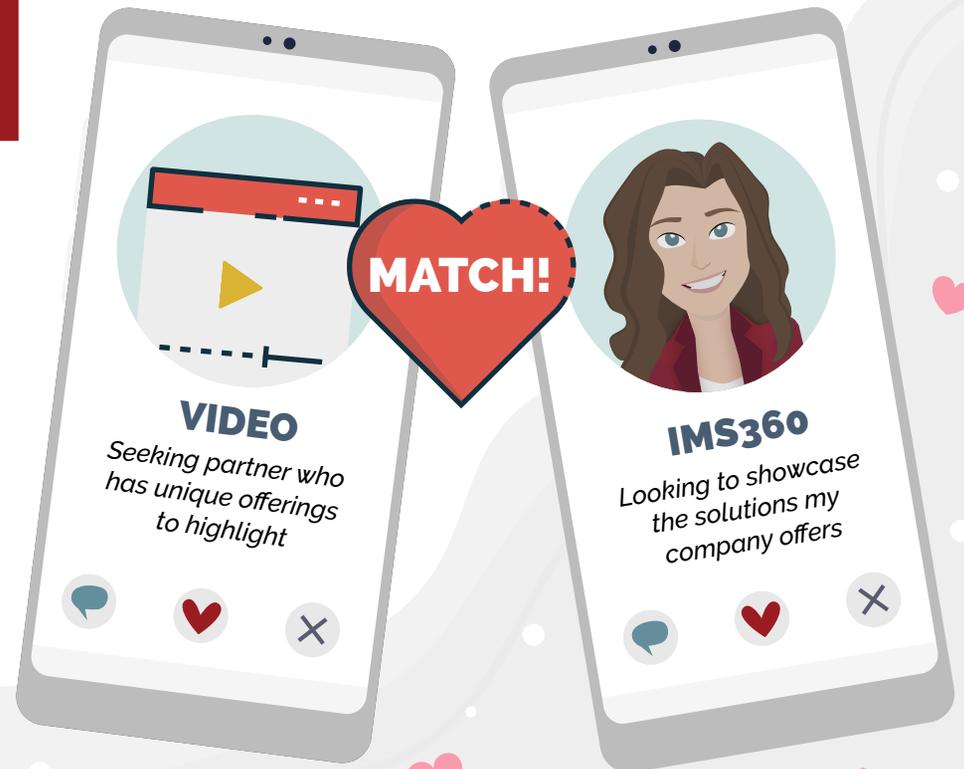


FINDING YOUR PERFECT

# C NTENT MATCH

*A helpful guide to attract  
your target audience with  
the right content*

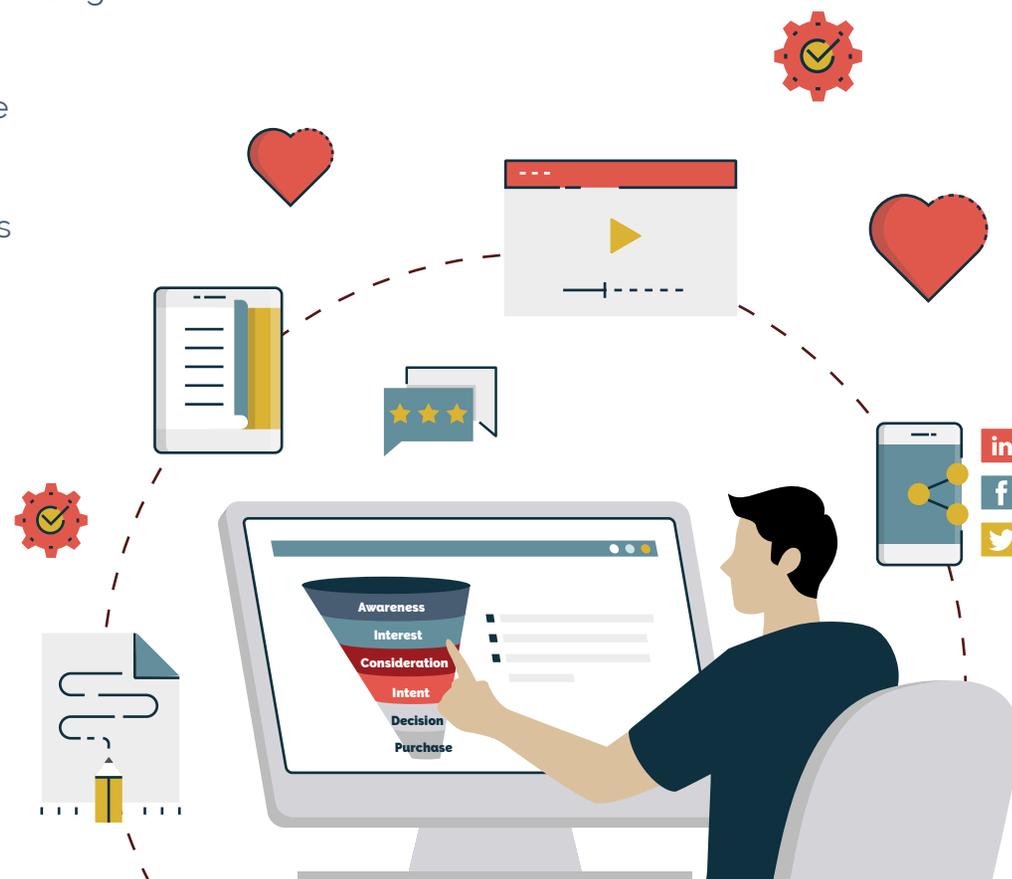


# YOU NEVER KNOW WHAT YOU HAVE UNTIL IT'S GONE.

If someone would have told us 10 years ago that traveling to the office was going to be a thing of the past and virtual hangouts were the way we connect with others, we would have called them crazy. But here we are, living the digital dream – working, shopping, and communicating remotely. This change caused **every business in every industry** to adjust the way they operate, how they reach prospects, and the solutions they offer to meet the challenges we're now experiencing.

How are businesses staying in front of their audience when in-person events are still not the norm? How are brands able to showcase who they are and what they offer when they can't share the details face-to-face? The answer is simple; **through digital marketing and content.** From infographics to videos, content allows you to share your story explaining who you are, what challenges you're solving, the benefits you offer that make prospects choose you, and so much more. For every checkpoint along the buyer's journey, there's a piece of content that aligns to their needs.

In this eBook, we'll help you discover the content that pairs perfectly with where your prospects are in their journey to finding an IT reseller like you!



BUYER'S JOURNEY STAGE:

# AWARENESS

*Make yourself available*

During the awareness and interest stage of the buyer's journey, your prospects are experiencing a problem. What's the first thing we do when we need a problem solved? **We google it!** When buyers begin doing educational research on how they can overcome their challenges, it's important to make sure they find your brand first.

These forms of content are the best way to educate your audience to bring awareness and interest to your brand and offerings:



Blog



Video



eBook



Infographic



Social Media Presence



**PRO TIP:** *At this stage of the buyer's journey, it's not about selling your product, it's about selling that you understand your buyer's pain points. Providing answers to what they're looking for should be your main focus.*

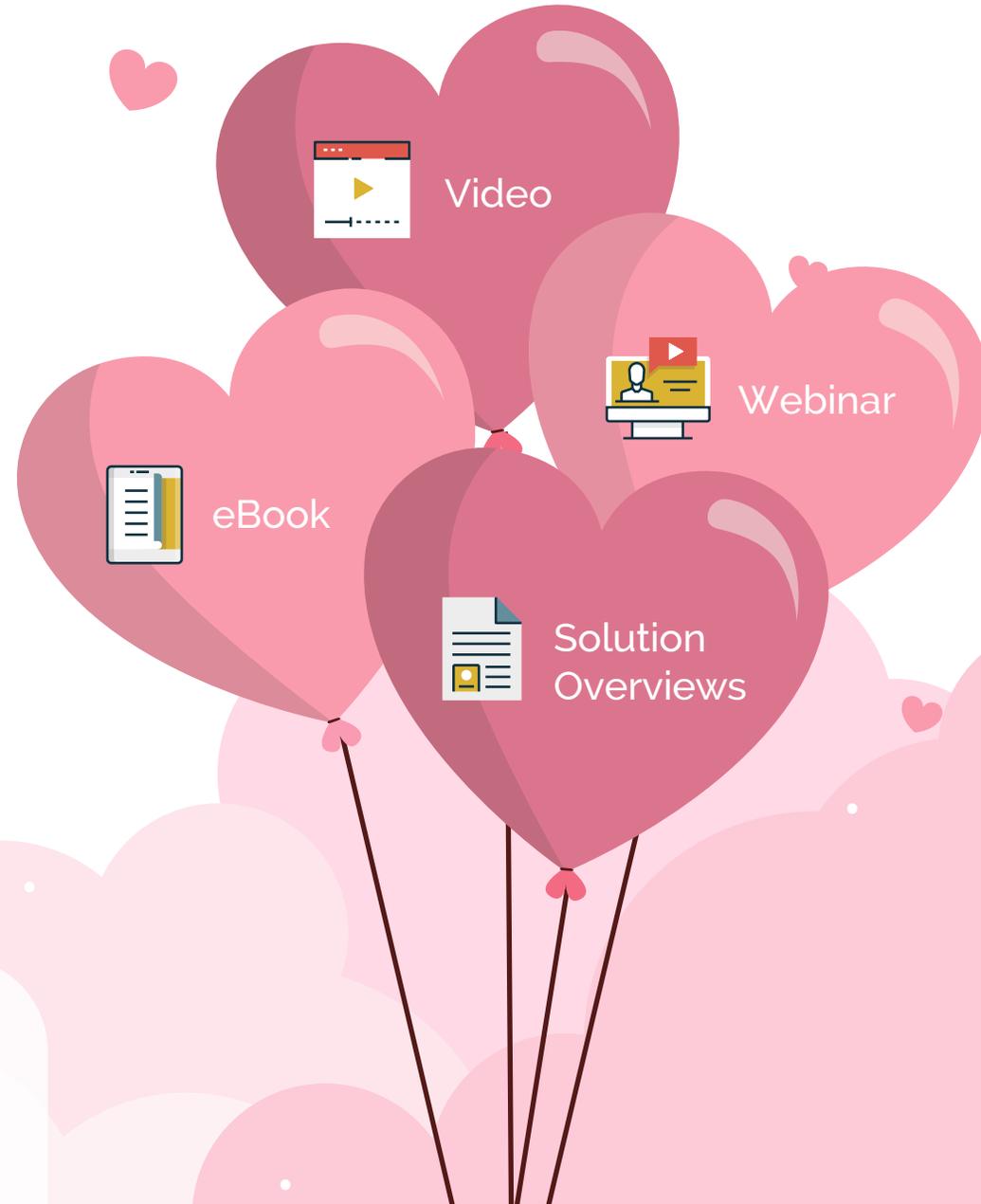
BUYER'S JOURNEY STAGE:

# CONSIDERATION

## *Weighing the pros and cons*

After doing their initial research, prospects are now starting to compare all the information they've read. If you found 3 companies that each promoted the same solution to your problem, how would you decide which company to go with? In the IT industry, it's very common for IT resellers to go-to-market with the same manufacturer products and solutions, but what sets them apart is their individual approach to support those offerings.

**These forms of content are the best way to show your unique approach to solving challenges:**



**PRO TIP:** *With lots of competition, it's not enough to just sell a product - you have to add an enticing flare that makes the product or solution unique and beneficial to the end-user. Add the aid of a subject matter expert to your solution/product package or provide additional resources so buyers can continue to learn more.*

BUYER'S JOURNEY STAGE:

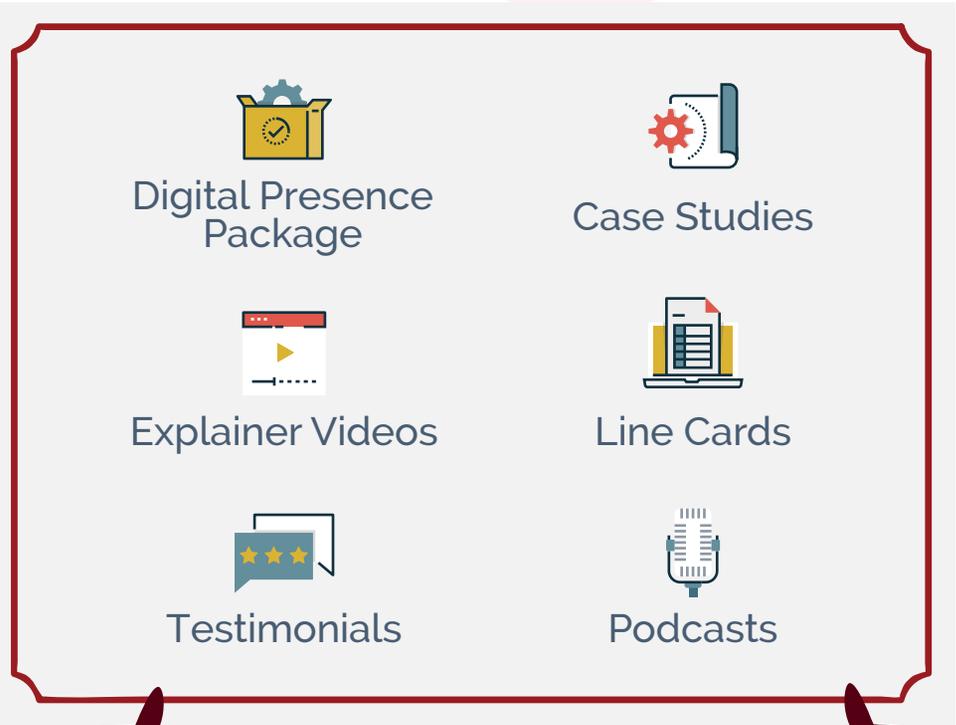
# DECISION

*Making the first move*

*(we all know how tough that is)*

The time has come, your buyer is ready to make a purchase! Through continuous research, they no longer need help deciding what solution they want, it's about showing them why you're the vendor they should get the solution from to solve their problem.

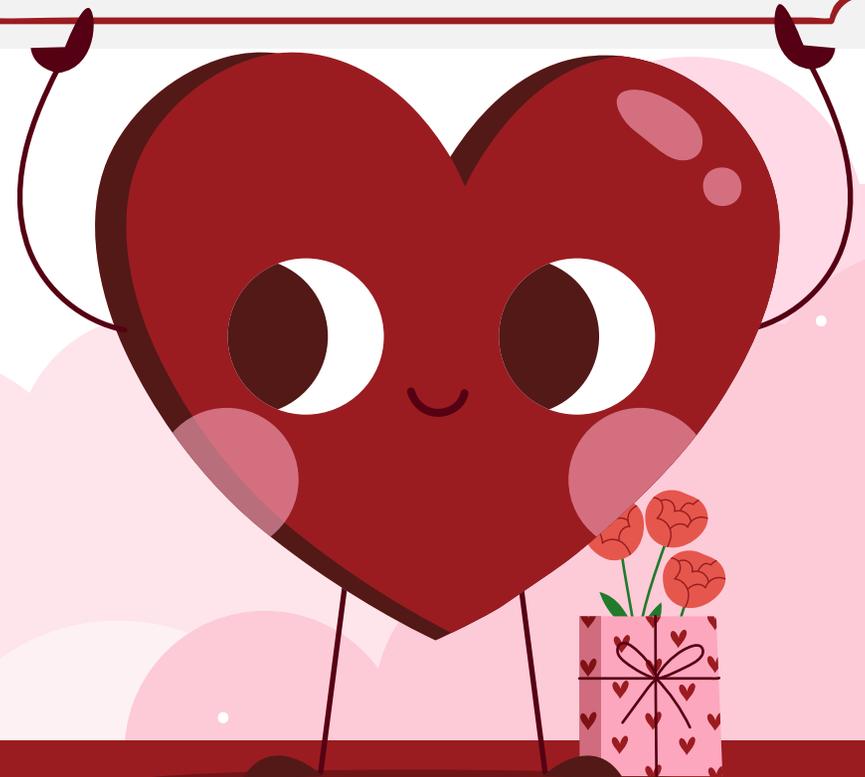
**These forms of content are the best way to differentiate yourself from your competition:**



- Digital Presence Package
- Case Studies
- Explainer Videos
- Line Cards
- Testimonials
- Podcasts



**PRO TIP:** *Now's the time to get a little braggy! Show off what existing clients think of you and highlight the great work you've done. Showcasing your differentiators and what makes your company unique will be another check on the pro list as to why they should work with you!*



# IMS360 CAN BE YOUR MATCHMAKER

The truth is, buyers are unpredictable, and the way you have to market to them has changed. You can't assume every buyer will follow the journey stage for stage or think that each buyer will take the same time to decide on what they want. The easiest way to be prepared is to have content readily available whether your prospects are in the awareness, consideration, or decision-making stage – and ensure you have plans to make it available to them through both inbound and outbound channels. By doing so, you'll be able to reach buyers whether they take the full journey or jump from awareness directly to the decision stage.



## **We ask the right questions**

We know exactly what to ask to get the answers we need to understand your content goals.



## **IT knowledge beyond compare**

We're focused solely in the IT industry so we know what we're talking about when we write and design content.



## **Unbeatable turnaround times**

It may seem like we don't eat or sleep with how quickly we turn projects around, but we're just fully invested in our work!



## **Custom, high quality content**

You never get a "template design." Every project is designed with your brand leading the overall look and tone.

**Your perfect content match is out there, we're ready to help bring you together! Take a look at our **content offerings and the packages we offer.** If you have something in mind not listed here, let's have a conversation. The best ideas come from collaboration and we'd love the chance to bring your content plans to life.**

[Find your perfect match >](#)