

# WRITE TO INFLUENCE



How to create the

**6** CONTENT TYPES  
THAT MOST INFLUENCE BUYERS

of Technology

# Who is this ebook for?

Executives of companies selling IT, Electronics, Biotech, Biomed, Clean or Future Technologies, including:

- Sales managers who want high quality leads (not any leads)
- Busy marketers who want concise advice on content creation
- CEOs who want a higher return on marketing spend.

## What will you get from *Write To Influence*?

Proven steps to create exceptional content that influences real buyers.

Each of 6 short chapters covers one content type & answers these questions:

- ✓ What is this content type?
  - ✓ Why bother?
  - ✓ What does the reader want?
  - ✓ Why do most of this type fail?
  - ✓ What if you get it right?
  - ✓ How do you make yours exceptional?
- and provides links to completed examples.



# A huge opportunity

## 'Everybody writes'

As the title of (Marketing Profs) Anne Handley's best seller asserts *'Everybody Writes'*<sup>1</sup> – *but that's the problem.*

Everyone is bombarding your potential buyers - mostly with irrelevant content - and they're getting annoyed. They're only interested in one thing: **their problems & how to solve them.**

No wonder they're locking out everyone they don't trust.

## Don't just write. Influence.

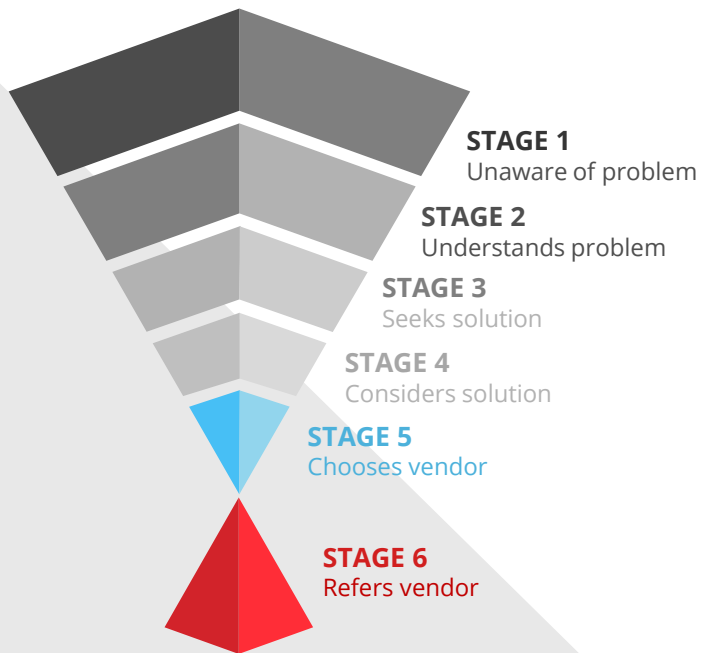
You could be the exception: the trusted source of quality content who is welcomed in.

You could be the one who influences – not just writes.

*Write to Influence* will show you how.



# The top 6 in High Tech markets



This eBook shows you how to create the **5 content types** with the most influence on buyers of technology according to the *Eccolo Media B2B Technology Content Survey*<sup>2</sup> of US-based technology buyers.

We've added the **marketing email**, the vehicle most used to deliver them.

**White Papers** gain trust and build credibility ([p.5](#))

**Product Brochures** showcase your strengths ([p.10](#))

**Case Studies** give insights not available elsewhere ([p.14](#))

**Best Practice Guides** provide credible industry benchmarks ([p.19](#))

**Feature Comparisons** sum up your competitive advantage ([p.23](#))

**Marketing Emails** make sure all your content is read ([p.27](#)).

See [p.35](#) for a glossary of terms used in this guide.

## 1

# THE WHITE PAPER

## WHEN BUYERS READ WHITE PAPERS

→ **STAGE 1**  
Unaware of problem

→ **STAGE 2**  
Understands problem

→ **STAGE 3**  
Seeks Solution

→ **STAGE 4**  
Considers solutions

→ **STAGE 5**  
Chooses vendor

→ **STAGE 6**  
Refers vendor

## What is it?

An independent vendor-neutral analysis of technology or business issues.

## What do readers expect?

To learn about issues and solutions to problems without being sold to.

## Why bother?

Outstanding White Papers start the relationship. They're vital because they:

- Are **valuable enough** to trade an email address to receive
- Demonstrate your **knowledge** & build your **credibility**
- Are **used at all stages** of the sales cycle, with most influence at 1 and 2.
- Have **long shelf life** and **multiple uses**
- Can be re-purposed into other content forms to increase your ROI
- Are ranked for influence at **#2** by Eccolo. In Australia, we think **#1**.

“

A *whitepaper* is a persuasive, authoritative, in-depth report on a specific topic that presents a problem and provides a solution<sup>3</sup>

### Hubspot

*What is a White Paper*

## The White Paper

### Why are most White Papers ineffectual?

- ✗ Writers **confect** problems, then show how they can solve them
- ✗ The end result is thinly-disguised ‘brochureware’
- ✗ Readers **see through** the **pretence** and don’t trust the source
- ✗ **Credibility** is **lost**; the buyer keeps on looking for a more credible source.

### What if you get White Papers right?

- ✓ You’re seen as a **credible** adviser on problems your readers struggle with
- ✓ Your readers **consume, keep and share** your White Papers
- ✓ They become **aware of a problem** they didn’t know related to them
- ✓ If it’s painful enough, they’ll **start looking** for a solution
- ✓ They’ll **consider you** because you’ve proven your value
- ✓ They **enter your sales funnel** and maybe no-one else’s.

# How to write White Papers that influence

## Do your homework

- ✓ Define the problems you can solve: use 6-8 bullet points
- ✓ Research: for respected industry opinions about these problems
- ✓ Organise your content by problem: quotes and examples with full names, dates and links, including quotes that don't agree with you
- ✓ Be brutal: if you don't have enough for a strong White Paper, stop.

*Use your material for something else - like a Industry Solution or Application Brief which is shorter, more overtly selling and used later in the cycle .*

## Sequence your argument

- ✓ Write your ending:: what conclusion do you want readers to reach?
- ✓ Confirm your body: which problems support that conclusion?
- ✓ Write your opening: why should they read & what will they get?



*The hard costs of maintaining a server are 5-7 times the purchase price. If you add soft costs too, your IT could be costing a lot more than you think.*



**The hard and soft costs IDC** says that the cost of maintaining a server is five to seven times the purchase price<sup>1</sup> so the hard ongoing costs of in-house IT management can be sizeable. If you add the soft costs, IT could be costing you much more than you think.

This guide identifies the hard and soft costs and how to calculate them.



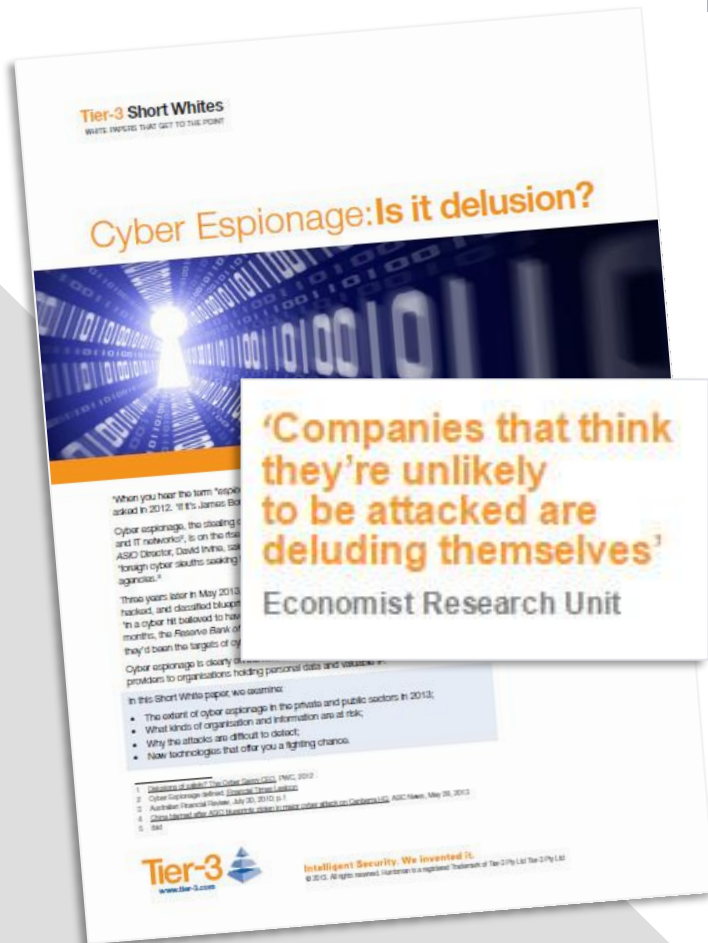
# How to write White Papers that influence

## Create your story

- ✓ Relate to readers: describe problems & solutions in their language, reflecting their feelings
- ✓ Be precise: avoid general benefits like *efficiency* or *productivity gains*; use exact terms to show the actual benefit or pain in their situations
- ✓ Speak to them directly: use the second person (you) to engage
- ✓ Arrange your problems: use a logical sequence that builds to your strong conclusion.

## Show your sources

- ✓ Cite your references: third parties make your point with more impact
- ✓ Show your references: per page so readers can scan them quickly
- ✓ Be bold: if any sources don't agree, don't omit them
- ✓ Justify your stand: tell readers why you differ with this opinion. It will prove strength of conviction and show thought leadership.



[View a completed example](#)



# How to write White Papers that influence

## Add the polish

- ✓ **Highlight quotes:** pull out the most shocking or supportive quotes
- ✓ **Highlight key points:** shade one point per section so readers can scan
- ✓ **Be ruthless:** cut out anything that doesn't support your main purpose
- ✓ **Name each section:** with a strong benefit-driven or action-filled heading
- ✓ **Cut it down:** edit until the paper is no more than 6 pages, including references and callouts
- ✓ **Don't reduce font size to fit:** make sure there's lots of white space
- ✓ **Name it:** give it a solution-orientated name or use a strong quote in the name
- ✓ **Use a designer:** but don't make it too flashy. If it's too gorgeous, readers might confuse it with a brochure and turn off. It's too early to sell.

[View a completed example here](#)



## 2

## THE PRODUCT BROCHURE

**WHEN BUYERS  
READ  
PRODUCT BROCHURES****STAGE 1**

Unaware of problem

**STAGE 2**

Understands problem

**STAGE 3**

Seeks Solution

**STAGE 4**

Considers solutions

**STAGE 5**

Chooses vendor

**STAGE 6**

Refers vendor

## What is it?

An overt selling tool that describes what your product or service does.

## What do readers expect?

To find out how your product or service can help him solve a problem.

## Why bother?

Product Brochures build on the trust established by the White Paper. They:

- Speak directly to readers about how you can help them
- Are read by both business decision makers & technical influencers
- Have a long shelf life and multiple uses (online, in print and in person)
- Are ranked for influence #1 by Eccolo; in Australia, we think #2.

“

**Brochures are sales documents intended to create interest and desire<sup>4</sup>**

**Gordon Graham**  
*White Papers vs Brochures*

## The Product Brochure

### Why do most Product Brochures fail?

- ✗ Writers focus on themselves, not the reader
- ✗ They don't engage the reader
- ✗ They focus on technical features not business benefits
- ✗ They have no clear call to action (CTA) so readers don't take any.

### What if you get Product Brochures right?

- ✓ Readers understand clearly how you solve their problems
- ✓ They get the big picture and can find the technical detail with ease
- ✓ They're convinced by the proof you provide
- ✓ They're happy to take the next step.

## How to write Product Brochures that influence

### Do your homework

- ✓ Decide its purpose: who needs it where in the cycle?
- ✓ Confirm the reader: do you have one market, one reader or many?
- ✓ Define the pain points: what are the key problems readers want to resolve?
- ✓ Find what you can re-use: White Papers, Proposals, Application Briefs etc.

### Plan your approach

- ✓ Decide your ending: what conclusion do you want the reader to reach?
- ✓ Choice your points: what 4-6 will draw the reader to this conclusion?
- ✓ Confirm next steps: what do you want the reader to do now?

[View a completed example here](#)



# How to write Product Brochures that influence

## Write the content

- ✓ Write your conclusion: use strong and emotive but not misleading terms
- ✓ Describe pain points: how does it feel for them & how can you help?
- ✓ Outline the solution: show how you solve the problem
- ✓ Validate your claims: use industry sources or case studies to back you up
- ✓ Write your opening: how can you engage your reader emotionally?

## Set and polish it

- ✓ Break it up: each section in short paragraphs
- ✓ Use call outs: highlight key points beside the text
- ✓ Add headings: short, dynamic, action-focused
- ✓ Cut it down: make it A4 2 sides or 4 sides (front, back plus 2 inside)
- ✓ Add quality images: with impact, not blurry screen shots
- ✓ Edit again: cut out anything unnecessary; leave lots of white space
- ✓ Never reduce font size to fit: cut out more text
- ✓ Use a designer: don't DIY; it shows.

[View a completed example here](#)



## 3

## THE CASE STUDY

WHEN BUYERS  
READ  
CASE STUDIES

## STAGE 1

Unaware of problem



## STAGE 2

Understands problem



## STAGE 3

Seeks Solution



## STAGE 4

Considers solutions

## STAGE 5

Chooses vendor

## STAGE 6

Refers vendor

## What is it?

A detailed account of how a customer has used your product or service.

## What do readers expect?

A true story about a technology implementation told by a real customer.

## Why bother?

Also known as *Success Stories*, Case Studies showcase how good you really are, using customers' words. They:

- Are used at **all stages** with **most influence** in 2, 3 and 4
- Provide **third party validation** and insights not available elsewhere
- Are well-suited to **sharing**, so you expand your reach
- Are ranked for influence at **#3** by Eccolo; for Australia, we agree.



“

Case Studies present realistic, complex, and contextually rich situations and often involve a dilemma, conflict, or problem that one or more of the characters in the case must negotiate<sup>5</sup>

Carnegie Mellon University  
*What is a Case Study*

## The Case Study

### Why do most Case Studies miss the mark?

- ✗ They're written in your corporate voice not in your customers'
- ✗ They sound bland & edited, because they are
- ✗ They lack veracity, so your reader is unconvinced. You've wasted an opportunity.

### What if you get Case Studies right?

- ✓ The reader gains first hand insights into who you are & what you're like
- ✓ The reader gets to stand in your customer's shoes & feel what it's like
- ✓ If it's relevant & reassuring, the case study will place you well ahead of the pack.

## How to write Case Studies that influence

### Choose with care

- ✓ **Focus on problems:** choose scenarios that give the most insight into how you solve complex customer problems. *Don't try to make a small deployment with a big customer look massive*
- ✓ **Be selective:** don't choose a case study just because you get approval. If it doesn't show how you solve complex customer problems, it's meaningless
- ✓ **Choose your contacts:** be sure you're speaking to the person who was involved at the time and can give you genuine feedback
- ✓ **Get approval:** make the person with final signoff approves the idea first, or you could waste a lot of time
- ✓ **Define attribution:** confirm if you can use the company and contact's names. If not, ask for an unattributed case study (see our example) and mention why, so your reason is genuine.

### Set direction and expectations

- ✓ **Be clear on your story:** know what products or services were deployed, when, by whom, in what time frame with what results
- ✓ **Define your medium:** is the customer happy with a written or video?
- ✓ **Set expectations:** let him know what questions you'll ask, so he can prepare his answers.

[View a completed example here](#)



# How to write Case Studies that influence

## Ask questions

Whether by phone or in person, for document or video:

- ✓ **Set the scene:** ask about the organisation, its position in the industry, what it does, how it helps its customers
- ✓ **Define the problem:** what problems did the organisation want to solve?
- ✓ **Explore alternatives:** what other vendors did he consider and why did he not choose them?
- ✓ **Delve into implementation:** was it like clockwork or troublesome? If so, how were problems solved?
- ✓ **Define results:** what was the measurable impact on people, processes and the customer's business?
- ✓ **Get feedback:** on your company, technology, people, processes & results.

## Create your story

- ✓ **Focus on the customer:** the story is all about his company, and how you helped it become more efficient or successful
- ✓ **Frame it:** introduce the company, position, role & why it had the problem
- ✓ **Create a real story:** with problems, alternatives, tension and outcomes.

[View a completed example here](#)



# How to write Case Studies that influence

## Polish it

- ✓ Use his words: quote him wherever possible; if using video: let him tell the story from start to finish, with your guidance. *His words will tell your story more convincingly than you can, and will add vital industry context and jargon too*
- ✓ Add twists: if there were problems, don't gloss over them; show how you solved them together
- ✓ Add headlines: cut into short paragraphs with dynamic, interesting headlines
- ✓ Highlight quotes: spotlight his words wherever possible; they'll tell your story at a glance
- ✓ Name it: give it an interesting name that links to his industry; don't just call it 'Case Study: Financial Institution'
- ✓ Lay it out: make it open, easily read with images, graphics, call out and quotes. Make it easy to scan or digest and keep.

[View a completed example here](#)



## 4

## THE BEST PRACTICE GUIDE

WHEN BUYERS READ  
BEST PRACTICE  
GUIDES

## STAGE 1

Unaware of problem

## STAGE 2

Understands problem

## STAGE 3

Seeks Solution

## STAGE 4

Considers solutions

## STAGE 5

Chooses vendor

## STAGE 6

Refers vendor

## What is it?

A guide to an approach which consistently delivers superior results.

## What do readers expect?

- An objective, valuable resource that informs not sells
- Proof that your approach is superior, and why it is
- Third party validation, if you're not the statutory authority who sets industry benchmarks.

## Why bother?

Also called *Technology Guides*, great BPGs build your credibility. They:

- Are **authoritative** and **persuasive**
- **Rare** and **valuable** because few companies can prove best practice
- Are used at **all stages** but are most influential at **stage 3 and 4**;
- Are **ranked for influence #4** by Eccolo; in Australia we think #4 or #5.

“

**Best practice uses step-by-step processes to tackle challenges, considers all stakeholders, delivers consistent outcomes, minimises resources and maximises result<sup>6</sup>**

**Best Practice Hub**  
*What is Best Practice*

## The Best Practice Guide

### Why do most Best Practice Guides fail the test?

- ✗ Writers think a BPG is ‘brochureware’ by another name; it isn’t
- ✗ They focus on features & benefits so it’s becomes an overt selling tool
- ✗ They end with the ‘why we’re better’ paragraph that gives the game away.

### What if you get Best Practice Guides right?

- ✓ Your approach will be perceived as the benchmark
- ✓ You’ll gain credibility above your competitors
- ✓ You’ll add to your armoury of authoritative collateral that underscores your thought leadership.



# How to write Best Practice Guides that influence

## Do your homework

- ✓ **Industry Perspective:** what credible industry sources support your approach?
- ✓ **Proof:** what customer or industry proof do you have for claiming consistently superior results?

*If you can't fill each of these points adequately, you don't have the right material for a BPG. Better to write an Application Brief (how to solve a horizontal problem) or an Industry Solution (how to solve a vertical problem). Neither requires you to claim benchmark status for your approach.*

## Decide your key points

- ✓ **Industry validation:** what do industry sources say are the key points for best practice or the key problems to be solved?  
*You don't need a consensus, but you do need 6 -10 points from one or more credible industry sources*
- ✓ **Your strengths:** which of your functions or capabilities are supported by industry sources; how many of the 6 -10 can you match?
- ✓ **Best fit:** if can you meet 80% of them, you have enough for a BPG.

[View a completed example here](#)



# How to write Best Practice Guides that influence

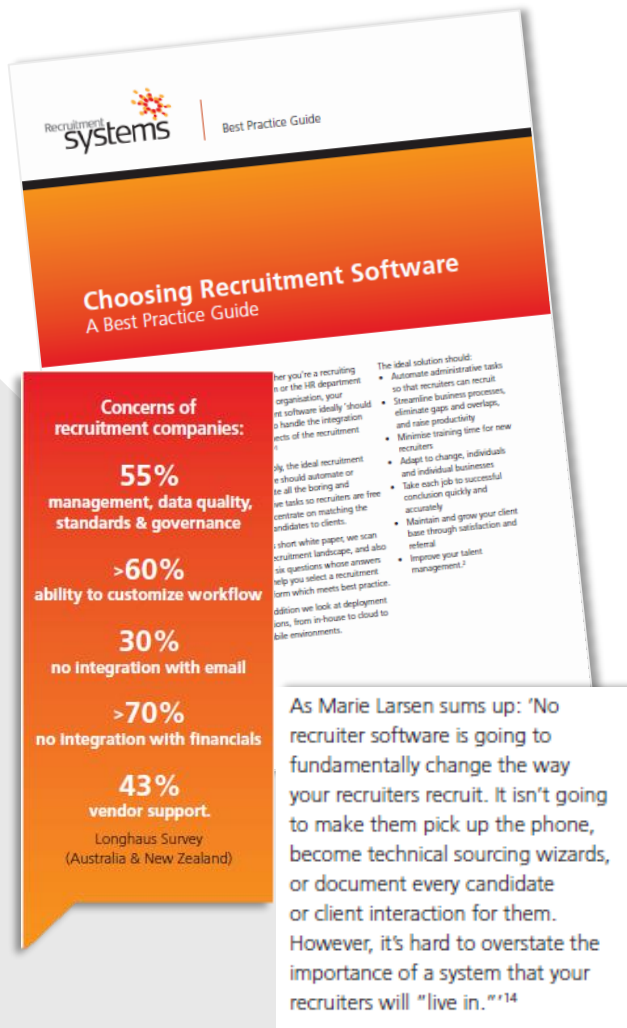
## Organise your argument

- ✓ Provide context: why is a BPG needed and the downside of not having one?
- ✓ Validate: what external sources validate your context (don't just make claims)?
- ✓ Sequence your 6-10 points: develop your argument in a logical way
- ✓ Cite your references: to validate each of your best practice steps or points
- ✓ Reach a conclusion: ideal if you can validate this with a quote or proof, too.

## Set and polish it

- ✓ Set it out: make quick scanning easy
- ✓ Make your main points clear: use short paragraphs with strong headings
- ✓ Highlight quotes: pick the most important one per page
- ✓ Cut it down: make it no more than 6 pages
- ✓ Use a designer: make it clear, easy to read, pleasant on the eye, not too flashy
- ✓ Add contacts: make sure you have website, phone and email contacts.

[View a completed example here](#)



## 5

## THE FEATURE COMPARISON

WHEN BUYERS READ  
FEATURE  
COMPARISONS

## STAGE 1

Unaware of problem

## STAGE 2

Understands problem



## STAGE 3

Seeks Solution



## STAGE 4

Considers solutions

## STAGE 5

Chooses vendor

## STAGE 6

Refers vendor

## What is a Feature Comparison?

A brief feature by feature comparison of one technology with one or more others.

## What do readers expect?

A true summary of how technologies compare without spin or exaggeration.

## Why bother?

Also called *Competitive Vendor Worksheets*, great Feature Comparisons concentrate your advantages in one place. They:

- **Showcase** your competitive position on 1-2 pages
- Are used **at all stages** but are **most influential at stages 3 and 4** when buyers are deciding
- Are **valued by buyers** because few vendors have the courage to create them.
- Are **ranked for influence** by Eccolo at **#5**; in Australia we think **#4** or **#5**.

“

**Competitive vendor worksheets (feature comparisons) compare product features and functions from multiple vendors<sup>7</sup>**

**Eccolo Media**

*B2B Technology Content  
Survey 2015*

## The Feature Comparison

### Why are most Feature Comparisons unconvincing?

- X They're untruthful or sensational — & misrepresent competitors
- X They assume readers won't share them with competitors. They will so you'd better be truthful
- X They're the opposite—safe, bland, with too few details—so readers disregard them
- X They're simplistic tables with meaningless ticks and crosses.

### What if you get Feature Comparisons right?

- ✓ Your competitive advantages are clear to the reader
- ✓ Your competitors' shortfalls are clear too
- ✓ The reader takes the next step, probably in your favour.

Feature Comparison Starter Sheet	Network	User	All layers	Real Time Analysis	Risk Triage	Automation
Traffic Flow Analysis	3	1	0	0	0	2
Network BAD	3	1	1	1	1	2
Network BA	3	2	2	1	1	2
Big Data Analysis	3	3	2	2	1	2
BAD	3	3	2	3	3	2

## How to write Feature Comparisons that influence

### Do your homework

- ✓ Select your product: not all are competitive enough to warrant a comparison
- ✓ Choose your competitors: no more than 3
- ✓ Select your pain points: which ones address the readers' key pain points?
- ✓ Define your strengths: make a table with features on one axis and technologies on the other.
- ✓ Be candid: fill in the blanks, warts and all.

### Appraise your position

- ✓ Rank performance: go through and rank the 4 companies feature by feature out of 3; 3 is superior, 2 is equal, 1 is inferior
- ✓ Confirm competitiveness: which of your features outrank more competitors?
- ✓ Confirm priority: which features address key pains vs 'nice to have'?
- ✓ Reorder your features: by priority of key pain
- ✓ Appraise the result: is any feature a deal breaker – and you rank poorly?  
*If so, stop. Consider other markets where this feature isn't a deal breaker. If you can't abandon the comparison and use your content for another purpose.*

# How to write Feature Comparisons that influence

## Create your comparison

- ✓ Select your features: most important to the reader with rank at 2 or above
- ✓ Provide adequate details: don't just use ticks and crosses
- ✓ Show you know your stuff: cite your sources to back you up.
- ✓ Use a table: let the reader see the comparison at a glance.

## Set and Polish it

- ✓ Provide an intro: explain the technology or put it into context with quotes
- ✓ Create tension: make it clear why the technologies or approaches need to be compared, citing sources
- ✓ Edit: make it A4 2 sides or 4 sides (front, back plus 2 inside)
- ✓ Add your table: after the introduction, so it's easy and clear to read but they have to read the context page first
- ✓ Use a designer: lay it out to be clear, compelling attractive
- ✓ Add contact details: make sure the reader can take the next action

[View a completed example here](#)

**BENITEC BIOPHARMA**  
silencing genes for life

## siRNA vs shRNA

### Comparing the 2 most common approaches to RNA interference

**What is RNA Interference?**  
RNA interference (RNAi) is a natural defence mechanism that cells use to turn off or silence unwanted or harmful genes. It was discovered by accident in 1991, by scientists trying to deepen the colour of petunias: by introducing a new gene, they found that they had turned off the gene for colour. The discovery caused great excitement in the scientific community, because of the huge implications for turning off genes that cause disease.

**What are the most common approaches to RNAi?**  
There are two main ways to target a gene of interest and turn it off via the RNAi pathway. Both involve a fragile, unstable intermediate called siRNA (short interfering RNA) which is specific to the gene of interest to be silenced. The two approaches vary in how the siRNA is introduced to the cell.

- **Synthetic RNAi** - where the specific siRNA is made in the lab and introduced to the cytoplasm (the part that doesn't contain DNA) of the target cell. This is the approach used by most RNA companies.
- **Expressed RNAi** - where specific DNA is introduced

Criterion	siRNA	shRNA
Nomenclature	Small Interfering RNA	Short Hairpin RNA
Source	Laboratory synthesis	Nuclear expression
Delivery to the cell	Via synthetic/natural polymers and lipids to the cytoplasm	Via viral and other gene therapy vectors to the nucleus.
Persistence	99% degraded after 48 hours	Expressed for up to 3 years.
Administration	Local or limited systemic injection	Local and systemic injection
Dosage	High (low nM)	Low (\$ copies)
Likelihood of specific 'off target' effects	Higher than shRNA	Lower than siRNA
Likelihood of non-specific 'off targets' effects	Higher immune activation, inflammation and toxicity	Lower immune activation, inflammation and toxicity
Application	Acute disease conditions; Where high doses are tolerable	Chronic, life threatening diseases or disorders; Where low doses are desirable



## 6

## THE MARKETING EMAIL

WHEN BUYERS  
READ  
MARKETING EMAILS **STAGE 1**  
Unaware of problem **STAGE 2**  
Understands problem **STAGE 3**  
Seeks Solution **STAGE 4**  
Considers solutions **STAGE 5**  
Chooses vendor **STAGE 6**  
Refers vendor

## What is a marketing email?

An email sent to specific recipients with the intention of driving a response

## What do readers expect?

To be recognised and to be sent relevant information only when he wants it.

## Why bother?

- Email is the **most effective means** to communicate with your targets
- Unlike advertising, you speak directly to readers without alerting competitors
- Email is by far the **best means to qualify leads** - which is why everyone collects email addresses
- Emails are used **at all stages** of the sales cycle
- Emails are vital to customer satisfaction, retention and growth **after the sale**, too.

“

**With social networks reducing the amount of visibility brands and businesses get on their platforms, and with search engines intimidating business owners and marketers with ever-increasing complexity of their ranking algorithms, businesses will return to the one marketing asset that they can control entirely— their email list.<sup>8</sup>**

**Forbes**

*Top 7 Online Marketing Trends  
That Will Dominate 2015*

## The Marketing Email

### Why are most Marketing Emails deleted?

- ✗ Writers forget what readers expect and send ‘one to all’
- ✗ They ask for opt-in for one thing and then blast readers with everything
- ✗ They write to a schedule not because they have anything of value to say
- ✗ They write long, bland emails that fail to grab attention & move to action
- ✗ As a result, they cause readers to unsubscribe – and that’s forever.

### What if you get Marketing Emails right?

- ✓ Your emails are treated as if sent directly from you, one-to-one
- ✓ You build a relationship with each reader personally
- ✓ You can track how each responds, and personalise your approach, building a stronger relationship all the time.

“

Email is an integral touch point along the customer journey for the majority of marketers:

**73% agree that email marketing is core to their business.<sup>9</sup>**

**Salesforce**

2015 State of Marketing Survey

## How to write Marketing Emails that influence

### Do your homework

- ✓ **Define your database:** who are the readers and what problems keep them awake at night?
- ✓ **Segment it:** how are the problems different by industry or buyer persona?
- ✓ **Prioritise it:** focus on those segments with an urgent pain right now.

*For instance, a change in legislation, a new security threat, an new opportunity (risk or gain) and write those emails first. By the time you're done, another problem may have emerged somewhere else. You may never need to send a 'me too' email and you should resist doing it.*

### Define your hot buttons

- ✓ **Choose your solution:** what is the best way to resolve this industry need? (White Paper, event, webinar, demo, consult?)
- ✓ **Customise it:** how easily can you customise this solution to this segment with this problem?
- ✓ **Define key points:** what are the key hot buttons for each segment?

## How to write Marketing Emails that influence

### Set your tracking

There is no point in sending emails if you can't analyse who responds in what way, so set up to track:

- ✓ Opens, click and downloads (per email)
- ✓ Web visits (best to track by contact name, not just Google Analytics)
- ✓ Other responses (registrations, survey responses)
- ✓ Lead quality (based on survey answers or number of responses etc)

### Write your email

- ✓ Personalise it: don't ever send an email without personalising it
- ✓ Have a strong opening: make it short and refer to a known fact (including source e.g. a change in legislation). No more than 2 lines. 1 is ideal.
- ✓ Use bullet points: no more than 4; 3 is ideal; tell the reader what he will get
- ✓ Don't tell all; make sure the only way to get the answer is to click
- ✓ Call to action: make it clear what the reader must do (download a paper, go to a blog post, register for an event).

*If the email is longer, have more than one CTA but don't overdo it.*

[View a completed example here](#)



Check out our latest Blog Post:  
**Artificial Intelligence -  
 will a robot replace you?**

Possibly. **Artificial Intelligence** (AI) has been all over the news recently - from cars and trucks without drivers to lawyers and accountants without jobs.

In this post, **we separate facts from hype** and show what AI can, can't and could do. You'll be surprised.

**READ THE BLOG**

## How to write Marketing Emails that influence

### Polish it

- ✓ Write your subject line last: make it short, emotive, challenging, intriguing
- ✓ Edit subject: keep it to 60 characters so it can be read in reading pane
- ✓ Deliver on the promise: make sure your email subject exactly matches what the reader will get if he clicks
- ✓ Define it: Make it clear what he'll get in the email subject line e.g. **Cyber Risk: Assume You're Breached [New Research]**
- ✓ Make it attractive: Whether text only or graphic, make it easy to read, with large font sizes and small paragraphs
- ✓ Add an image: if your corporate style is graphic (make sure t's responsive).

### Check and test

- ✓ Check for errors: ask someone else to check spelling, grammar punctuation.
- ✓ Make sure all links work: downloads, return email, company URL, the lot
- ✓ Segment: make sure the email matches the market segment
- ✓ Send a test: to yourself; then **push the red button.**

[View a completed example here](#)

# What you can do

## 1. Nothing

If your collateral is engaging, convincing and converting as many leads as you need, this may be the best option for you.

## 2. DIY

If you have time to learn, test and tweak, you'll find *Write To Influence* an invaluable teacher. Bear in mind, it takes time to learn, and you'll need a good editor and quality control process.

## 3. Hire a copywriter

If you don't have time to DIY, a copywriter can help. Yet, it will take time for general copywriters to know your industry, terminology and nuances. Also, you'll need a sharp-eyed editor and an effective quality control process.

## 4. Ask an expert

If you want high quality content created quickly and consistently, this is the best option for you. A high tech sector marketing specialist ramps up to speed rapidly, producing high quality content that cuts through to your targets. It will also be delivered on time and on budget, so you can get back to business.





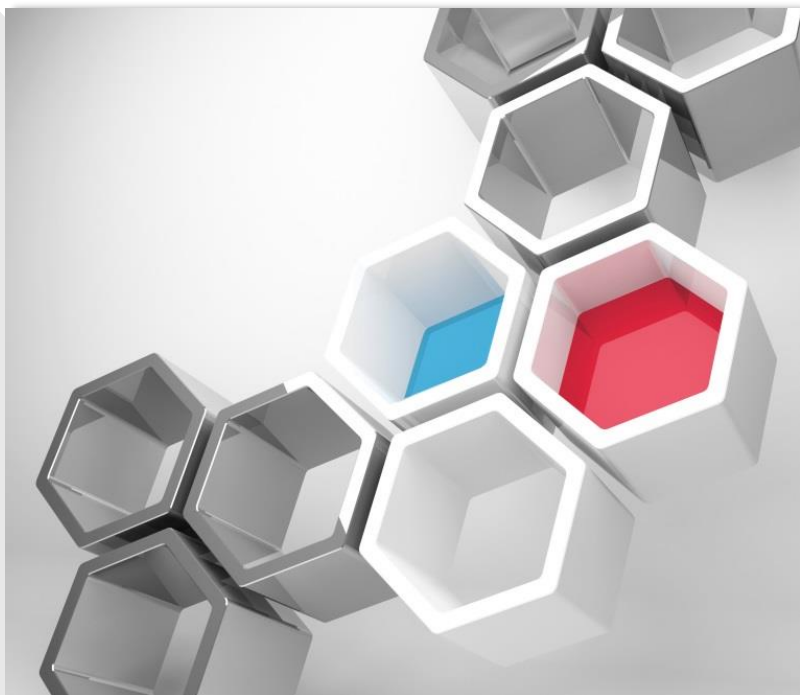
# About Technoledge

**Technoledge is the leading high tech sector marketing specialist in Australia.**

Working with Australian companies in IT, Electronics, Biotech, Biomed and other complex technologies, Technoledge has developed and finessed processes like those in this ebook, to create content that *influences* buyers of high tech, not just informs them.

Technoledge is the only marketing agency that, over 14 years, has helped over 100 Australian high tech companies punch well above their respective weights in chosen markets. We've achieve it through strategy and collateral that prove clear Thought Leadership.

[See if we're a good fit](#) for your company, or contact us for [an obligation-free chat](#) about your technology. You're sure to gain insights you can apply right now.



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# Glossary

**Sales cycle**—the process of taking the buyer from unaware of a problem to a customer satisfied with a solution

**Buyer's Journey**—the sales cycles as seen by the buyer

**Sales Funnel**—the sales cycle as seen by the seller

**Reader**—a buyer or influencer who reads your material

**Buyer**—a contact with a business problem for which he has responsibility and budget to solve

**Influencer**—a contact who influences the buyer but does not control the process or budget .

*A note about Reader gender – for brevity & correctness, we've made the reader male, rather than male or female or both (plural).*

# About the authors



Hello, I'm **Tracey James**, Co-founder and Chief Marketing Strategist for Tech Torque Systems. I started out life as a 'techie' qualifying in Biotechnology, so I understand technical complexity but quickly found research tedious. I swapped to selling then marketing Biotech products for Merck and GE Health and later switched to IT, marketing software and hardware.

In the Tech Sector, I saw brilliant Australian companies failing to prosper because they had disjointed, unreliable marketing and selling processes. I co-founded Tech Torque Systems with **Matthew Whyatt**, combining his Precision Processes for Selling with mine for Marketing to create the first integrated system to fast-track Tech Sector growth.



Hi, I'm **Kim Brebach**, Tech Torque's Content Chief. Over decades of selling and marketing in IT for companies like Novell and Silicon Graphics, I developed a healthy disregard for marketers who need buzzwords to sell their products. I think technology marketers need to move well away from confounding with jargon and data.

We need to engage buyers in language they understand, and wrap benefits in stories that challenge and intrigue, not just inform them. I love it when clients say to us 'Do others say they wouldn't change a single word of your first draft?' That what we do: transform the dusty, dry stuff into colourful, exciting, compelling stories.



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