

## Winning Data and Content Strategies for a Knowledge Economy



**Dave Colford**  
Chief Customer Officer, Hanley Wood, LLC

Dave Colford is the Chief Customer Officer of Hanley Wood, LLC, the premier media, information and marketing services company serving the residential and commercial design and construction industry. Dave leads top-line growth programs for the company's building product manufacturer (BPM) customer base. That includes all BPM sales and marketing strategy, operations and results, including corporate sales, media platform sales and strategic marketing services. Prior to joining Hanley Wood, Dave led highly effective sales teams at Geeknet Media, CMP Technology, IDG and Ziff Davis Media.

### ? **How is Hanley Wood uniquely qualified to serve marketers in today's knowledge economy?**

Building product manufacturers (BPM) are faced with an unprecedented sales and marketing challenge: They must find the right targets, at the right time and with the right business-value message.

That starts with finding the hottest markets and high-value prospects. That's where our wholly-owned subsidiary, Metrostudy, comes in. Metrostudy is the nation's leading provider of primary and secondary housing information. In the recovery of any market sector, market intelligence is the single most important element of any sound ROI-based strategy. Metrostudy proprietary data accomplishes four things: It guides our customers to the fastest-growing markets; tells them precisely what type of housing projects are being done; shows what products are being bought; and accurately matches their sales and marketing activities for the best possible return.

It is literally a roadmap for success.

### ? **How does Hanley Wood help a BPM achieve exceptional sales results with high-value content?**

Once you know where to spend, the next step is to determine what conversation to have with your best prospects and buyers.

Our Strategic Marketing Services (SMS) unit offers expert content marketing and purchase process consultation. We review and audit the BPM's content, identify gaps in the purchase process and make recommendations on content development and distribution platforms.

If data is the brains in a sound sales and marketing plan, content is the heart.

### ? **Tell us how Hanley Wood generates sales-ready leads for BPMs?**

BPMs must understand consistent outbound sales lead generation is the new normal. Hanley Wood has developed a three-tier Demand Generation Portfolio that drives the exact type of leads BPMs need to achieve business results:

Hanley Wood Education works with BPMs to provide deep, accredited coursework that generates Continuing Education Units

(CEUs) for the BPM's audiences. That thought leadership positioning has proven to earn not only audience good will but also brand loyalty at purchase time.

Our educational webinars provide immersive content environments for a BPM to inform members of our proprietary database to learn about a topic relevant to the BPM's marketing goals.

Content syndication offers targeted audience promotion of a BPM's information assets, such as videos, whitepapers, case studies and articles.

In each case we target a BPM's best prospects and customers with a customized content and audience aggregation plan that delivers guaranteed high-value leads.

### ? **What should a results-focused BPM understand about social media?**

Social media is far more than Facebook and Twitter. Facebook and Twitter are merely elements of a larger movement that should have the BPM's corporate website at its center.

Understanding the difference between audiences and organic communities is the basis for creating conversations with a BPM's customers and best prospects. We identify the communication gaps a BPM has with its desired communities and the resources available to drive content and conversation.

Hanley Wood offers BPMs a broad range of tools and services to develop everything from simple platforms for community engagement all the way to full-blown social strategies with long term vision, definable metrics and sophisticated reporting.

We go beyond "retweets" and "likes" to deliver real world sales success. ●