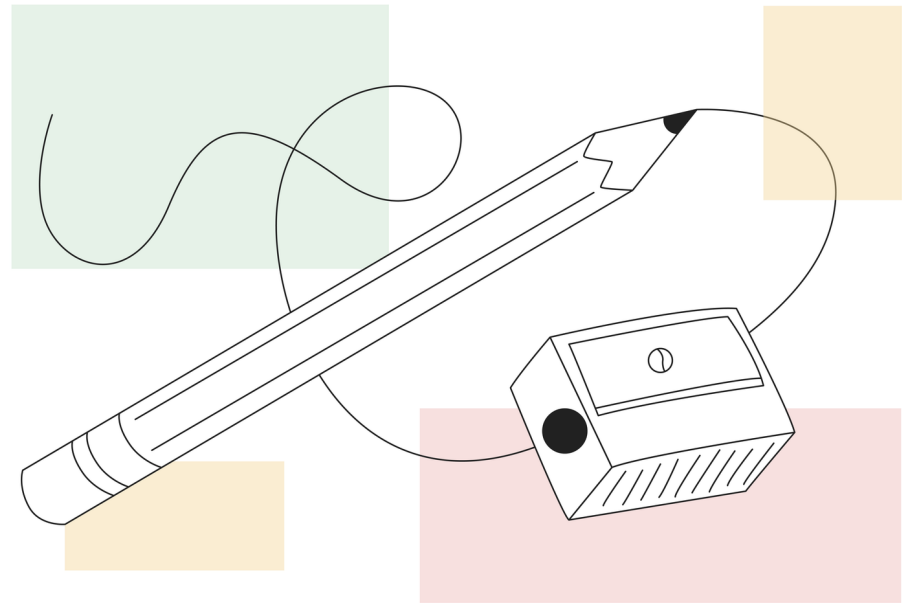


How to optimise your sales with product literature

Matthew Stibbe Articulate
Marketing

1 March 2023



**Product literature is one
piece of the puzzle**



Awareness stage

Prospect is experiencing and expressing symptoms of a problem or opportunity

- Analyst reports
- Research reports
- Ebooks
- Whitepapers
- Educational content (e.g. blogs)

Consideration stage

Prospect has clearly defined and given a name to their problem or opportunity

- Expert guides
- Live interactions (e.g. chat)
- Webinars
- Videos
- Comparison whitepapers

Decision stage

Prospect has now decided on their solution strategy, method or approach

- Vendor comparison
- Product comparison
- Case studies
- Product literature
- Live demos



The majority of website visitors aren't ready to buy yet

Only 1% of visitors (at best) are ready to buy [HubSpot]



Brilliant product literature



One-pagers

Ironically, very often two-pagers

Usually sent by email

We recommend against gating these docs and, to be honest, we not wild about PDFs; better to have detailed product pages that are easier to maintain and share.

Contoso Microsoft Partner

- Gold Application Development
- Gold Application Integration
- Gold Application Lifecycle Management
- Silver Data Analytics
- Silver Data Platform

Headline should only be one sentence and benefit statement

ABOUT [YOUR COMPANY NAME/SOLUTION]:
Write a profile that explains who your company is and what you do. Explain your approach and what makes you different from your competition. Who are your primary customers?

WHAT WE OFFER
Write about the app or solution. What features does it have? What does it offer to clients or customers? How is it differentiated from the competition? How does it leverage the features of Microsoft?
How does your product integrate with and/or leverage the features of Microsoft 365? Please make this text long enough to fill the space. Write about the app or solution.
Write about the app or solution. What features does it have? What does it offer to clients or customers? How is it differentiated from the competition? How does it leverage the features of Microsoft?
How does your product integrate with and/or leverage the features of Microsoft 365? Please make this text long enough to fill the space. Write about the app or solution.

See what customers are saying:
Place in a customer testimonial quote about the experience they had with your product. Add the customer's name and company name. Make the quote long enough to fill the space. Add a relevant reference quote about the experience they had.

Customer Name, Title, Company

Partner Name | www.contoso.com | email@contoso.com | 123-456-7890

Why Microsoft 365?

Save your company money
Microsoft 365 is available as a simple monthly subscription. Avoid large up-front costs for new software while moving the cost of IT from capital to operating expense. And without on-premises servers for your email, websites, and document storage, you can reduce energy costs and save by no longer purchasing new server hardware.

Scale your business quickly and flexibly
Microsoft 365 grows with you on the Microsoft Azure cloud. Adding a new user is as simple as buying an additional license, which allows access to business-critical technology on up to the PCHMax and file mobile devices. Microsoft 365 provides many plans to fit the right capacity needs and price points for each user in your organization.

Technical support
Your Microsoft 365 subscription comes with 24/7 support from a global network of experts, with one-hour response for critical, service-impacting events.

Financially backed SLA
Get peace of mind knowing your services are available when you need them with a financially backed, 99.9% uptime service-level agreement.

Simplified IT management
Reduce headaches by reducing your IT infrastructure. Content lives safely in globally distributed data centers with continuous backup and disaster recovery abilities.

Microsoft 365

Microsoft 365 is a cloud-based subscription service that brings together the best tools for the way people work today. By combining tools to create and collaborate with powerful cloud services like Outlook and Microsoft Teams, Microsoft 365 lets anyone create and share anywhere on any device.

www.microsoft365.com

Partner Name | www.contoso.com | email@contoso.com | 123-456-7890

Key use cases

- Business-class email**
Build anything from lightweight services to multi-tier cloud services that scale up as your traffic grows.
- Cloud storage**
Rely on geo-redundant cloud storage for file sync, archiving, and disaster recovery.
- Move online**
Get actionable insights from your data by taking advantage of AI, fully compatible, enterprise-ready hosted services.
- Collaborate, chat privately**
Accelerate your mobile app development by using a backend hosted on Microsoft Azure.



Website pages


Start with the problem you solve


Always be helping


Clear positioning and differentiation


Demonstrate expertise

Here's why our clients come to us

- 

"We keep saying we'll do a weekly blog, but we never do."
- 

"None of our copywriting ranks well on search engines."
- 


"We write stuff, but we want to be thought leaders."
- 

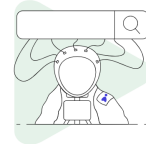
"We can't get leads because we don't have enough traffic."


Copywriting experts

Thought leadership content


We get to know your business by interviewing internal subject matter experts and geeking out about the things that really matter to you. Being a thought leader means:


- 


Establishing a reputation as a leading trusted advisor within your industry
- 

Knowing and addressing your customers' challenges, not selling what they don't need
- 

Proving you can understand, innovate and solve complex problems in new ways

- 

What is a copywriter?
Get under the hood. Get Articulate's B2B marketing guide.
[Read it now](#)
- 

The secrets of persuasion
Discover how we write convincing copy. No, this isn't a naff dating guide.
[Learn the art](#)
- 

Business grammar guide
What damage could one comma splice do? Download to find out.
[Download the eBook](#)



Demo videos

White label embed with Vimeo

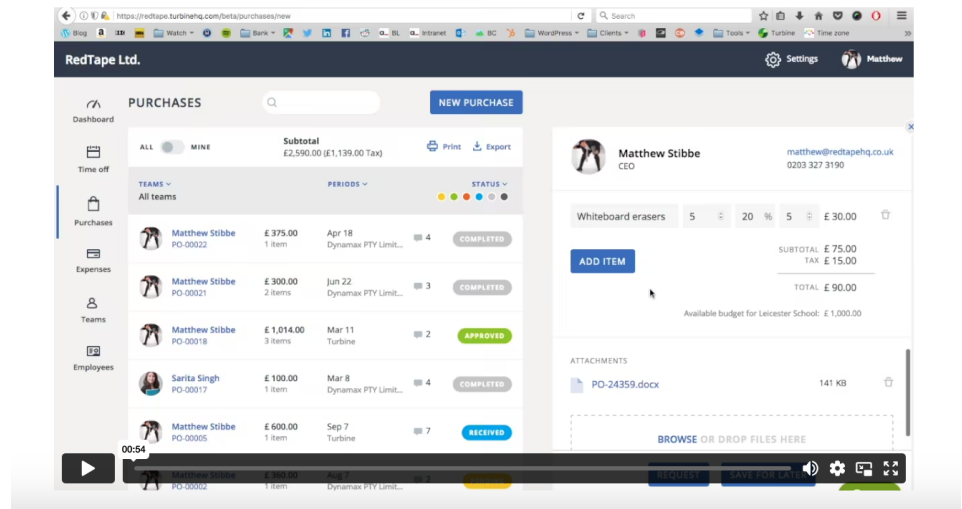
Keep the videos short (1-2m)

Avoid home page explainer videos – they tend to have very low engagement. Keep the demos for a demo page or product tour.

Example from TurbineHQ.com

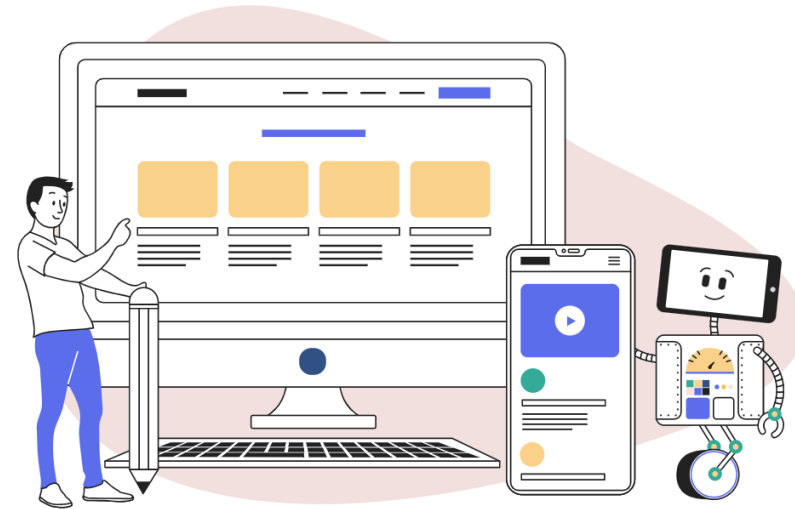
PURCHASE ORDERS

Create, review and manage purchase orders online



Non-product literature is also product literature

Most people who visit a website are not ready to buy, so give them content that starts a relationship by talking to them in their language about their issues



Website design and build

Get a new online home and lead-generation engine for your business. We manage migration of your existing site (or build a new site) on [HubSpot](#); with design, coding, testing, launch support, SEO and web page copywriting. We've even invented our very own HubSpot theme, [Nucleus](#), meaning you can get a new website in weeks, not months.

[How to choose an agency for your new website](#)



Traditional case study

PDFs are not a great user experience and we recommend against gating them, but for some reason people do still like to create, send and receive them



How Wellington College transformed its learning environment with Microsoft Surface and Autopilot

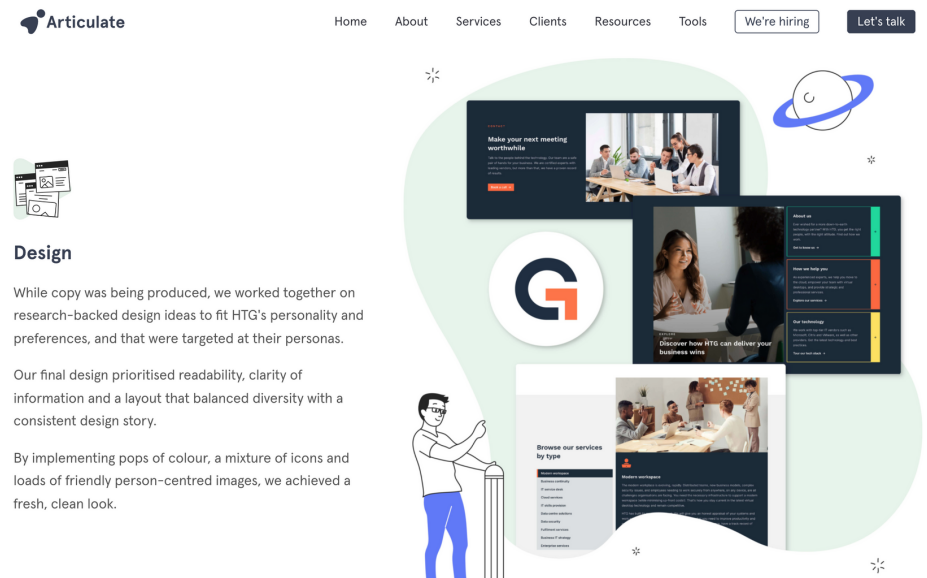
PDF



Online case studies

We're increasingly building ours as standalone pages so we can add more design elements and layout

Also /case-studies/ URL path
BUT you need a reasonable number to avoid it looking like a ghost town



Reviews are product literature too

Endorsements on third party sites can be very powerful

- Google Reviews
- Clutch.com
- Apple Podcasts

For us, reviews on the HubSpot partner directory are super-important.

The screenshot shows a 5.0 star rating for Articulate Marketing on Clutch.com. The overall rating is 5.0, based on 20 ratings. The rating distribution is: 5 stars (100%), 4 stars (0%), 3 stars (0%), 2 stars (0%), and 1 star (0%). The review is dated 21 Dec 2021 and is titled "Above Board". The reviewer, Joe Zajac, is from Electrical Electronic Manufacturing and has 11 to 25 employees. The review text states: "I couldn't be more impressed with Articulate. Although we are a smaller company, we felt we were treated as a Fortune 50 client. They were clear with deadlines, deliverables, and expectations. We even got our project completed in the allocated timeline--how often does that happen! We were migrating an old website to an updated one out of HubSpot CMS and we love our final product. We're excited for the power Articulate has given us and will certainly keep them in mind going forward. I highly recommend to anyone considering." The services provided are: Branding, website design, website migration, crm implementation, crm migration, and full inbound marketing services.

5.0 Overall rating
Based on 20 ratings

5 ★	100%
4 ★	0%
3 ★	0%
2 ★	0%
1 ★	0%

20 Reviews

Filter reviews: All stars ▾ All industries ▾ All company sizes ▾ Sort: Newest ▾

★★★★★ 21 Dec 2021

Above Board

I couldn't be more impressed with Articulate. Although we are a smaller company, we felt we were treated as a Fortune 50 client. They were clear with deadlines, deliverables, and expectations. We even got our project completed in the allocated timeline--how often does that happen! We were migrating an old website to an updated one out of HubSpot CMS and we love our final product. We're excited for the power Articulate has given us and will certainly keep them in mind going forward. I highly recommend to anyone considering.

Services provided
Branding, website design, website migration, crm implementation, crm migration, and full inbound marketing services

Joe Zajac | Electrical Electronic Manufacturing | 11 to 25 employees



Social proof

Awards

Client logos

'As seen in...' press mentions

The screenshot shows the Articulate website's 'Clients' page. At the top left is the Articulate logo. The navigation menu includes Home, About, Services, Clients, Resources, Tools, a 'We're hiring' button, and a 'Let's talk' button. The main heading reads 'Some of our current and former clients'. Below this, there are two rows of logos: Microsoft, DELL, Hewlett Packard Enterprise, CloverDX, and The Ambassador Platform in the first row; JazzHR, claranet, OnPath, FoxATM, and TURBINE in the second row. At the bottom, there are five award banners from HubSpot's 2022 Impact Awards: Global Heart Winner, Platform Excellence, Platform Migration Excellence, Product Excellence, and Website Design.

Clever ways to use product literature



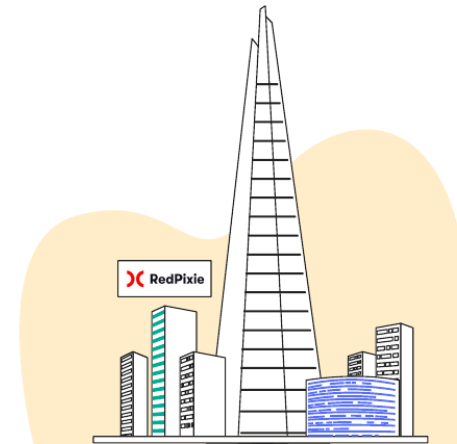
Outreach

Well-chosen, results-focused case studies can establish credibility and positioning in an initial email or LinkedIn outreach.



20x growth in 18 months: RedPixie client success story

The story of 'The Million Dollar Tweet' and how Articulate Marketing helped RedPixie achieve explosive growth and a trade sale to Hewlett Packard Enterprise.



PDF













Win library for discovery phase

Short, internal-only mini-case studies for sales team

We use Notion to build a searchable database by client size, type, services delivered and so on. Can be used for conversations like ‘we did x for y, does that sound like your situation’

Articulate wins Simple... ▾

	AND.digital HubSpot website migration	Mid-market
	Azured launchpad	MSP
	Beyond Encryption bespoke website and sales enablement	Mid-market
	Centiq Nucleus website and retainer	Mid-market
	Chemaxon sales collateral	Mid-market
	Claranet marketing strategy and content retainer	Mid-market
	Dell case studies	Enterprise
	HPE Healthcare white paper	Enterprise
	HTG marketing retainer and website	MSP
	JazzHR content retainer	Mid-market



The proposal

“The proposal is the words that come out of your mouth. The document is the contract.”

Blair Enns - Win Without Pitching

The proposal is also the the Q&A that happens after the proposal. It is NOT understanding the client needs, bludgeoning people with 50 slides of PowerPoint or establishing your credentials and unique value. All this should have happened earlier in the sales process.



The 10-20-30 rule for proposals

“A presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”

Guy Kawasaki

We're moving towards this nirvana but we're not quite there yet. We use Paste so we can prepare personalised on-brand proposals quickly.

Proposal structure

- You said...
- We discovered...
- Therefore our goal is...
- Key workstreams
- Fee structure
- Timeline
- Large print
- Next steps
- Supporting slides and details



Using HubSpot features to make the most out of sales collateral

Documents

Email opens

Meetings and cookies

NAME	LINKS CREATED	VIEWS	OWNER	LAST UPDATED
HI	1	5	Matthew Stibbe	7 months ago
PI	2	31	Matthew Stibbe	7 months ago
TI	1	9	Matthew Stibbe	6 months ago
IN	2	9	Matthew Stibbe	6 months ago



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

