search

AI has created a new force that is reshaping your audience's discovery process: **Answer Engine Optimization (AEO)**.

This isn't a minor update. It's a fundamental shift in how people, including your industrial buyers, find information.

Topical authority is highly coveted in AEO because it signals to AI-powered search engines that your content is a credible and comprehensive source of information on a particular subject.

By consistently publishing in-depth, high-quality content that covers all facets of a topic, you establish expertise. **This is critical to show up in AEO!**

It helps AI models trust your content, and makes it more likely to be selected for AEO results, such as direct answers, featured snippets, and voice search responses.

Without quality (and properly structured) content, your brand might be overlooked and on the outside of the "AEO club."

What can I help with?



TORI'S TAKE

“The rise of AEO and the change in how people search isn't a bad thing for brands, as long as they are adapting their strategy.”



Tori Green
AEO/SEO Specialist

What Type of Content?

It's not enough to create content just for content's sake. It needs to be thought out, well-researched, and answer questions in an approachable way. In short, it needs to be *good*.

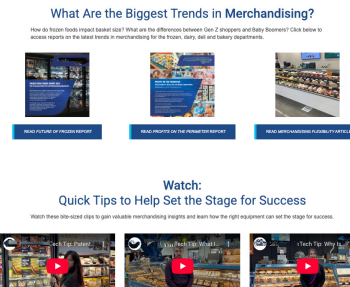
The heart of your Always-On efforts is really good educational content. These are your Crown Jewel Content pieces (educational guides, trends reports, visually driven white papers, etc.).

They should be jam-packed with good information but still be easy on the eyes. A dynamite writer/designer tag team is key to accomplishing this.

Whatever you create, though, it should accomplish 3 things:

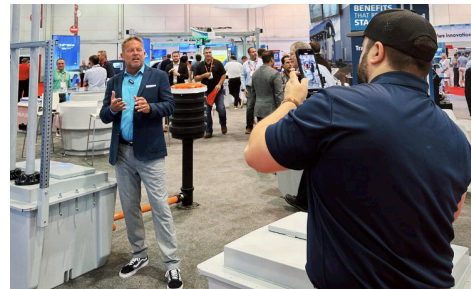
- 1) Address what your audience wants
- 2) Fit your overall business goals
- 3) Be produced efficiently

Here are some examples of content and distribution types to include in your Always-On Content plan:



Educational Hub Page

Create an educational hub that becomes the one-stop resource for thought leadership on your topics.



SME-Generated Content

This positions your company – and your *people* – as the go-to definitive industry experts.



Educational Newsletters

Deliver insightful, approachable content to people's inboxes and they will subscribe and engage.



Non-Product Advertising

Drive attention for your entire addressable audience with some education – not products.

Content Calendars

A marketing budget's best friend.

An Always-On Content Strategy translates into creating *a lot* of content.

So the big question becomes: how can you produce content efficiently to get the most out of your marketing dollars?

Content calendars.

Beyond having a proactive plan for content topics, content calendar also help you see the timing of:

- Trade shows you're attending
- New products launches
- Product or market campaigns

Seeing how all the pieces fit together lightens the burden of figuring out how Always-On Content topics align with your holistic marketing plan.

Link To Campaign Brief		Goal:
		Audiences:
		Messaging 1:
		Messaging 2:
		Messaging 3:
		Messaging 4:
Campaign Timeline		Prep Mo
Cornerstone Content Piece		
Content	Long Form Thought Leadership (White Papers, Guides, Etc.)	- Project #, Name and Du - Project #, Name and Du - Project #, Name and Du
	Short Form Thought Leadership (Blogs, Articles, Etc.)	- Project #, Name and Du - Project #, Name and Du - Project #, Name and Du
	Case Studies	- Project #, Name and Du - Project #, Name and Du - Project #, Name and Du
	Videos	- Project #, Name and Du - Project #, Name and Du - Project #, Name and Du
	Sales Collateral	- Project #, Name and Du - Project #, Name and Du - Project #, Name and Du
	Organic Social Posts	- Short post description, Link to Prev - Short post description, Link to Prev - Short post description, Link to Prev - Project #, Name and Du
Sales Enablement		- Project #, Name and Du - Project #, Name and Du
Ad Creative		- Project #, Name and Du - Project #, Name and Du

JESSE'S TAKE

Content calendars help brands be more proactive, instead of always reacting – and being a few steps behind competitors.



Jesse Severson
Content Marketing Manager

Slice and Dice Your Content

Compounding Content

It doesn't matter if it's a marketing budget or a new car, everybody wants to get value for their money.

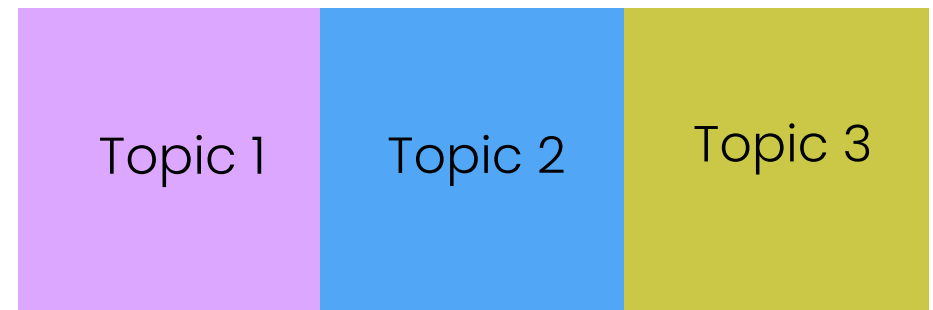
With a content calendar in place, you can see more clearly how to turn a long-form piece (your Crown Jewel Content) into A LOT of content pieces.

This **"compounding content"** gives you more assets to play with and, more importantly, helps you get more for your marketing dollar.

Example: Because you've done the legwork upfront via a content calendar, you know that each topic from the Crown Jewel Content piece could easily be turned into two infographics, three blogs, and several social media posts.

You just put your content production into overdrive without creating excess waste.

Long-form Content



Infographics



Blogs



Social Media



Plan a Lightning Strike

Gather all the info you need for production.

You get much more from your SME's time when you know what you're creating (content calendar) and how to turn their insights into a ton of different assets (compounding content).

With that handy information, you know what delicious dishes you're making, you just need experts to help get you the ingredients.

That's when you can plan around a "lightning strike."

Whether it's a trade show, content summit, sales kickoff, or some other event, you can plan around when you have key people (sales, engineers, product managers, etc.) under one roof to collect all the information you need.

The result? It starts raining content.



PAT'S TAKE

“If you have a gameplan in place, you wouldn't believe the amount of really good content you can capture at a trade show.”



Pat Turner
Social Media Manager

How Do You Know It's Working?

Watch metrics go up and to the right.

Remember, you're targeting your entire addressable audience – including the 90% who aren't looking to buy. *This is a long-term strategy.*

There will be **leading indicators**:

- Website traffic
- Engagement
- Social media growth
- Email opens/clicks

Those are good. They are important. They are the first steps in the customer journey.

But there will also be **trailing indicators**:

- Subscribers
- Form fills
- RFQs
- Sales



How Do You Know It's Working?

You'll be part of the conversation.

There isn't Lead Gen on one sideline and Always-On Content on the other. They are a one-two combo that work together.

Your lead generation message will be more impactful because you've nurtured the lead from the *very start* (before they even needed anything) to the end. The result is more RFQ conversations with prospects.

An Always-On content strategy is **not** about immediate sales. It's about building a long-term competitive advantage. You build stronger, lasting relationships with your entire audience.

That's because you've built trust in your brand and your people with educational content.



Both the 10% looking to buy and the 90% not looking right now trust your brand because you've consistently provided value.

The Next Steps

Consistently producing non-salesy, educational content builds trust and over time, reduces the cost of customer acquisition, builds loyalty, and strengthens your brand's competitive positioning.

But what's the next step toward creating an Always-On Content strategy?

1 Talk to Our Content Leaders

We'd love to talk about Always-On Content with you. Contact one of these guys:

Eric Hirth, VP of Content

eric.hirth@deanhouston.com

Jesse Severson, Content Marketing Manager

jesse.severson@deanhouston.com

Pat Turner, Social Media Manager

pat.turner@deanhouston.com

2 Talk to Your Account Manager

If you're a DeanHouston client, reach out to your Account Manager and tell them you'd like to learn more about our approach to Always-On Content.

