

How to Use Your Gorilla Guide Book Throughout the Buyer's Journey



THOUGHT LEADERSHIP



AWARENESS

- ▶ Content Syndication 1st & 2nd Touch Programs
- ▶ Social Media Posts (Paid & Organic)
- ▶ Tradeshow & Roadshow Giveaways



INTEREST

- ▶ Email Nurture Tracks
- ▶ Email Drip Sequences (Split Asset into Email Drip Content)
- ▶ Analyst Briefing Handouts
- ▶ Online Quiz or Calculator CTAs
- ▶ Chat Bot Sequences & Call-to-Action Logic



ENGAGEMENT

- ▶ SME or Online Demo Handouts
- ▶ Sales Touches: Email Follow-up, Hard Copy Shipments to Prospects, Leave-Behinds, Email Signatures
- ▶ Community Programs (Welcome Kits, Resources, CTAs)

TACTICS FOR ALL FUNNEL STAGES

- ▶ MegaCast, EcoCast, ATM Summit + Gorilla Guide Webisode Next Steps & Handout
- ▶ Webinar Programs Call-to-Action & Handout
- ▶ Field Marketing & Channel Programs Enablement
- ▶ Sponsored Article Content (Article Content Sourced From Gorilla Guide)
- ▶ MDF, Alliance, or Co-Branded Partner Programs
- ▶ Paid Search Landing Pages
- ▶ SEO-Optimized Corporate Website Article Content (Article Content Sourced From Gorilla Guide)
- ▶ Display Ad Campaigns
- ▶ Retargeting / Remarketing Ad Campaign CTAs
- ▶ Company Website Coverage: Product Pages, Use Case Pages, Resources Section & Community Sites
- ▶ Video Marketing Topics
- ▶ Direct Mail Campaigns



INTERNATIONAL LOCALIZATION