# Tapping into Influencers to Fuel your Content Program





#### **About Amanda**

 Content marketing director with a penchant for demand gen

Work at Fuze

Let's stay in touch:@amandamaks







# Modern communication and collaboration designed to empower people to do their best work









fuze
Phone | Desktop | Mobile | Web | Rooms















#### **Our Market**

- Key verticals: tech, retail, logistics/manufacturing, healthcare, professional services
- Sweet spot: 1000+ employees
- Average deal size: \$250K
- Sales cycle: 6-12 months





# **Our Audience**

91%

feel pressure to cut costs

Business Disruption

83%

are hesitant to replace legacy hardware

44%

say security concerns are limiting their ability to provide tech their employees want



46%

of CIOs think shadow IT is weakening security

48%

of the apps workers use are not provided by IT

Shadow IT

**59**%

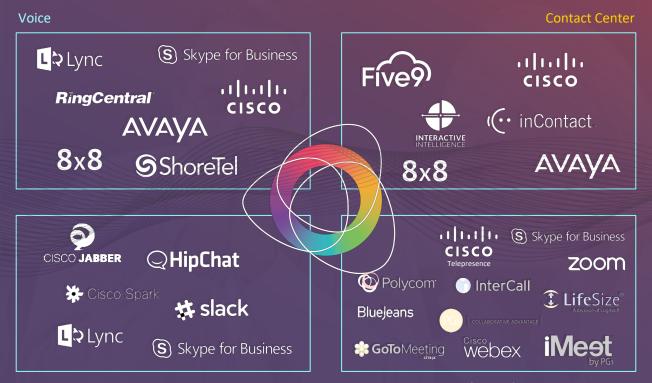
want to reduce the number of applications in their company





### Fragmented market landscape

On average, IT manages 12 communications and collaboration apps



# Challenge from our Sales Team

"We need more case studies!"





Welcome to the era of:

# Game Changers

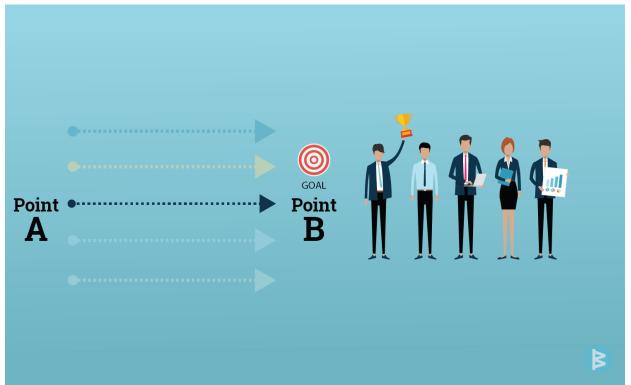
### **Setting Goals**







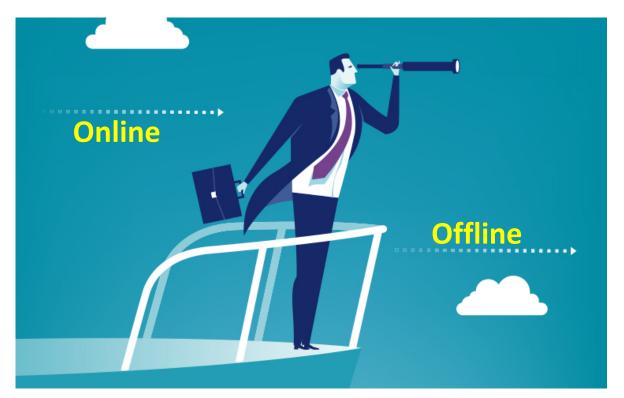
### **Identifying your Influencers**







## **Doing your Research**













BCBG Max Azria























iPayment









PGA Tour





**● ● ● ●** 

Game Change**rs** 

transformation. See the sistency stories in our larged repor

Did you know?

of Gidanos (Taus) By to innevers is critical to the auchess of the husbanes

There's prenty in store for IT over the next. few pears. Watch our rides to learn more about what OlOs are thinking.

# **Individual Story**



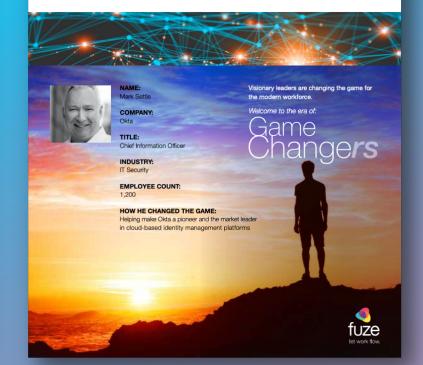
#### New Ways to Communicate With Customers

Looking forward, Settle has several initiatives underway to help the company do a better job of mastering selected data types across multiple Sack applications to improve data quality. The company is also taking steps to expand end-user self-service capabilities, particularly for members of the customer success team who closely monitor the adoption of Okta services by new customers.

The value of this integration for meaningful product development is clear. Settle believes that this implementation will dramatically improve Oktas ability to link feedback from multiple sources and drive product development plans in directions that satisfy the broadest possible cross-section of customer needs.

"Receptive will provide us with a platform for collecting and managing this feedback and prioritizing next stens in product development."

"We're also pretty excited about a new tool called Recepthe," he said. "We plan to use it to merge product-related feedback from customers as well as the product-related feedback we receive from Okta employees who work directly with our customers. This will be game changing since product management is a balancing act in which we try to integrate and prioritize feedback from our professional services group, our customer support organization, our customer success managers, and online outsomer communities."



# **In-person Events**



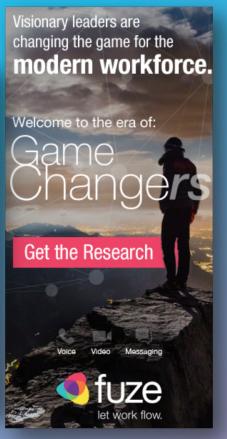


B2B MARKETING EXCHANGE









B2B MARKETING
EXCHANGE

Digital Advertising



#### **Tactics for Influencers**

- Guest blog post
- Written Q&A
- Social media activation
- In-person events
- Long form content
- Quote request

- Video participation
- Podcast interview
- Roundtable of multiple influencers
- Webinar speaker





### **Initial Timeline and Budget**

*Timeline* 

4-6 months

Budget\*

~\$40,000

#### List of campaign assets

- Written report
- Immersive landing page
- DG landing page
- Social and banner ads
- Videos
- Infographic
- Social cards and shareables





# **Evolving the Campaign**

To become a sales enablement tool





#### Plan de communication



Affiches publicitaires



Gartner.

Communiqués de presse

Prospect Logo

Publicités digitales

- Foncia transforme son système de communications pour mieux répondre aux attentes de ses clients et de ses collaborateurs
- Placer le client et la communication au coeur de ses préoccupations : une stratégie gagnante pour Foncia
- Foncia: les actions mises en place pour retenir et attirer les talents

Interviews



















## **Taking on a New Life**













#### Results

- ✓ Influx of new customer stories
- ✓ Top asset on Fuze.com and in our syndication programs
  - Over 1,000 downloads
  - > Influenced more than \$1.5M
- ✓ New sales enablement tactic
  - Influenced two closed deals in Q4 totaling over \$2.4M
- ✓ Game Changer events influenced \$1.2M in new opportunities and closed deals

Over \$5M ARR!





### **Key Takeaways**

- Don't forget about lowercase i influencers
- Think about how your content can be integrated into field events





