

Topic: Nurture Marketing

Adage: Patience is a Virtue

Principle: Turn Points of Contact into Points of Value

1. Can storytelling or thought leadership programs deliver a value-based approach that uses insight and best practices- presented in a series of thematic and related assets delivered over time?
2. Can you generate experiences for the prospect that give them a measurable benefit? (time, effort)
3. Are your content assets adoption (build, manage, change) or buying stage-specific? (awareness, consideration, preference)