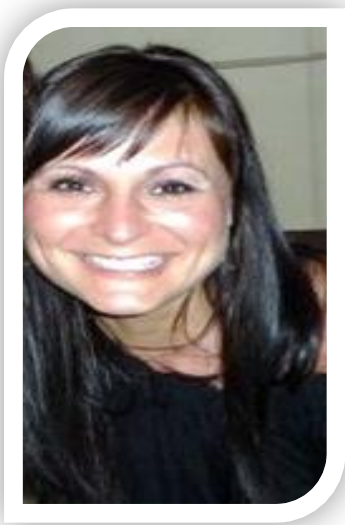


Content Along the B-to-B Decision Journey

Jamie Mann

Kathy Baughman





Jamie Herko Mann

Senior Marketing Program Manager

Microsoft Office Communities and Influencers

- Jamie runs Microsoft Office and Office 365 Community and Influencer strategies and programs across consumers, small and enterprise businesses.
 - The driving force behind utilizing Microsoft's strong MVP (Most Valued Professionals), MCC (Microsoft Community Contributors) and Influencers across the decision journey to lower the cost of support and content generation on and off property.
- Currently working on the convergence of two monolithic brands; Microsoft Office and Microsoft Office 365 from a Community and Advocacy standpoint, as well as the development of unique community models to accomplish reach across 85% of the languages and markets addressable by Microsoft Office.
- Jamie brings with her more than 10 years of Microsoft experiences across support, operations, architecture and technical marketing.



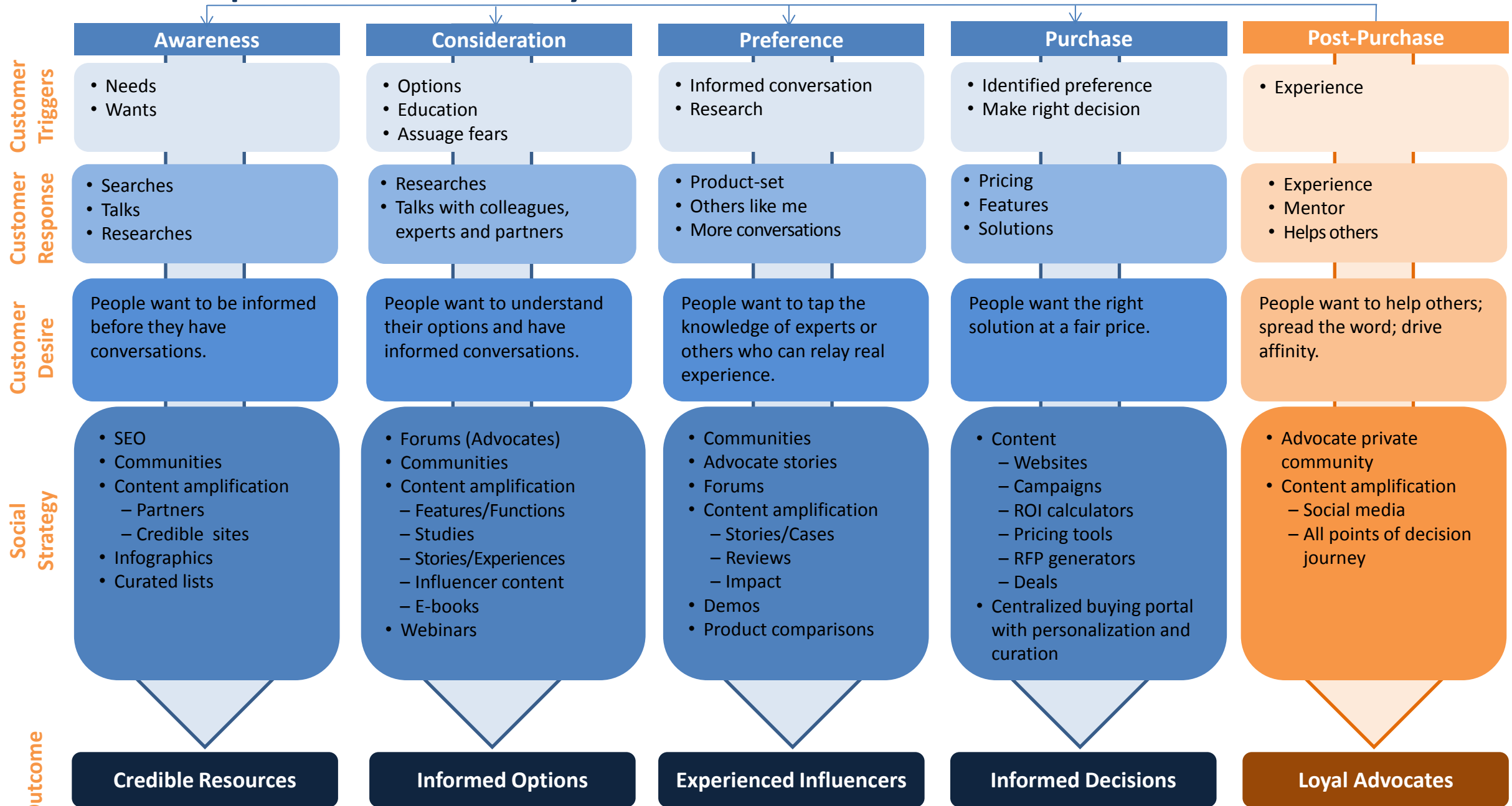
Kathy Baughman

President and co-founder of ComBlu Inc.,
a social business and influencer marketing firm

- Kathy's forte is social engagement and social business strategy. She is currently helping multiple organizations with content supply chain, brand advocacy and social measurement.
- Frequent speaker at industry conferences, with recent appearances at SXSW, Social Media & Community 2.0 Conference, the Department of Defense Social Media Conference and the Word-of-Mouth Marketing Association (WOMMA) Summit.
- Conducts webinars on a variety of topics and leads workshops for organizations seeking to better grasp social strategy and content supply chain.
- Co-leads WOMMA's Community Management Certificate Program with the Community Roundtable,
- Is an adjunct professor for Georgetown University and a past board member of the Council of Public Relations Firms.
- Recently authored an e-book, "Content Supply Chain," and writes the firm's annual research report, "State of Online Branded Communities."

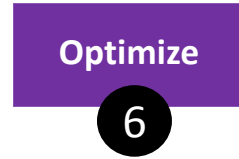
The Enterprise Decision Journey

Content, Conversation, Community





Post-Purchase



On-Property

Influences Stages

The GRID
Blogs, Forums, Wikis, Videos
Deployment Case Studies

MCC Forums
*Ask An Expert
*Find a Partner
*Rate this Asset



The GRID
Blogs, Forums, Wikis, Videos
Productivity How-Tos

MCC Forums
*Ask An Expert
*Find a Partner
*Try This



Off-Property

Influences Stages

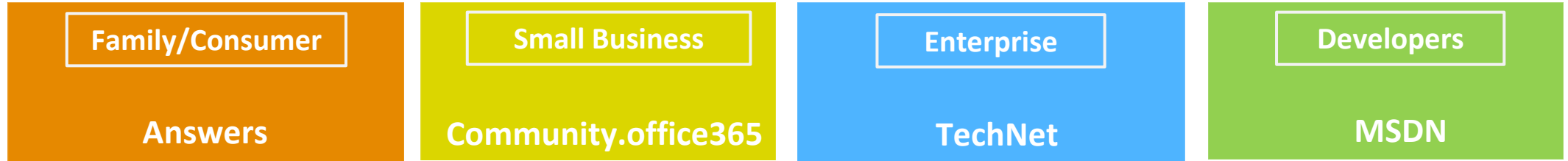
vTSP Virtual Sales Force
Sales Conference Leads
Content, Video Session Delivery
Sales Coaching
Vertical Content



Technical Conference Leads
Content, Video, Session Delivery
Vertical Content



Audience Content Complexities



Marketing Entry	Office.com	Office365.com Office.com	Office365.com Office.com	Office365.com Office.com
Community	answers.microsoft.com	Community.Office365.com	Community.Office365.com Technet.microsoft.com/office365	msdn.microsoft.com
Content Mix (Across Pillars)	60% UGC 40% Brand	30% UGC 10% Aggregated 60% Brand	30% UGC 10% Aggregated 60% Brand	50% UGC 10% Aggregated 40% Brand
Natural Site Affinity	Office.com Microsoft.com/product	Office.com Microsoft.com/product Foopartnersite.com	Futureofproductivity.com Microsoft.com/product Technet.Microsoft.com Google.com	Partners.microsoft Google.com Msdn.Microsoft.com
Challenges	Desire a consumer retail customer journey	Traditionally a channel practice; Working on voice and motion	Reconciliation of brand identity and premise vs. cloud; message control	Immature messaging on NEW brand and influencers to create UGC

Content Quality Dimensions

	Awareness	Consideration	Preference	Purchase	Post-Purchase
Usefulness/ Relevance	Establishes need or ability to fill need	Research and fact-based content about the product, service, issue or idea	Narrows choices through reviews and peer-to-peer interactions	Pricing options, bundles or packages	Product in use; enhancements; best way to use product
Snackability (Desirability)	Easy to grasp and share	Demos, calculators, tools, video, infographics	Reviews or user-generated content (UGC)	Promotions, sign-up tools, cart, etc.	Videos of unboxing or product use with recommendations
Context	Category choices	Differentiates or presents a rationale	Strengths and peer reviews comparing to similar products or points of view	Value story	Reinforce value of purchase through tips and tricks, etc.
Completeness	Stimulates desire to learn more about this specific category, product, brand, issue or idea	Tells a story that makes the user want to further explore	Provides information needed to put at top of list: <ul style="list-style-type: none"> • Performance or quality • Pricing or value • Unique features, functions, flavors, POV 	Online and off-line purchase options All the information needed to complete a purchase	How-to information (e.g., construction, recipes, accessories, etc.)
Experience	Mass, campaigns, Web content, influencer-generated	Influencer-generated, third party endorsement	Peer-to-peer interactions	Buying experience with brand or retail outlet	Engagement and relationship with brand and other customers and prospects
Authority	Brand-created	Brand-created, plus third party influencers	Peer-to-peer	Brand and peer-to-peer	Brand insider
Call to Action	Visit us at:	Learn more:	Try us:	Special offers:	Join our team:

Content Quality Dimensions

	Awareness	Consideration	Preference	Purchase	Post-Purchase
Metrics	<ul style="list-style-type: none"> • Volume of social content • Shares • Dwell time • SEO 	<ul style="list-style-type: none"> • E-newsletter subscription • RSS feed registration • Downloads of specific content • Participation in discussion forums • Brand sentiment • Retweets • Reblogs • LinkedIn shares • Average page view per visit • Page views per uniques • Hops to lead gen assets 	<ul style="list-style-type: none"> • Reviews or stories created • Reviews consumed • Content shared • Answer question in communities and discussion forums • Links back to brand properties • Brand sentiment • Engagement with lead gen assets • Linkbacks to lead gen assets • Inquiries via digital assets 	Conversion indicators: <ul style="list-style-type: none"> • Quality of leads • Retention period of leads • Lifetime value per lead • Length of sales cycle • Number of new leads per referral source or content type • Average order size • Revenue per reader 	<ul style="list-style-type: none"> • NPS score • Number of advocates or ambassadors • Mentor and teach others about products • Participate in forums and discussion boards • Create and share product reviews • Create brand or product stories
Media Authority	Owned Paid	Earned	Earned	Owned Paid	Owned Earned

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Blog