

A blurred, high-angle view of a modern office space. The office is filled with people working at desks, with various office equipment and plants visible. The lighting is warm and ambient. The word "HERO" is overlaid in white, bold, sans-serif font in the center-left of the image.

HERO

# Table of Contents

Intro	3
Demographics	5
Asset Usage	8
Content Creation	31
Concerns and Recommendations	42

# Internal Survey Results

## Questions Addressed

- Which assets are most effective in helping Company X's sales team?
- Which are least effective?
- Why do certain assets work while others don't?
- How is the website used in the sales process?
- What types of content are we currently producing?
- How does that compare to the list of what's effective?
- Are people able to publish content as frequently as they need to?
- If not, how can we improve it for them?
- What are people concerned about with the website redesign and platform change?
- What are their recommendations?

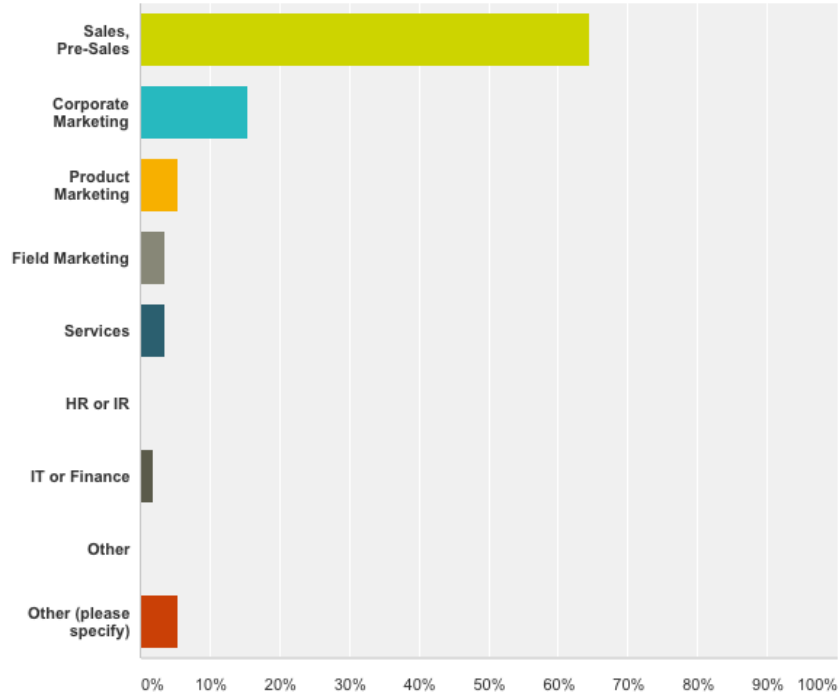
# Demographics

# Demographics: Department

- 107 respondents, with 65% of respondents from Sales or Pre-Sales.

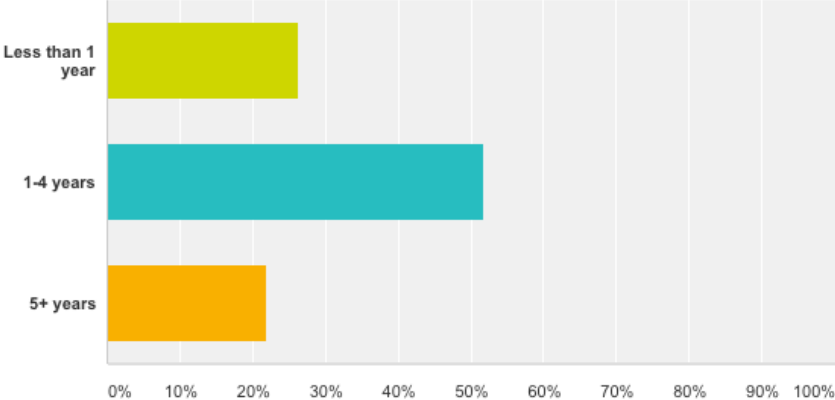
## 9 Departments

- Sales, Pre-Sales
- Corporate Marketing
- Product Marketing
- Field Marketing
- Services
- IT or Finance
- Product
- R & D
- BFSI Alliances



# Demographics: Length of Tenure

52% of respondents have worked at Company X for 1-4 years.



# Asset Usage



# **Sales, Pre-Sales: How do you currently use the Company X website in the sales process?**

(53 respondents)

- Finding collateral and competitive information to send to customers
- Finding sales presentations
- Researching correct Company X phrasing around products and solutions
- Walking customers through the information on the site

# Which assets are most leveraged?

(75 respondents)

## Top Assets for Sales and Marketing

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

## Respondents' Departments

Field Marketing (4)  
Product Marketing (4)  
Sales, Pre-Sales (55)  
Corporate Marketing (12)

# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

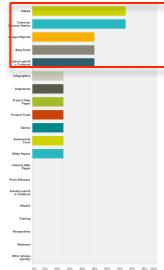
1. Webinars
2. Analyst Reports
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

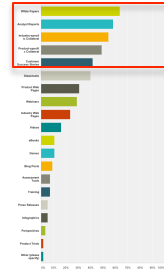
1. Customer Success Stories
2. Videos
3. Analyst Reports
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

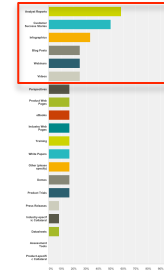
1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. Analyst Reports
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos



# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

1. Webinars
2. **Analyst Reports**
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

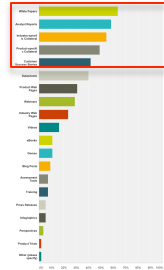
1. Customer Success Stories
2. Videos
3. **Analyst Reports**
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

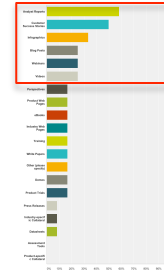
1. White Papers
2. **Analyst Reports**
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. **Analyst Reports**
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos

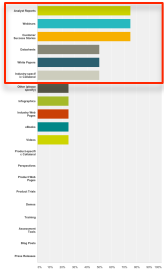


# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

1. Webinars
2. Analyst Reports
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

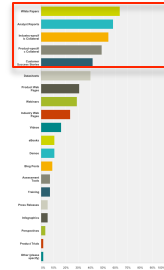
1. Customer Success Stories
2. Videos
3. Analyst Reports
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

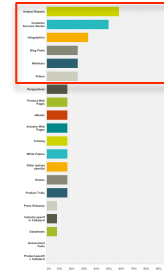
1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. Analyst Reports
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos



# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

1. Webinars
2. Analyst Reports
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

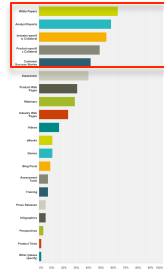
1. Customer Success Stories
2. Videos
3. Analyst Reports
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

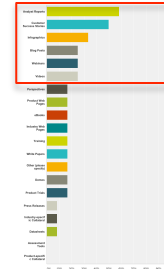
1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. Analyst Reports
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos



# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

1. Webinars
2. Analyst Reports
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

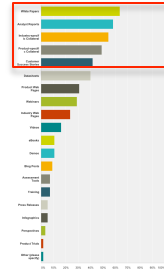
1. Customer Success Stories
2. Videos
3. Analyst Reports
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

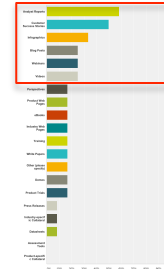
1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. Analyst Reports
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos



# Which assets are most leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

## Top Assets

1. Webinars
2. Analyst Reports
3. Customer Success Stories
4. Datasheets
5. White Papers
6. Industry-specific Collateral



**Product Marketing**  
(4 respondents)

## Top Assets

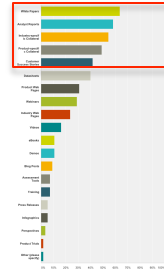
1. Customer Success Stories
2. Videos
3. Analyst Reports
4. Blog Posts
5. Product-specific Collateral



**Sales, Pre-Sales Top Assets**  
(55 respondents)

## Top Assets

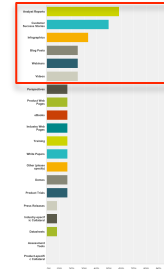
1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Product-specific Collateral
5. Customer Success Stories



**Corporate Marketing**  
(12 respondents)

## Top Assets

1. Analyst Reports
2. Customer Success Stories
3. Infographics
4. Blog Posts
5. Webinars
6. Videos





# Which assets are least leveraged?

(75 respondents)

## Assets Leverage Least by Sales and Marketing

- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials

## Respondents' Departments

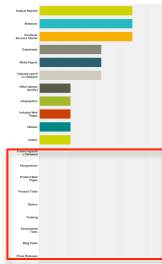
Field Marketing (4)  
Product Marketing (4)  
Sales, Pre-Sales (55)  
Corporate Marketing (12)

# Which assets are least leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

**Assets**

- Product-specific Collateral
- Perspectives
- Product Web Pages
- Product Trials
- Demos
- Training
- Assessment Tools
- Blog Posts
- Press Releases



**Product Marketing**  
(4 respondents)

**Assets**

- Industry Web Pages
- Press Releases
- Industry-specific Collateral
- eBooks
- Training
- Perspectives
- Webinars



**Sales, Pre-Sales Top Assets**  
(55 respondents)

**Assets**

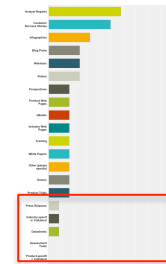
- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials



**Corporate Marketing**  
(12 respondents)

**Assets**

- Assessment Tools
- Product-specific Collateral
- Press Releases
- Industry-specific Collateral
- Datasheets

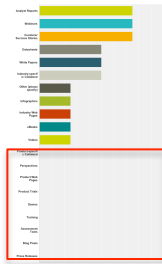


# Which assets are least leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

**Assets**

- Product-specific Collateral
- Perspectives
- Product Web Pages
- Product Trials
- Demos
- Training
- Assessment Tools
- Blog Posts
- **Press Releases**



**Product Marketing**  
(4 respondents)

**Assets**

- Industry Web Pages
- **Press Releases**
- Industry-specific Collateral
- eBooks
- Training
- Perspectives
- Webinars



**Sales, Pre-Sales Top Assets**  
(55 respondents)

**Assets**

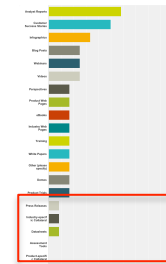
- Training
- **Press Releases**
- Infographics
- Perspectives
- Product Trials



**Corporate Marketing**  
(12 respondents)

**Assets**

- Assessment Tools
- Product-specific Collateral
- **Press Releases**
- Industry-specific Collateral
- Datasheets

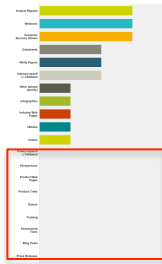


# Which assets are least leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

**Assets**

- Product-specific Collateral
- Perspectives
- Product Web Pages
- Product Trials
- Demos
- Training
- Assessment Tools
- Blog Posts
- Press Releases



**Product Marketing**  
(4 respondents)

**Assets**

- Industry Web Pages
- Press Releases
- Industry-specific Collateral
- eBooks
- Training
- Perspectives
- Webinars



**Sales, Pre-Sales Top Assets**  
(55 respondents)

**Assets**

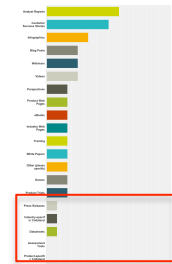
- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials



**Corporate Marketing**  
(12 respondents)

**Assets**

- Assessment Tools
- Product-specific Collateral
- Press Releases
- Industry-specific Collateral
- Datasheets

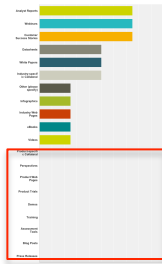


# Which assets are least leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

**Assets**

- Product-specific Collateral
- **Perspectives**
- Product Web Pages
- Product Trials
- Demos
- **Training**
- Assessment Tools
- Blog Posts
- **Press Releases**



**Product Marketing**  
(4 respondents)

**Assets**

- Industry Web Pages
- **Press Releases**
- Industry-specific Collateral
- eBooks
- **Training**
- **Perspectives**
- Webinars



**Sales, Pre-Sales Top Assets**  
(55 respondents)

**Assets**

- **Training**
- **Press Releases**
- Infographics
- **Perspectives**
- Product Trials



**Corporate Marketing**  
(12 respondents)

**Assets**

- Assessment Tools
- Product-specific Collateral
- **Press Releases**
- Industry-specific Collateral
- Datasheets

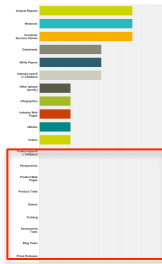


# Which assets are least leveraged? - by Sales/Marketing Team

**Field Marketing**  
(4 respondents)

**Assets**

- Product-specific Collateral
- **Perspectives**
- Product Web Pages
- **Product Trials**
- Demos
- **Training**
- Assessment Tools
- Blog Posts
- **Press Releases**



**Product Marketing**  
(4 respondents)

**Assets**

- Industry Web Pages
- **Press Releases**
- Industry-specific Collateral
- eBooks
- **Training**
- **Perspectives**
- Webinars



**Sales, Pre-Sales Top Assets**  
(55 respondents)

**Assets**

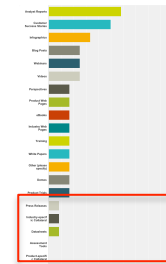
- **Training**
- **Press Releases**
- Infographics
- **Perspectives**
- **Product Trials**



**Corporate Marketing**  
(12 respondents)

**Assets**

- Assessment Tools
- Product-specific Collateral
- **Press Releases**
- Industry-specific Collateral
- Datasheets



# Assets: Most Leveraged vs. Least Leveraged

## Most Leveraged

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

## Least Leveraged

- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials

# Assets: Most Leveraged vs Least Leveraged

## Most Leveraged

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Information

## Least Leveraged

- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials



# Assets: Most Leveraged vs Least Leveraged

## Most Leveraged

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Information

Validation

## Least Leveraged

- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials

# Assets: Most Leveraged vs. Least Leveraged

## Most Leveraged

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

## Least Leveraged

- Training
- Press Releases
- Infographics
- Perspectives
- Product Trials

## Question

- Everyone loves a free sample, even with software—Why are product trials not leveraged?

# Field Marketing: What's working? / What's not?

(4 respondents)

## Working

- Industry-specific Collateral
- Analyst Reports
- Videos
- White Papers

## Not Working

- Need more Industry-specific Collateral
- Content is hard to find - “You have to wade through Find, Chatter, Connect and the website...”
- Need more thought leadership pieces

# Product Marketing: What's working? / What's not?

(4 respondents)

## Working

- Interactive Product Demos
- Good Product Detail
- Analyst Reports

## Not Working

- White Papers
- Assets too generic
- Assets focused on products not solutions
- Asking people to provide their contact info before they understand what they will get out of providing it  
(ex: PPC campaigns)

# Sales, Pre-Sales: What's working? / What's not?

(57 respondents)

## Working

- Demos
- Videos
- Webinars
- WebEx Presentations
- Industry-specific Collateral
- Analyst Reports
- Customer Success Stories
- Datasheets
- eBooks
- Easier to find info on current site than Connect
- Website tracking – rep is notified when prospect looks at website

## Not Working

- Search
- Hard to find information and collateral
- Material is stale
- Some broken links to assets
- Need more Industry-specific collateral
- Need more Public Sector content
- Speed of updating content sometimes 75+ days
- Training
- Customer Events – many but low quality

# Corporate Marketing: What's working? / What's not?

(12 respondents)

## Working

- Success Story Videos
- Analyst Reports
- Quick navigation to Retail solution page from homepage

## Not Working

- Search
- Difficult to find relevant information
- Difficult to add content
- Need to link from product pages to industry pages in a consistent way
- Difficult to find recently uploaded assets (anything uploaded within past year)

# Content Creation

# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

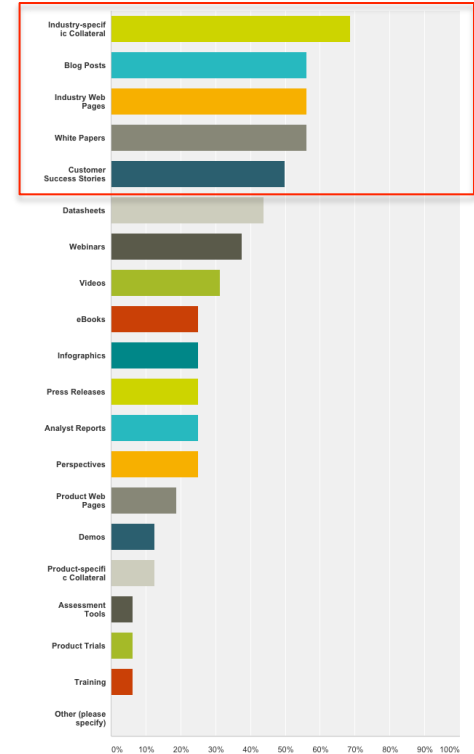
1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)





# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

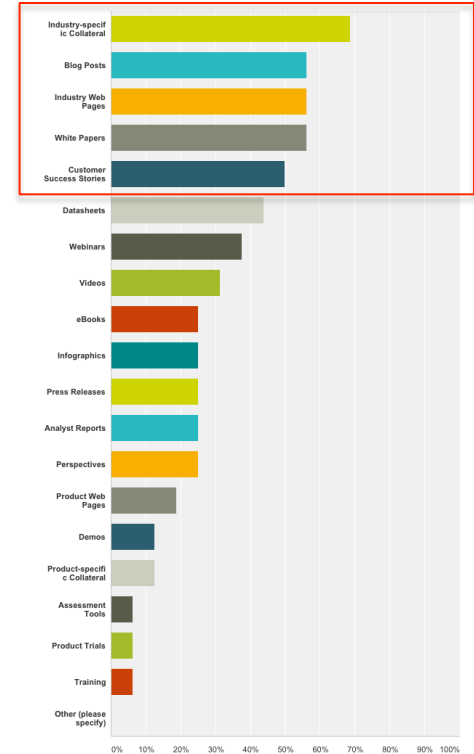
1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral



# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

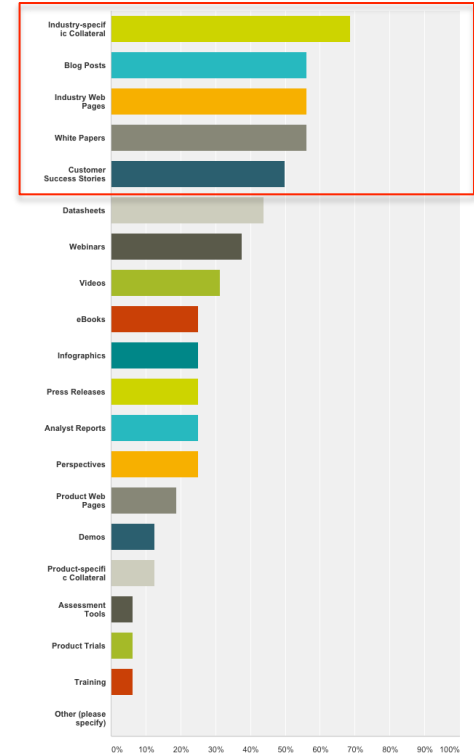
## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Produced by third party



# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

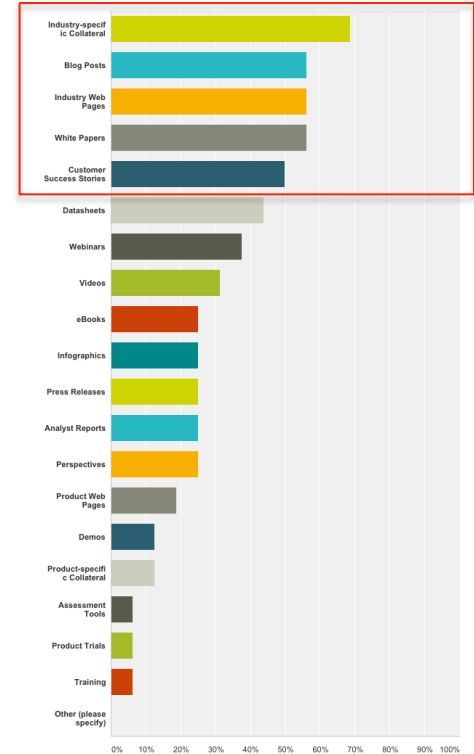
## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Produced by third party



# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

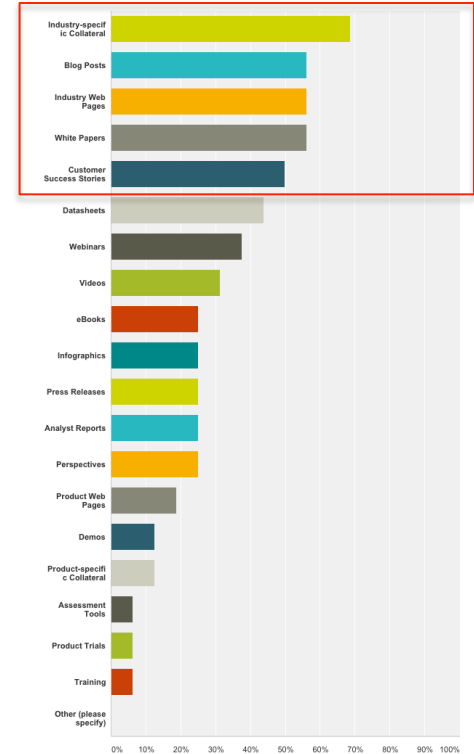
## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Produced by third party



# Content Production: What type of content do you create for the website?

(16 respondents)

## Most Produced Assets

1. Industry-specific Collateral
2. Blog Posts
3. Industry Web Pages
4. White Papers
5. Customer Success Stories

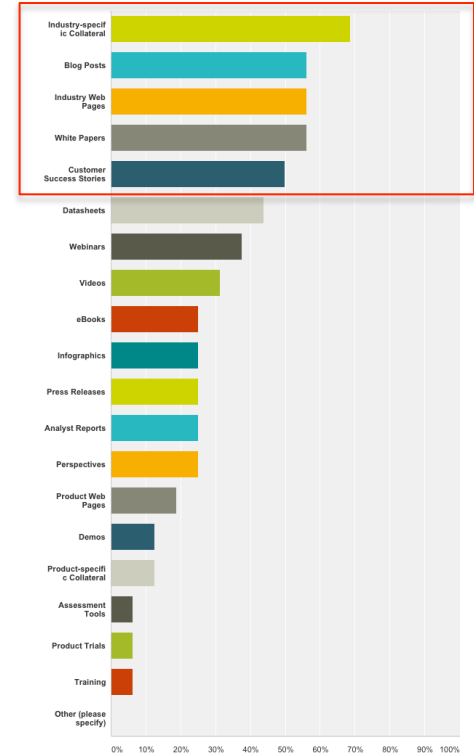
## Respondents' Departments

- Corporate Marketing (8)
- Product Marketing (3)
- Field Marketing (3)
- Sales, Pre-Sales (2)

## Most Leveraged Assets

1. White Papers
2. Analyst Reports
3. Industry-specific Collateral
4. Customer Success Stories
5. Product-specific Collateral

Produced by third party

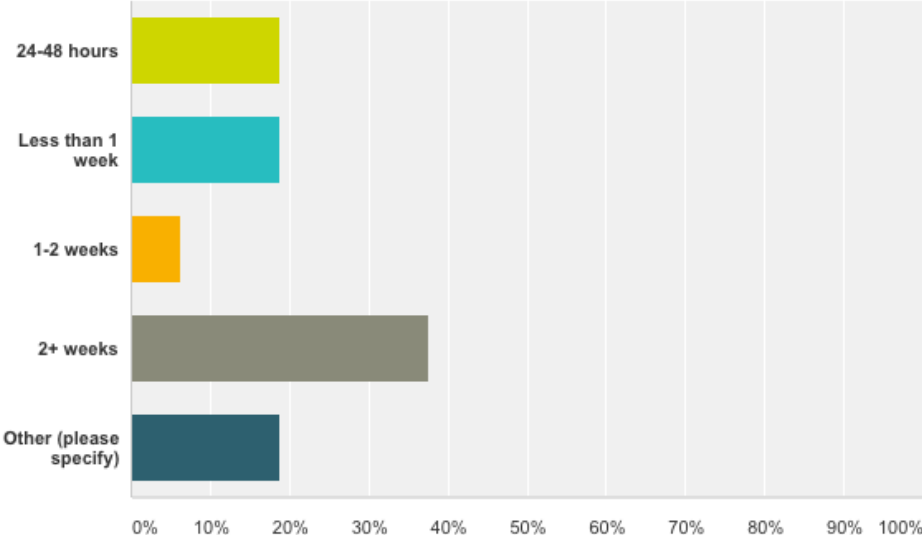


# Content Production: How long does it take for your content to be produced?

(16 respondents)

It takes 60% of respondents 1 week or more to publish content.

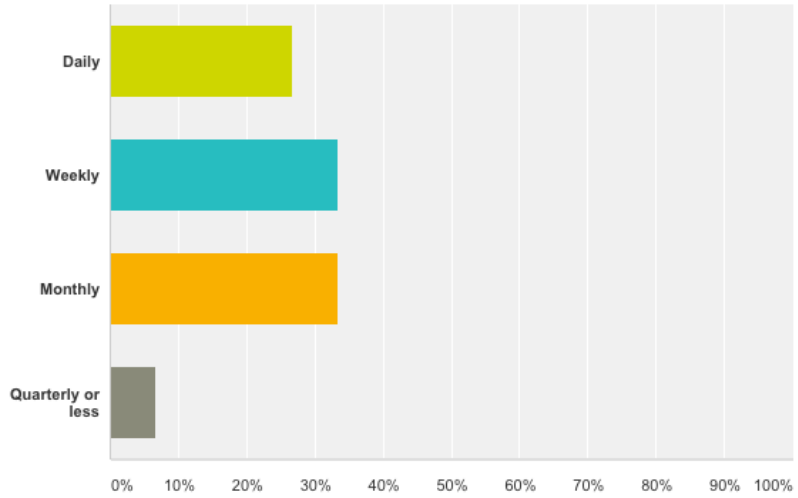
- “months - not weeks or days”
- “to update the public sector web pages took over 90 days”



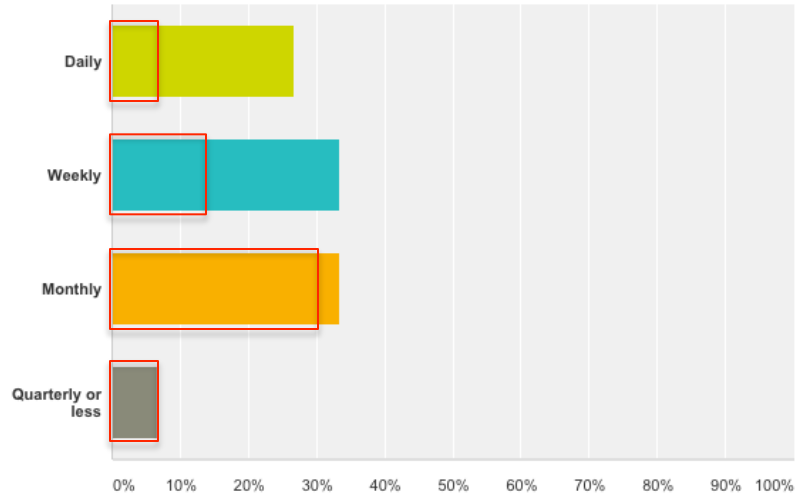
# Content Production: How often would you publish if you could self-publish?


(15 respondents)

### Ideal Timeframe



### Current vs Ideal

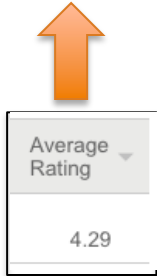


 % of publishers who are able to publish at their ideal rate

# Content Production: How satisfied are you with the turnaround time for publishing?

(15 respondents)

1: Very Dissatisfied	2	3	4	5	6	7	8	9	10: Very Satisfied
21.43% 3	7.14% 1	14.29% 2	0.00% 0	28.57% 4	7.14% 1	14.29% 2	0.00% 0	7.14% 1	0.00% 0





# Content Production: How would you improve the publishing process?

(13 respondents)

- Grant CMS access for page owner
- Filling out Word templates for web content is not a good use of time
- Easier access to statistics about who's downloading/viewing content that the team is uploading so they know what's effective
- Quicker translation services would help at EMEA level

# Concerns and Recommendations

# Improvement Questions: What concerns do you have about the new website and platform?

(73 respondents)

- There will be no good page/experience for industry
- Navigation will still be hard
- It will be overly focused on products rather than solutions
- Big layout changes could be disruptive
- We might lose information
- We might lose visitors (from CompanyXProduct1.com and CompanyXProduct2.com)
- “None - can only improve”

# Improvement Questions: What considerations would you recommend taking into account for the new site?

(69 respondents)

- Make industry solutions more prominent
- Need concrete examples of industry-specific solutions – “We talk about solving solutions like risk and compliance yet we do not have examples.”
- Add more customer stories
- Focus on solution benefits and ROI, then technical product information
- Assessment tools and Gartner reports are good attention-grabbers
- Have walkthrough training
- More diverse content. – “I work the retail space and CPG and our content is as if all retail or all CPG are the same. It is not .A clothing retailer has much different needs than a grocery retailer or auto parts retailer.”
- Detailed Financial Services section
- Incorporate Velocity into content because it had 2.4M page views last month

## Representative Quotes

“Consider providing a richer experience focused on vertical segmentation. Articulate how the capabilities we deliver offer fit for purpose solutions that deliver tangible value to the customer.”

“Customers sometimes seem to have difficulty finding the exact product info they are looking for. Making the search functionality more powerful could help.”

“Just make it easy to search and download, and it will be a success.”



Thank you.