

From Product-Focus to Outcome-Focus: How DemandLab Helped a Global Market Intelligence Provider Reshape Messaging Strategy and Improve the Customer Journey

By combining foundational, customer-centric messaging with supportive campaign assets, the marketing team at this global insights leader exceeded sales goals for their financial services division and met their customers' needs for more dynamic content specific to their desired outcomes.

INDUSTRY

Information Services

SOLUTION

[Content Strategy](#) >

[Content Creation](#) >

HIGHLIGHTS

DemandLab's award-winning content division enabled this case study client to:



Exceed
sales goals



Develop **high-end, lead-converting**
content



Shift to **strategic messaging** to
improve CX

The client is a leader in data, technology, information, and analytics. The company operates across six divisions, serving over 80% of the Fortune Global 500.

Challenge

In today's world of digital saturation and ever-changing buyer behavior, marketers are finding that persuasive, product-specific content is no longer enough to convert prospects into customers. Our client recognized this shift in the mindset of their own customers and worked with DemandLab to design a content plan that would prioritize strategic, outcome-focused messaging over product-focused messaging. As a result, content that engaged the customer throughout their journey and communicated value in terms of their highest priorities and needs became the central focus.

A successful nine-year relationship between DemandLab and the client had already established an excellent cadence for developing thought leadership content aligned with business needs. Building from this strong foundation, DemandLab helped develop more personalized, customer-centric messaging for the client's financial services division that increased engagement and generated more leads.

"Because of our long-standing relationship with DemandLab, we had developed an excellent cadence for content generation and wanted to do more strategically as marketers with the customer's experience in mind," stated the client's Director of Strategic Marketing and Analytics.

“ Our clients face a lot of volatile market dynamics in their work and rely on essential intelligence to make confident decisions on complex global matters. They're responsible for finding new ways to tap into insights that lead to profitable opportunities. ”

– Director of Strategic Marketing & Analytics

CONTENT IN ACTION

The expanded client content library includes over 60 messaging materials and content assets that align with each stage of the marketing funnel.

Core Messaging

Definitive documentation of strategic and foundational campaign messaging.

Top of Funnel Content

Thought leadership and awareness and educational content, like blogs.

Middle of Funnel Content

Educational, engaging, and nurturing content, including video scripts, case studies, and landing pages.

Bottom of Funnel Content

Sales enablement content, including fact sheets, sell sheets, and whitepapers.

Using the foundational messaging, a drip-email campaign was developed to promote fresh insights around supply chain disruptions to:

- Mark the beginning of new content development processes
- Make the ideation, creation, and activation of content repeatable, scalable, and sales supportive

Approach

To ensure that the new foundational messaging resonated with the client's target audience, DemandLab led strategic exercises with the client's team, including content auditing, journey mapping, and campaign content library ideation. The goal was to align the end customer's pain points to the client's service offerings.

"We needed to show our customers that we could help them achieve measurable cost savings and drive procurement excellence," said the client's Director of Strategic Marketing and Analytics. "In several working sessions of research and journey mapping with DemandLab, we determined that a shift in content strategy was necessary."

Strategic content exercises included:

- **Content auditing**
- **Customer journey mapping**
- **Customer-centric messaging ideation**
- **Value proposition mapping**
- **Campaign content library expansion**

DemandLab helped expand the client's content library to over 60 content assets aligned with each stage of the marketing funnel. Materials included core foundational messaging documents; awareness, educational, and sales enablement messaging documents; thought leadership content; and more.

Personalized messaging and supporting campaign assets measurably engaged customers while meeting specific campaign and sales goals. Traditional thought leadership content was replaced with strategic, outcome-focused content — and the result? Higher sales conversions and happier end customers.

"In several working sessions of research and journey mapping with DemandLab, we determined that a shift in content strategy was necessary."

— Director of Strategic Marketing and Analytics

Result

With the foundation set for an improved customer journey within the client's financial services division, they began to capitalize on the new lead and sales outcomes of a revised, "audience-first" content strategy.

Throughout the 18-month engagement, DemandLab:

- **Led more than 16 strategic messaging development exercises that helped the client exceed sales goals**
- **Developed foundational customer-focused campaign messaging**
- **Mapped strategic content plans for the client to use into the following year**
- **Identified repeatable lead-generation exercises for use in years to come**
- **Developed core messaging for the client's use under their new global brand**

Recognizing that customers are the lifeblood of any sustainable marketing strategy and brand, the client continues to analyze the customer journey and messaging for engagement trends that will carry them well into the future.

"The kind of specialized support we get from DemandLab is complementary to our team's contributions and is strategically imperative for our sales force," explained the Marketing Director, Financial Services Sector.

"We have enjoyed shared successes in leveraging the momentum from our years-long partnership to generate content that provides solutions to our customers' specific problems."

— Marketing Director, Financial Services Sector

PROJECT INSIGHTS

At a time when it's more difficult to gain customers' attention, marketers have a responsibility to craft messaging through the customer lens. Speaking their language, showing that you understand their needs, and providing solutions have never been more critical. And by developing timely, customer-focused content, you're establishing a foundation that people can rely on, including support at each stage of their ever-changing journey.



DemandLab is a global B2B digital marketing agency that helps enterprises leverage the power of martech, data, and content to enhance the customer experience and revenue performance.

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