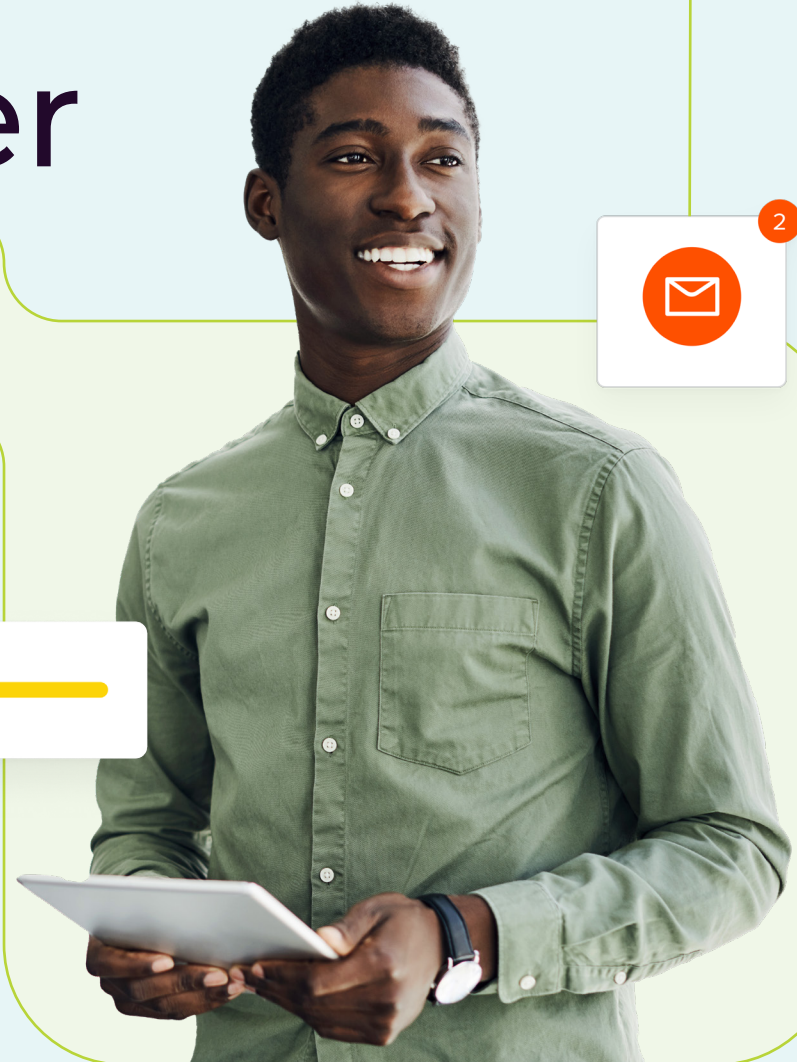




E-BOOK

# Enabling *Effective* Buyer Engagement



2





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## INTRODUCTION

# It's a buyer's world

There was a time when the sales rep was in control. If a business wanted to buy something, they looked it up, called, and the rep elaborated on their product or service, explained how they compared to their competition, and even helped determine a reasonable price.

### **But times have changed.**

Now, buyers have more control. The customer journey has evolved to reflect the self-directed content consumption made more prevalent than ever by the internet.

With so many resources at their fingertips, buyers are more than halfway through the sales funnel before they interact with anyone. In fact, practically all of them want self-service options during the buying process, and most of them have consumed several pieces of content they found online before engaging with a sales rep.<sup>1</sup>

When it comes to software-as-a-service specifically, those applications are so ubiquitous now that buyers in the

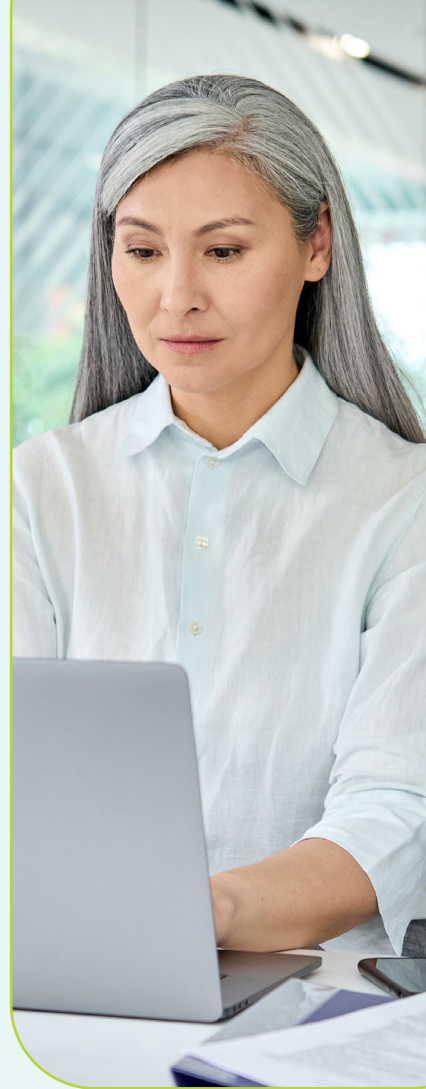
business world frequently discuss them with each other, including how they work and how they ought to work.

All of this means that by the time buyers finally reach out to a rep, they've already done their own market research, their own competitive analysis, and their own price comparisons.

Of course, responding to buyers so late in the sales cycle can put sales reps at a disadvantage, relegating them to a more reactionary role. Reps have always had to present themselves as experts to build trust—but now they have to do that before they've even met a buyer, in person or virtually.

To take back some control of the sales cycle, reps must proactively reach out to individuals with material that'll capture their attention on the digital channels they frequent.

But knowing where buyers can be found and having the right content for them still isn't enough.



<sup>1</sup><https://www.demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-buyers-crave-concise-research-based-content-to-inform-purchasing-process/>



## Making it personal matters

While the internet evolved the buyer's journey, it would seem the pandemic kicked this evolution into overdrive. With everyone having to interact remotely, businesses took on new technologies at an unprecedented rate, adopting in just months what was traditionally several years' worth of new investments.<sup>2</sup>

And there can be little doubt that rep-customer interaction was a driving force behind this accelerated tech adoption. With trade events, lunches, dinners, and in-person meetings of any kind put on hold, optimizing remote communication for maximum effectiveness would have been a high priority for any business. **In fact, it's probably why, at Seismic, we saw dramatic adoption of our content personalization tools during that period.**<sup>3</sup>

Why personalization? Simply put: Buyers are utterly inundated with content. So, getting them to engage with yours means having to stand out in the crowd—and that means being able to speak to their specific needs as directly as possible, and without having had any previous contact.

Of course, personalizing content is easier said than done—and it's still only part of the picture. Delivery of that content is often more complicated than it seems, and knowing whether it's working is yet another story.

Getting these factors right is crucial to bigger deals, faster sales cycles, and higher win and renewal rates.

## Here's how to make it happen with the Seismic Enablement Cloud™

<sup>2</sup><https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

<sup>3</sup><https://seismic.com/resources/reports/the-personalization-payoff-report/>



# Streamline *personalization*

For a buyer to take a rep seriously, they need to know the rep understands their challenges, goals, industry, and brand. And that means the materials reps share with buyers have to reflect all of that. But doing so for every sales presentation is a manual process, replete with tool toggling, library scouring, document juggling, text scanning, and copy-pasting. In a word, it's inefficient, eating up precious time that could be spent pursuing even more opportunities.

The Seismic Enablement Cloud not only makes personalization efficient, but it also prevents the inclusion of off-brand imagery, out-of-date messaging, and—most importantly—non-compliant content.



## Machine learning & artificial intelligence

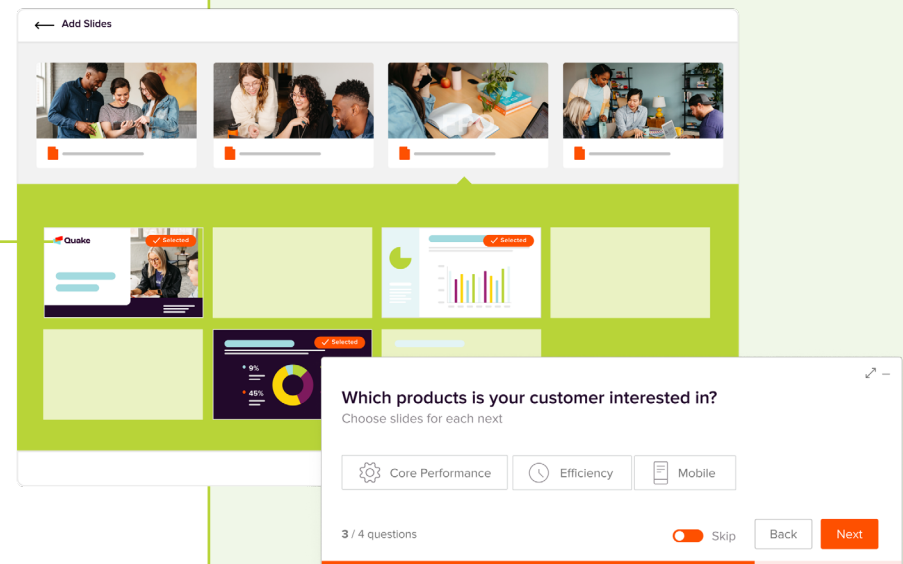
With so many buyers doing so much of their research online, it's no surprise that each of them generates a digital footprint. This footprint is a goldmine of leverageable data, revealing what kinds of content a given buyer finds truly engaging and allowing you to extrapolate what countless look-alike buyers will likely gravitate to.

The catch is that these data sets are too large and complex for humans to analyze on their own. Seismic utilizes machine learning and artificial intelligence to do what no one's brain can: crunch vast amounts of data to uncover patterns and insights that translate into content recommendations based on the behavioral history of similar buyers at similar stages in the sales cycle. And once a rep has what they need, they can use the following tools to personalize them.

## Guided Assembly

With Guided Assembly, content creators answer pre-built questions about who their content is for so Seismic can automatically pull in relevant slides from the creator's Seismic WorkSpace (their own personal repository of created, saved, and received content)—and these updates are made in real-time right before the creator's eyes.

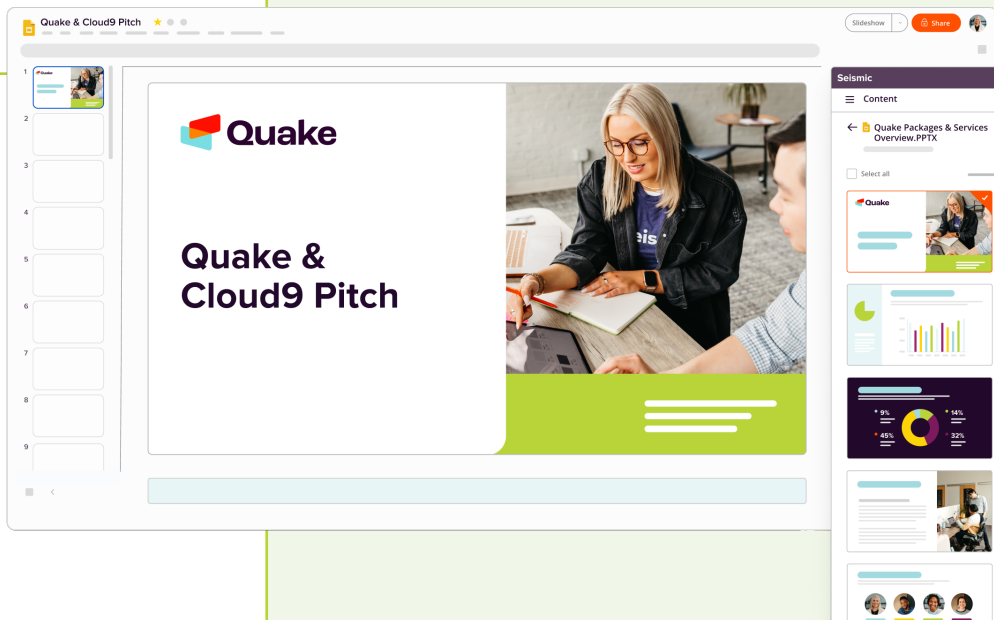
Creators can also effortlessly insert and replace text, logos, and imagery using variables. They're even shown which content they're required to include along with explanations for why it's mandatory. Think of it as built-in quality control.



## Seismic for PowerPoint and Google Slides

PowerPoint and Google Slides are where reps actually do most of their personalization. But they often have to navigate to other tools when they want to find a certain piece of content or copy-paste text and/or imagery from other files. But with Seismic for

PowerPoint and Seismic for Google Slides, that's all in the past. Both of these tools allow creators to access presentations and case studies from the Seismic content library without leaving the deck they're working on.

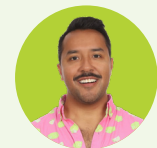


### Quick Tip:

If your presentation includes a slide deck, it can be easy to overthink everything from the format to the order of the slides and everything in between.

Save yourself the time and effort it takes to build a deck from scratch and use the templates your marketing team creates to leverage their expertise, ensuring you're always using compliant language as well as the latest and greatest information.

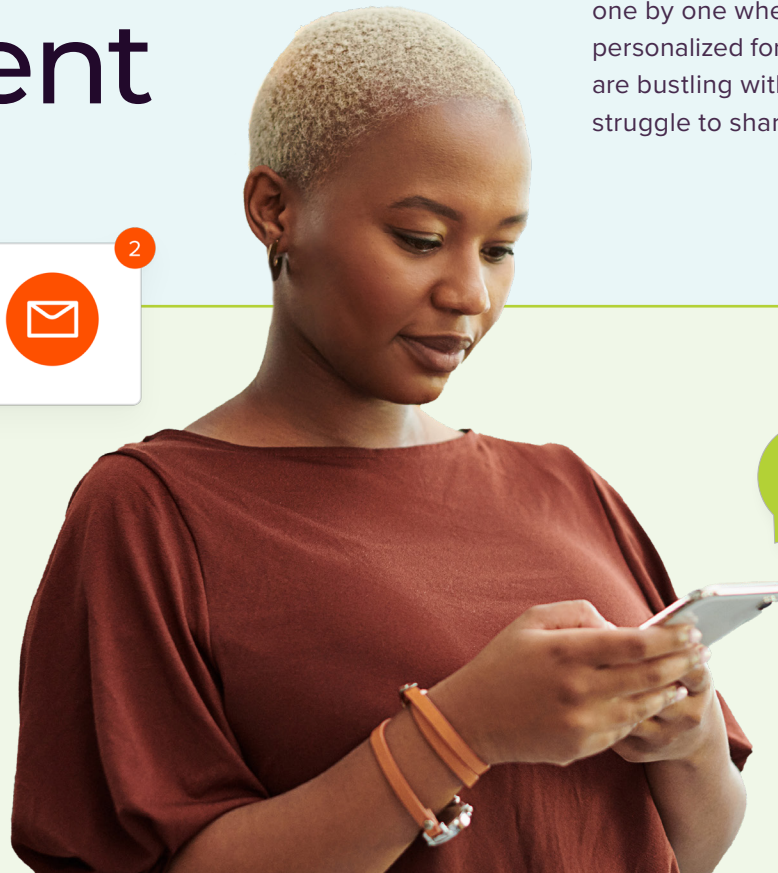
**Courtesy of Sergio Toranzo**  
Senior Solution Consultant  
Seismic



# Effectively *deliver* your personalized content

Creating personalized content is one thing but getting buyers to pay attention to it is another. After all, what good is the most impressive piece of content if no one consumes it? Or even sees it? How content is delivered is just as important as the content itself. The mode of delivery has to be compelling or the buyer will never know how compelling the content is.

When it comes to online interactions with buyers, email and social media are easily the most ubiquitous channels and each poses their own challenges for sales reps. With email, it comes down to efficiency in personalization. Reps often have to send very similar or identical emails to several buyers one by one when they'd rather just write one email that's automatically personalized for several recipients. As for social networks, those sites are bustling with buyers ready to have conversations. But many reps struggle to share content that'll catch a prospect's eye.





## 02 Effectively deliver your personalized content

### Email Blasts

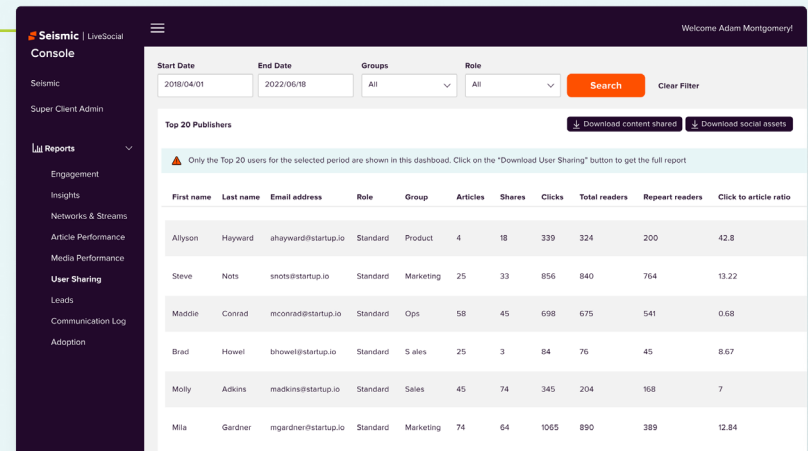
Seismic allows reps to access Marketing-approved, appropriately branded email templates that can include editable and locked components. HTML-based variables draw information, such as a recipient's name, directly from the company CRM for seamless population at scale.

So, if Marketing identifies that a certain rep's contacts showed interest in an ad, a list of those contacts is created in the system and associated with the appropriate follow-up email template. The rep can then use that template to send a personalized email to each of those contacts in one fell swoop. Content shared via these emails can also be shared as links, rather than attachments, to capture buyer engagement data, including how long the recipient spent consuming the content, even down to the individual page level.

### LiveSocial

Seismic LiveSocial allows for the creation of curated content feeds from both Marketing and third-party sources, ensuring reps share only compliant, risk-free, and resonant content over social media. Reps also have the option to customize their social posts or use pre-approved text and imagery from the marketing team.

As with email, content can be included via links to capture buyer engagement analytics—including clicks, likes, comments, and video views—which can be leveraged for future, more successful content iterations. LiveSocial also captures data that provides information about a specific buyer's social interactions with various reps, which can then be used to determine deal attribution, marketing segmentation, lead generation, and more.



Seismic | LiveSocial Console

Welcome Adam Montgomery!

Start Date: 2018/04/01 End Date: 2022/06/18 Groups: All Role: All Search Clear Filter

Top 20 Publishers

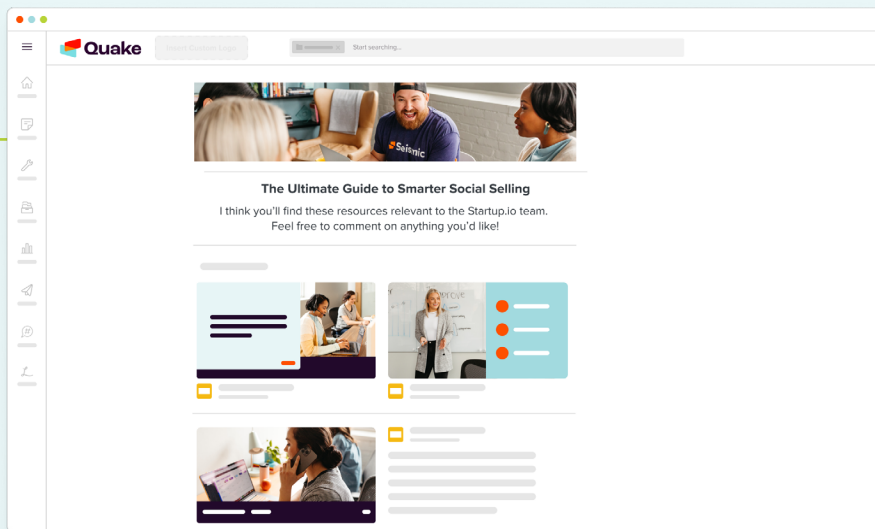
Only the Top 20 users for the selected period are shown in this dashboard. Click on the "Download User Sharing" button to get the full report.

First name	Last name	Email address	Role	Group	Articles	Shares	Clicks	Total readers	Repeat readers	Click to article ratio
Allyson	Hayward	ahayward@startup.io	Standard	Product	4	18	339	324	200	42.8
Steve	Nots	snots@startup.io	Standard	Marketing	25	33	856	840	764	13.22
Maddie	Conrad	mconrad@startup.io	Standard	Ops	58	45	698	675	541	0.68
Brad	Howel	bhowel@startup.io	Standard	Sales	25	3	84	76	45	8.67
Molly	Adkins	madkins@startup.io	Standard	Sales	45	74	345	204	168	7
Mila	Gardner	mgardner@startup.io	Standard	Marketing	74	64	1065	890	389	12.84

## Digital Sales Rooms

Now, imagine being able to track detailed engagement data later in the sales cycle on an ongoing basis so you could better prepare for every follow-up interaction. With Seismic's Digital Sales Rooms, you can do just that, and so much more. These secure online environments facilitate communication between sellers and buying teams, bringing personalization to a whole new level and all in one place.

Featuring an intuitive drag-n-drop design, Digital Sales Rooms are easily cobranded and customized in a variety of ways. Each one acts as the single source of truth for a given deal through which reps can interact with customers as frequently as they need to via chat, tagging, and commenting. Reps can also record and send videos from within the room—no need to record, save, download, and upload using other tools.



### Quick Tip:

There's nothing worse than sitting through a demo or a presentation where you have to visualize the product or capability being discussed. It's distracting and an easy way to check out of the conversation.

Use the technological tools at your disposal. Take your audience on a journey of discovery by showing them live examples as part of your pitch. The most engaging presentations leverage mixed media, so don't be afraid to combine slide decks with live demos and supporting documentation.

**Courtesy of Sergio Toranzo**  
Senior Solution Consultant  
Seismic



# Continually improve your content for *ever-better* buyer experiences

As mentioned earlier regarding emails, social media posts, and Digital Sales Rooms, Seismic provides a variety of engagement data that informs how content can be improved. But that was just a taste. The **Seismic Insights** feature provides a long list of dashboards containing a treasure trove of data that can shape content strategies for maximum buyer interest on an ongoing basis. This data sheds light not just at the level of a particular content asset but at higher organizational levels, illuminating which teams are more successfully leveraging certain content, for instance.

These dashboards focus on various aspects of content success. To name just a few examples, the library inventory dashboard highlights KPIs and other metrics, such as views, usage, and opens for all content in the Seismic library; the content audit dashboard showcases which content should be kept, reviewed, or retired; and the win history dashboard elucidates how a team's outreach efforts compare to their engagement results and win rates.



# With Seismic, it's easier than ever to give modern buyers the experiences they *want*

The evolution of technology has created a more savvy, independent, and informed buyer than ever before. But ironically, technology has become a burden for the sales reps trying to capture these buyers' attention. That's because the data, content, and tools reps need to succeed often live across multiple platforms, making their efforts tedious and time-consuming.

The Seismic Enablement Cloud is a single platform that ties all these crucial elements together, providing simplified user experiences and efficient tools that ultimately translate to better buyer experiences, bigger deals, faster sales cycles, and higher win and renewal rates.

**Speak with our team to get started →**







# About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

**Visit our website →**

