

It's All about Our **Editorial-Driven** Database of Industry Professionals



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Tom Rousseau is the Executive Vice President of Hanley Wood Strategic Marketing Services. His responsibilities include leading the on-demand marketing as a service team at Hanley Wood. Tom is a subject matter expert on customer engagement programs that focus on ROI analytics for content marketing, demand generation, social media, mobile and sales enablement platforms. Prior to joining Hanley Wood, Tom held senior executive level positions at IDG Communications, Ziff Davis Media and UBM. After 28 years in the B2B marketing and advertising industry, Tom was inducted into Folio's B2B Industry Sales Executive Hall of Fame in 2011.

? **What makes our 3.4 million-name database of industry professionals so valuable?**

Our database is unique. We own it. We operate it. We spend millions of dollars creating high-quality, trusted third party education content that helps our readers do their jobs better.

This editorial content is the stick factor and our secret sauce to help building product manufacturers (BPM) marketers sell more products. Our readers, who are our customers' buyers, take time out of their busy schedules to join and become members of our print, online, newsletters and face-to-face event communities. Hanley Wood invests millions of dollars each year to grow, refine and cleanse our data. That means real value for our advertisers.

Our relevant and compelling editorial content informs our readers and helps them in every stage of their purchasing process. Our readers, who are the best-qualified buyers in the industry, view us as their trusted

business advisor. How can we make that bold statement? Go ahead and Google general industry terms like concrete construction, builder, remodeling and architect. Guess what? Our editorial brands always rank in the top three of Google search (as well as Bing and Yahoo). On many days we rank #1 in the world. That means our customers buyers love our editorial content, based on Google search page rank.

Customers/BPM marketers count on us to help them to do their job better and close more sales. They need and want third-party validation platforms like ours to share their product's value proposition. That's why more and more BPM marketers now turn to us.

Think of it as a "value exchange." Our audience shares valuable buying information about themselves in exchange for remarkable educational content. Our high-quality, constantly-cleansed editorial database is built around the best industry content in the world.

? **Tell us about the Hanley Wood approach to content marketing.**

Our clients keep us busy because of their constant need for sales-qualified leads (SQL). To secure the best qualified leads for your client's sales team, always start with this question: Are you comfortable with your content for this product launch? Why do we ask this? If the client does not have a content blueprint in writing for the product launch, nine times out of 10 the lead program fails. It all starts with relevant and compelling content that solves the pain points of the targeted buyer.

When we help a customer with their content marketing strategy, our first step is to perform a gap analysis focused on the purchase process for the product. How does the customer's content portfolio map against their buyer's journey? What's missing? What can be improved? We examine awareness, consideration, preference and intent to buy to determine if the client has at least one or two assets for each buying stage.

We have a proven scientific process led by highly-skilled practitioners and other Hanley Wood subject matter experts. We're content experts because of the hundreds of winning B2B marketing programs we've created during our careers. Our investment in services is built around content marketing and our editorial database. This investment is a huge competitive edge for our customers. ●