

GAIN'24

Creating Content That Connects in a B2G World

A New Model for the Modern Marketer

Ann Handley

Chief Content Officer, MarketingProfs

Author, Speaker, Obsessed with my dog*

*I'll show you a picture later.



WALK WITH ME as we explore the absurd paradox that is modern B2G marketing...

A photograph of a road lined with tall, thin trees, creating a tunnel effect. The road is paved and leads towards a bright opening in the distance. The trees have light-colored bark and some are bare, while others have green leaves. The overall scene is serene and natural.

We have to be **creative**, but also **professional**.

.



We have to be **creative**, but also **professional**.


We have to be **tactical**, but also **strategic**.



We have to be **creative**, but also **tactical**.

We have to be **tactical**, but also **strategic**.

We have to be **strategic**, but **Glen in Finance** has a better idea about Q1's campaign.

A photograph of a tree-lined road, likely the 'Tunnel of Eucalyptus' in Australia. The road is paved and leads into the distance, flanked by tall, thin trees with dense foliage. The lighting is soft, suggesting early morning or late afternoon. Three black text boxes with white text are overlaid on the image.

We have to **stay agile** and **pivot quickly**, but also please adhere to the **3-to-6 month content calendar**.

You have to **respect** the customer, but also *****target***** them with *****blasts*****.

You have to **ungate** your content, but also hit your **SQL goals**.

A dark, atmospheric photograph of a tree-lined road. The trees are tall and thin, with bare branches that create a dense canopy overhead. The road is narrow and appears to be made of gravel or dirt, leading into the distance. The lighting is low, creating a moody and somewhat mysterious atmosphere. A black text box is overlaid on the upper left portion of the image.

We have to build **short-term pipeline**, but also **long-term brand**.

A dark, atmospheric photograph of a tree-lined road. The trees are tall and thin, with their branches reaching over the road, creating a tunnel-like effect. The lighting is dim, with some light filtering through the trees, creating a moody and somewhat mysterious atmosphere. The road is paved and leads into the distance. Two black text boxes with white text are overlaid on the image.

We have to build **short-term pipeline**, but also **long-term brand**.

We have to **do more**, but with **less budget**.



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We have to **do more**, but with **less budget**.

We have **less budget**, but need more **high-touch digital experiences**, more **buyer-specific content** for every **stage of the customer journey** and **where is our Threads strategy...?**

We have to build **short-term pipeline**, but also **long-term brand**.

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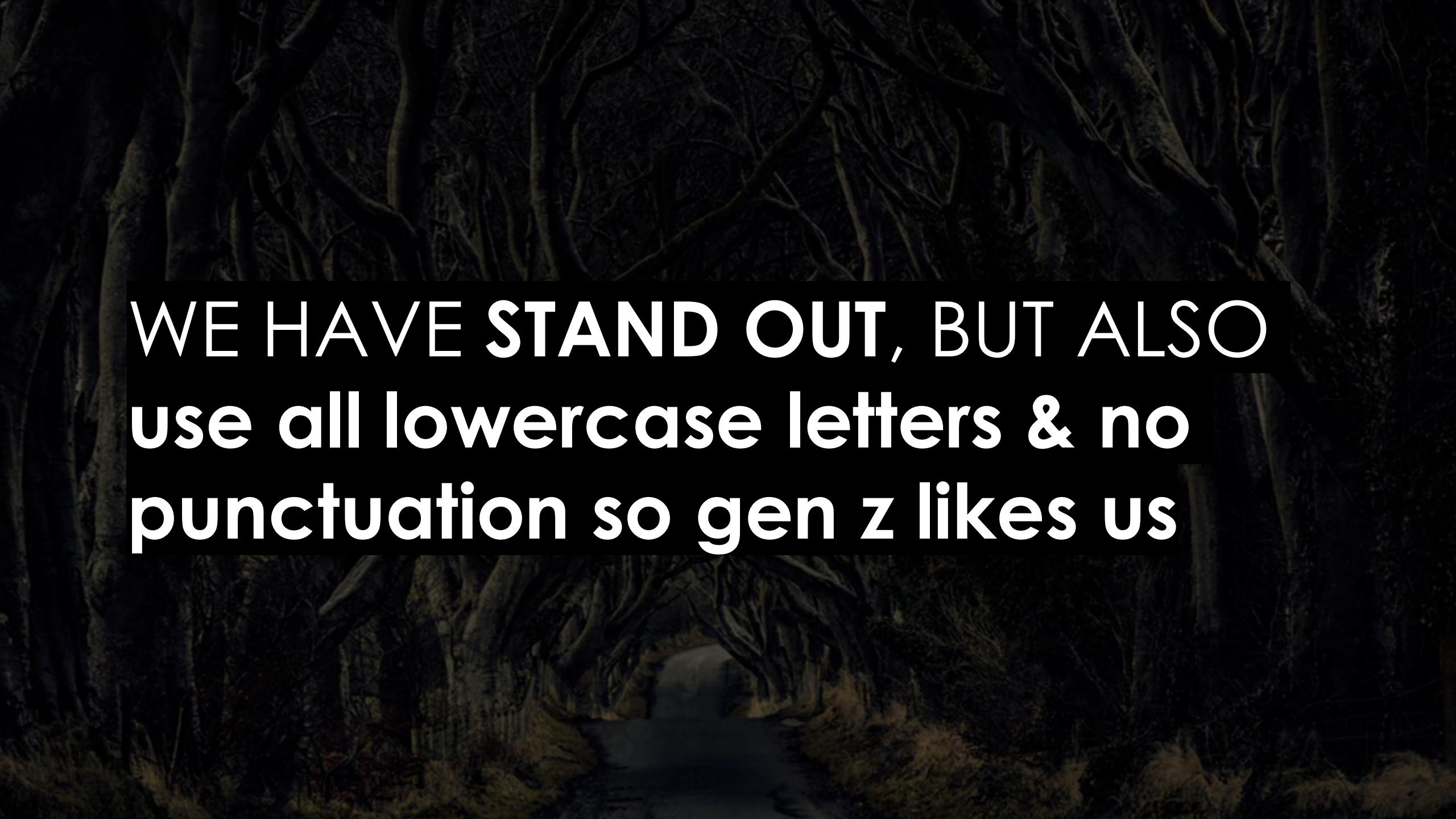




Everyone tells you they're **not a marketer**, but they tell you to **make the logo bigger** anyway.

Everyone tells you they're **not a marketer**, but why aren't we the **first Google result** for "SOLUTION"?

AND WHY DOESN'T OUR CONTENT TALK MORE ABOUT **OUR PRODUCTS?**



**WE HAVE STAND OUT, BUT ALSO
use all lowercase letters & no
punctuation so gen z likes us**



WE HAVE TO **STAND OUT**, BUT WHY AREN'T
WE POSTING A **MOO DENG MEME?????**

IMPOSSIBLE STANDARDS

Marketers have always been at
the forefront of change.



1990s





LIVEJOURNAL





Marketing
Automation





tumblr.



Marketing
Automation

Pinterest



Quora



Tik Tok



tumblr.



BeReal.



Marketing
Automation

Pinterest



Quora





tumblr.



BeReal.



Marketing
Automation

Pinterest



Quora



Tik Tok

Marketing Technology Landscape

August 2011

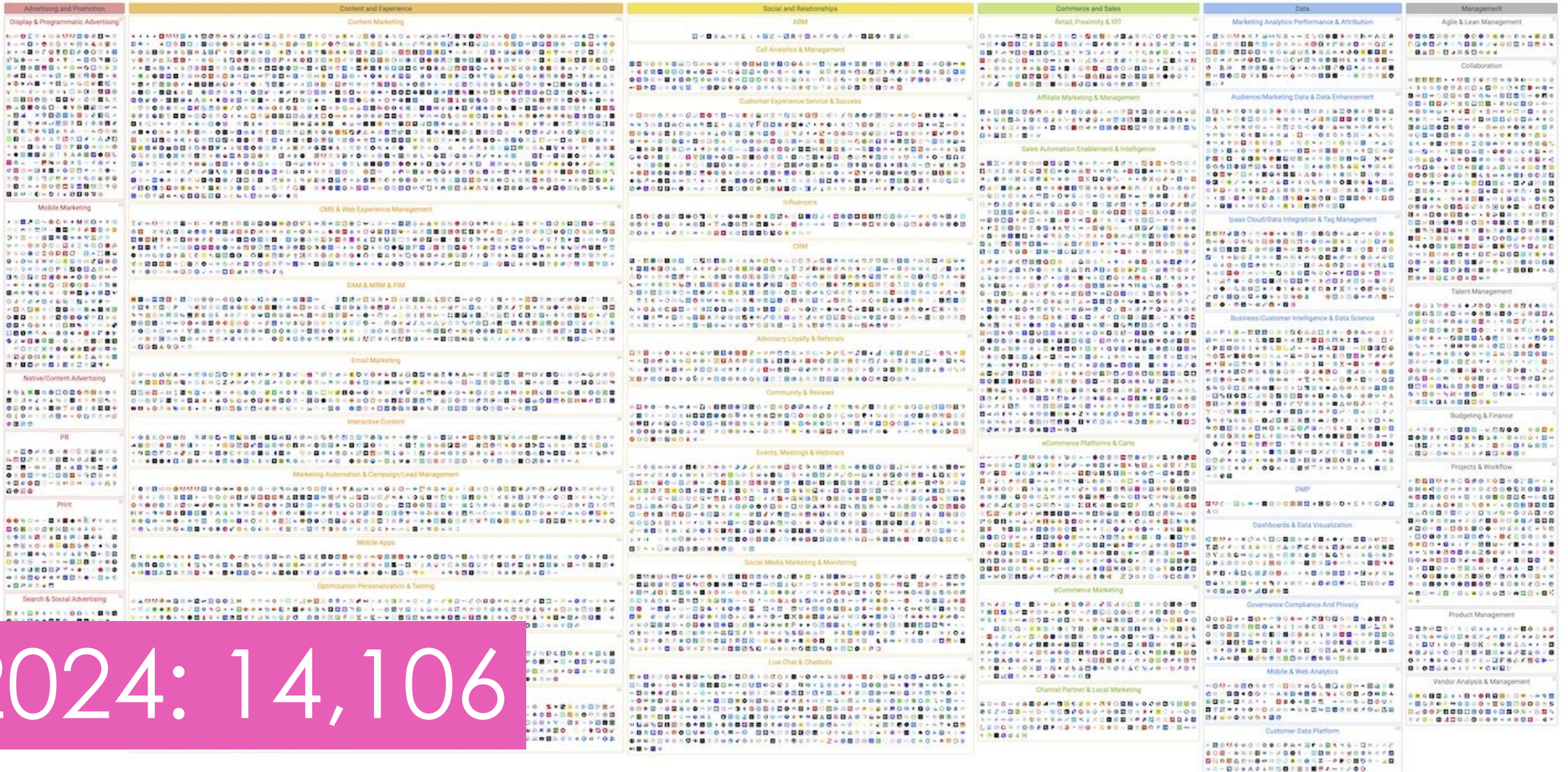


External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec http://www.chiefmartec.com

2011: 150





2024: 14,106

THE WALL STREET JOURNAL.

CMO TODAY

AI Isn't Coming for Marketers' Jobs

THE WALL STREET JOURNAL.

CMO TODAY

AI Isn't Coming for Marketers' Jobs— Not Yet, at Least

By *Patrick Coffee* [Follow](#)

BUSINESS INSIDER

Emails are over. Just ask Gen Z.

[Aimee Percy](#) Dec 15, 2023, 12:52 PM EST



Business Insider  <subscriptions@email.businessinsider.com>
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INSIDER TODAY



with Dan DeFrancesco

Halfway to the weekend! For much of the US, the cold weather is settling in and it's getting darker earlier. Here's some advice from a therapist on how to get through what can be a difficult time of year for many of us.

BUSINESS INSIDER

DISCOURSE | MEDIA

Social media is dead

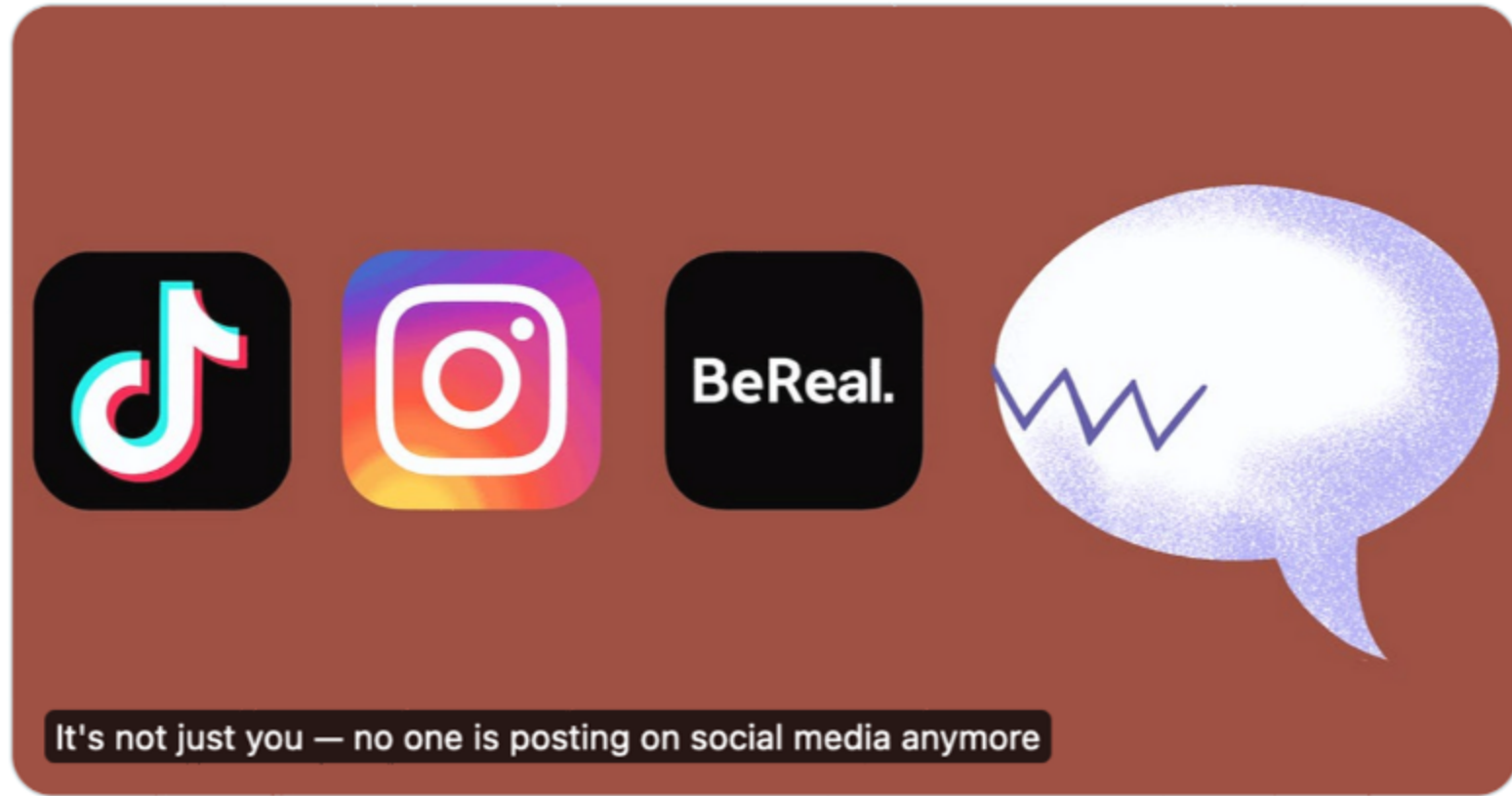
Aug 30, 2023, 1:19 PM EDT



Business Insider  
@BusinessInsider



Social media is dead — and group chats killed it



It's not just you — no one is posting on social media anymore

From [businessinsider.com](https://www.businessinsider.com)

10:24 AM · Aug 30, 2023 · **20.7K** Views

The sales cycle is long
Prospects are self-educating
We need MOAR CONTENT
Audiences are fractured
ROI!!! ROI!!! ROI!!!

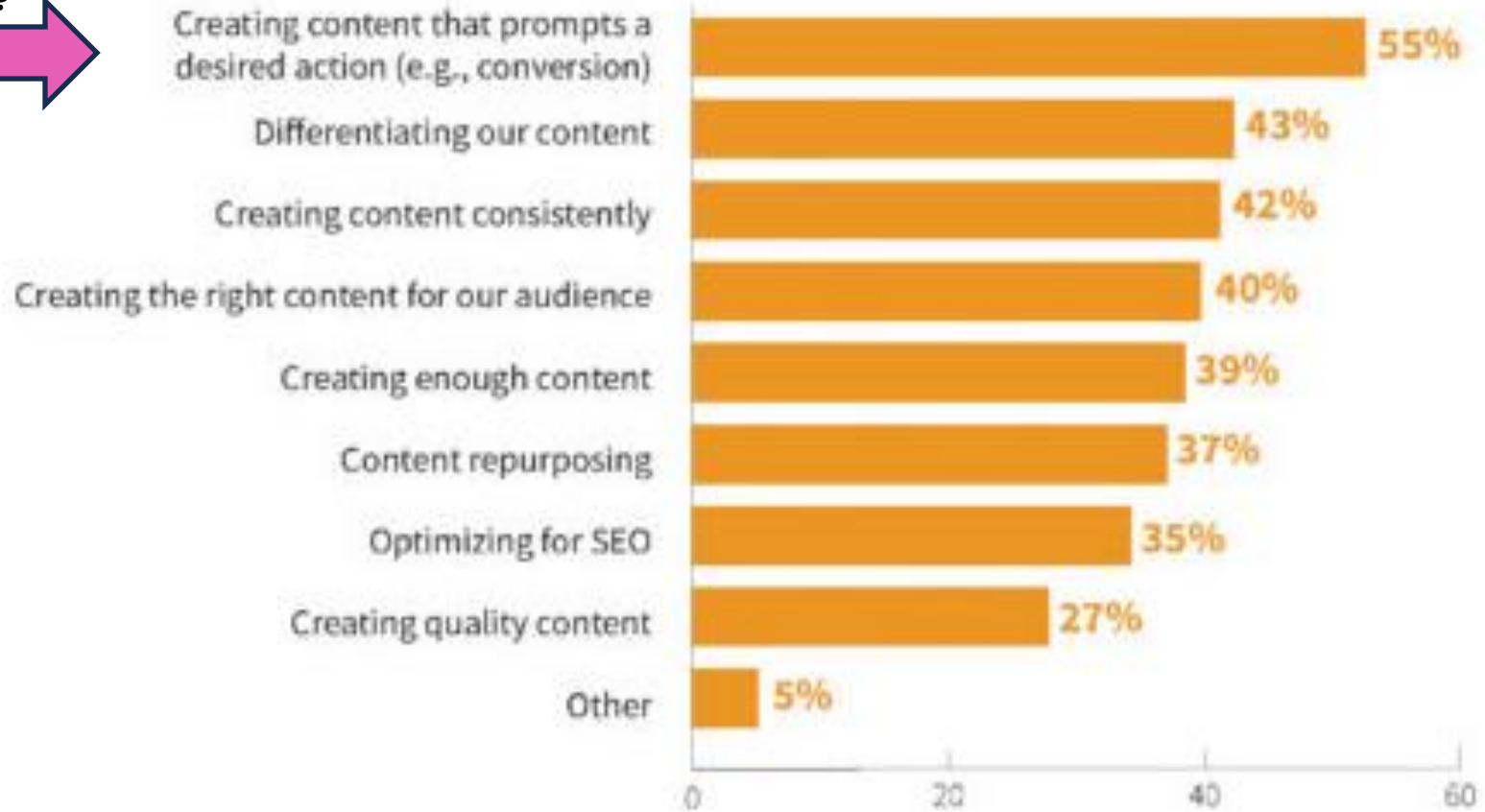




I lied. The path doesn't actually look like this.

Content Creation Challenges 2024

How do we actually know?



Q: What content creation challenges does your content team face? (Select all that apply.)
Source: 15th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs

The E-ZPass Express Lane from prospect → buyer

Read blog post



The E-ZPass Express Lane from prospect → buyer

Read blog post



Hit demo

The E-ZPass Express Lane from prospect → buyer



The E-ZPass Express prospect → buyer



Read blog post

Cha-ching!





*Actual footage of my marketing VPs

How do we thrive?

The
**Great Marketing
Renaissance**

The
Great Marketing
Renaissance

95%

of buyers are not in the market
for you at any time

[source: LinkedIn B2B Institute]

95%

of buyers are not in the market for you at any time

[source: LinkedIn B2B Institute]

90%

of buyers ultimately choose a vendor they had in mind before they began research

[source: Bain, Google]

 Double-down on brand to create emotional connection.

 Double-down on brand to create emotional connection.

 Take a broader view: Retention, expansion, referral.

 Double-down on brand to create emotional connection.

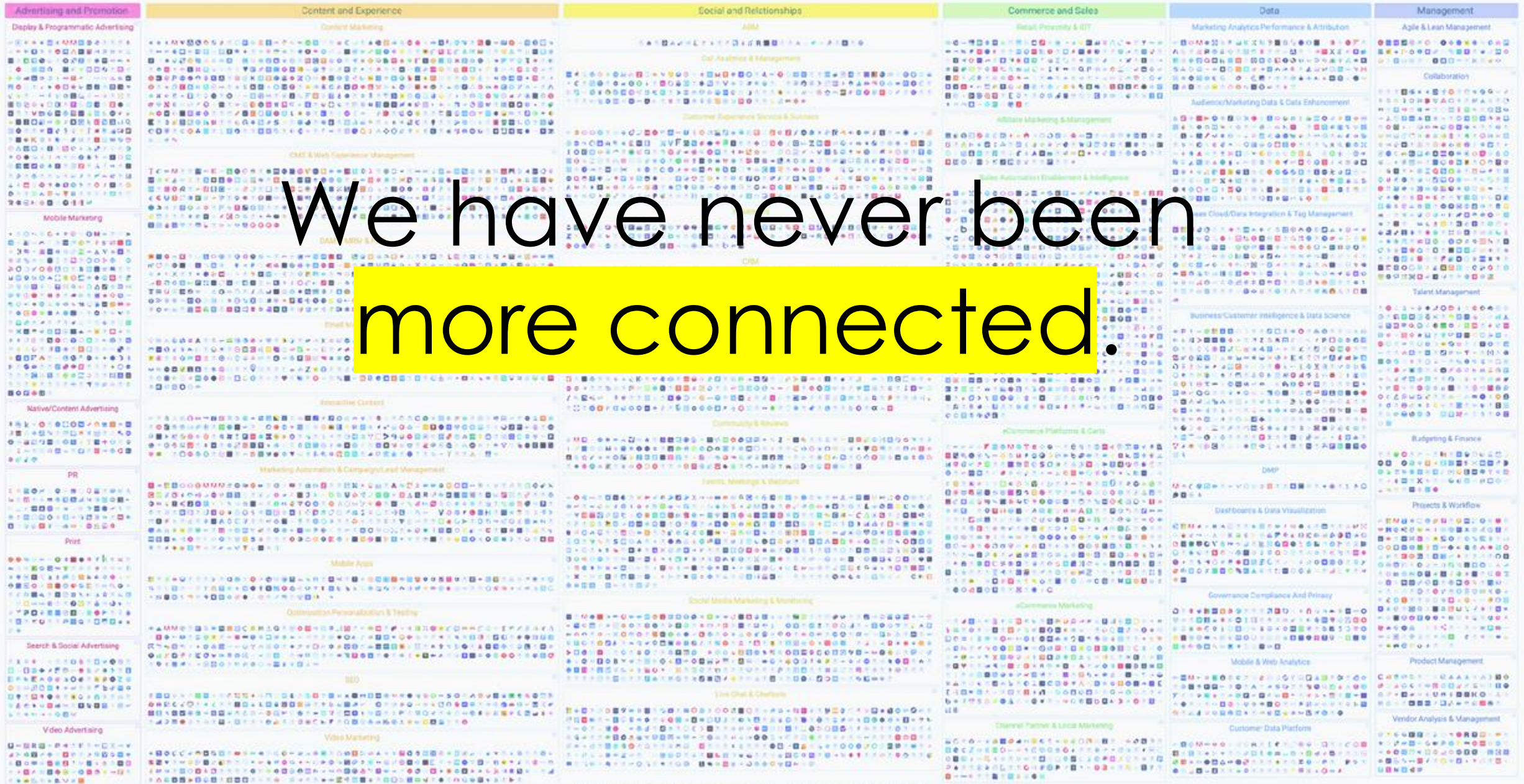
 Take a broader view: Retention, expansion, referral.

 Prioritize first-party data.

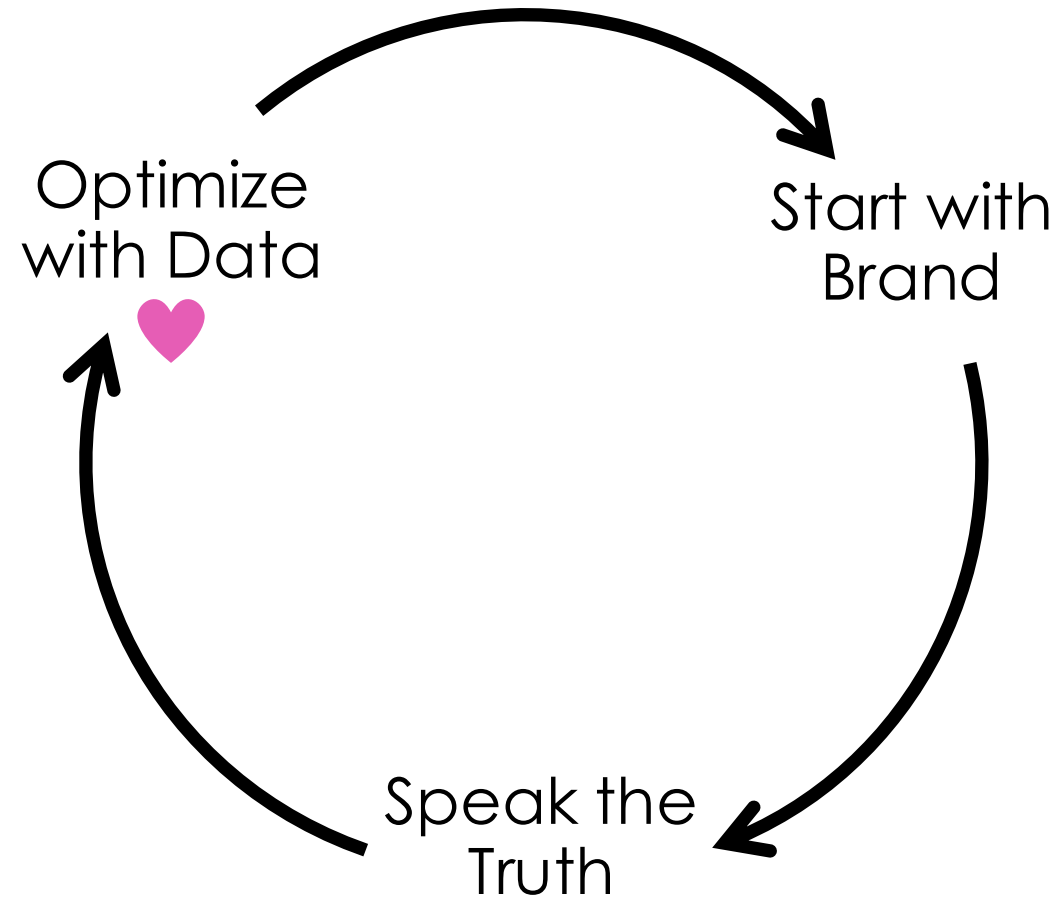
The Great Marketing Renaissance



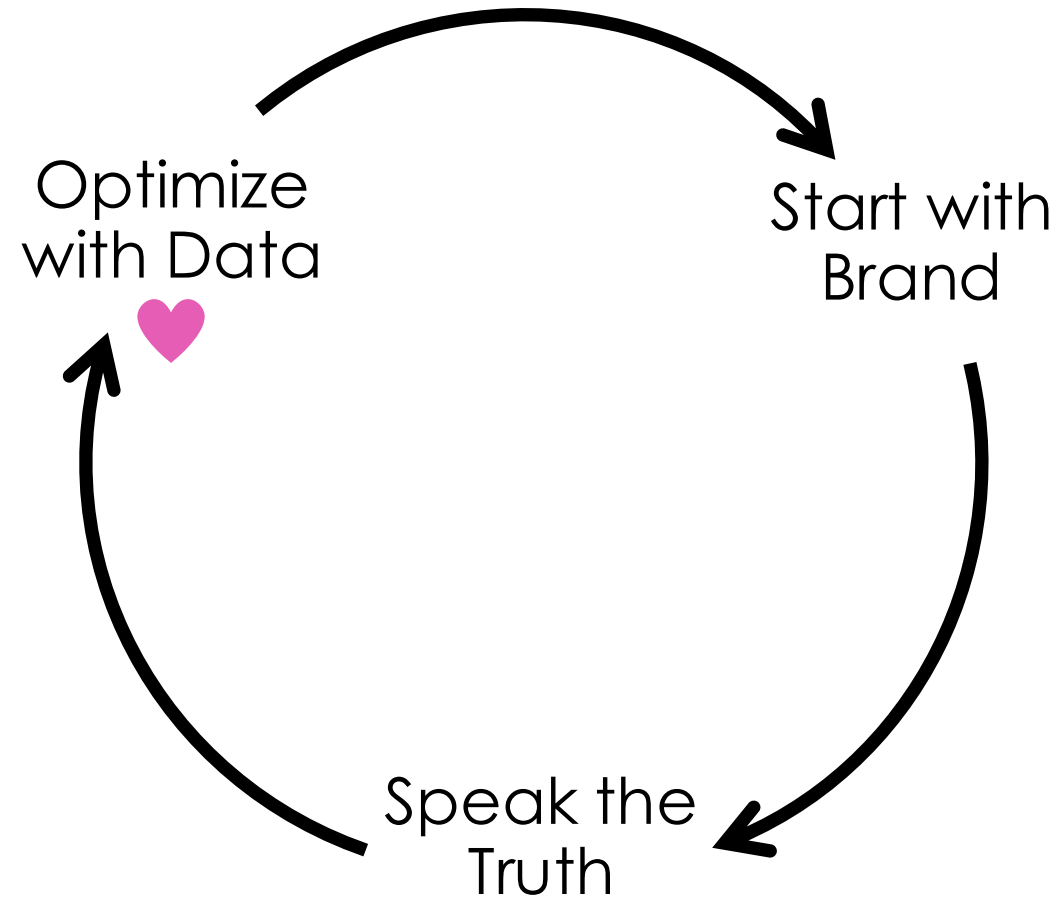
We have never been
more connected.



REINVENTING THE WHEEL



REINVENTING THE WHEEL



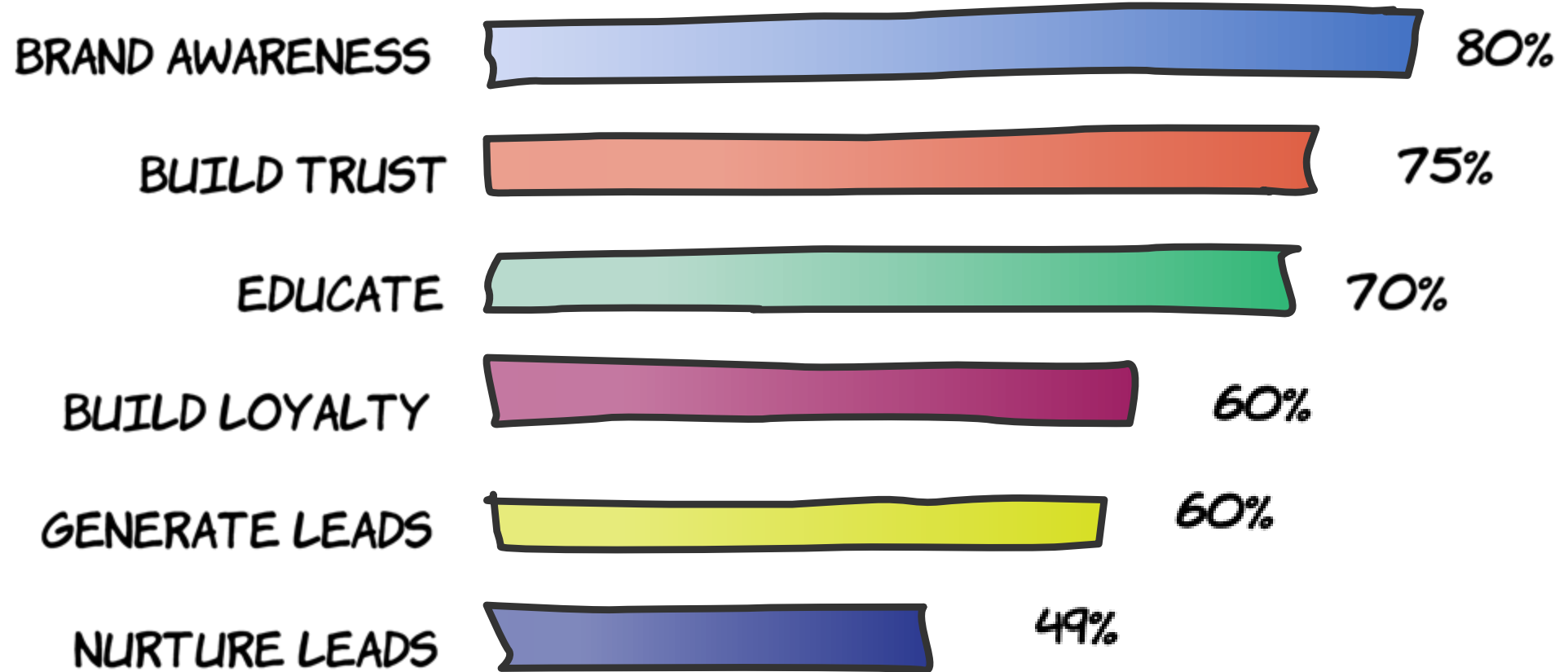
Build relationships.
Not audiences.

2024 Edelman Trust Barometer

“Trust is under siege.”
—Kirsty Graham, Edelman



Top Content Goals



Source: MarketingProfs/CMI Content Marketing Benchmark Study 2024

Truth builds trust.



Following

Elmo

@elmo

Elmo's Elmo! Elmo lives on Sesame Street and was told to tell you that Elmo is official! (account run with the help of Elmo's mommy and daddy)



Elmo

@elmo



Elmo is just checking in! How is everybody doing?



Contrarian ✓

@ContrarianGuild



Every morning, I cannot wait to go back to sleep. Every Monday, I cannot wait for Friday to come. Every single day and every single week for life.



Contrarian ✓

@ContrarianGuild



Every morning, I cannot wait to go back to sleep. Every Monday, I cannot wait for Friday to come. Every single day and every single week for life.



woshingo ✓

@Woshingo



I'm at my lowest. Thanks for asking.



Contrarian ✓

@ContrarianGuild

Every morning, I cannot wait to go back to sleep. Every Monday, I cannot wait for Friday to come. Every single day and every single week



7/11 Truther

@DaveMcNamee3000

Wife left me
Daughters don't respect me
My job is a joke
Any more questions, Elmo??? Jesus man

Shingo ✓

@Shingo

west. Thanks for asking.



Contrarian ✓

@ContrarianGuild

Every morning, I cannot wait to go back to sleep. Every Monday, I cannot wait for Friday to come. Every single day and every single week



Maeroe (Taylor's Versi... ✓

@marsroseo

Elmo we are tired



7/11 Truther

@DaveMcNamee3000

Wife left me
Daughters don't respect me
My job is a joke
Any more questions, Elmo??? Jesus man

Shingo ✓

@shingo

west. Thanks for asking.



Contrarian ✓
@ContrarianGuild

Every morning, I cannot wait to wake up. Every morning, I cannot wait to go to work. Every Monday, I cannot wait for Friday to come. Every single week, I cannot wait for the next single week.



Maeroe (Taylor's Versi... ✓
@marsroseo



★ **`Tek**
@TheTekShow

I'm not gonna do this to you Elmo.

I'm gonna hold it in and let you keep your peace.



7/11 Truther
@DaveMcN

Wife left me
Daughters don't r
My job is a joke
Any more questions, Elmo??? Jesus man


vest. Thanks for asking.



IRSnews 

@IRSnews



Thanks for asking @Elmo! [#IRS](#) is ready for the tax season, and we're working on Sunny Days for taxpayers with expanded help including more in-person hours, better service and improved tools. We're ready to [#HelpBigBird](#) & [#HelpEachOther](#) 

And from [@IRSnews](#), happy birthday!

2:05 PM · Jan 31, 2024 · **91.3K** Views

A screenshot of a tweet from the account 'Elmo' (@elmo). The tweet text is 'Elmo is just checking in! How is everybody doing?'. It was posted at 10:46 AM on Jan 29, 2024, and has received 207.7M views. The engagement metrics shown are 19K replies, 59K retweets, 156K likes, and 20K bookmarks. There is also an icon for sharing the tweet.



ROR = Return on Real



ROR = Return on Real

How do we highlight our people?

How is our point of view the best answer via search (either traditional or AI)?

What's a perspective only we might craft in a relatable way?

Real talk from Okta

(part of Carahsoft Service Providers Series with FNN)

LAREL ROGERS



0:13

1x



Real talk from Okta




LaRel Rogers • 2nd


Federal Product Marketing | Digital Identity & Access Mana...

4mo • Edited • 

[+ Follow](#)



Join me this Thursday to hear why I think Government is in their “Redesign Era” - choosing Customer Journey Maps  and pilot programs to improve service delivery.

Hint: if your agency is stranded on an island  and can only pack three [#cx](#) tools or processes make sure they are thriving for you, not just surviving. [Digital Government Institute](#)

GENERATIVE AI + UNCOVERING NARRATIVES

GENERATIVE AI + UNCOVERING NARRATIVES

What questions are people in [industry] afraid to answer?

What untrue things do people in [industry] believe to be true?

What are the common assertions in [industry] that are least likely to be supported with data?

What counter-opinions do you hold that differ from thought leaders in [industry]?

Brand storytelling everywhere
for a cohesive CX.

Double down on the Double Ds:
Distinctive & differentiated.

Scientific Instrumentation Lab Group Partners Solutions LLC*



* A pretend company

ABOUT US

“ Our high-performance scientific instruments and high-value analytical and diagnostic solutions enable scientists to explore life and materials at molecular, cellular and microscopic levels.

”

–Scientific Instruments Lab Group Partners Solutions LLC

UV-Visible/NIR Spectrophotometer UH5700



UV-Visible/NIR Spectrophotometer UH5700

Fluorescence Spectrographiter



A blurred background of a laboratory setting featuring various pieces of scientific equipment, including glassware, pipettes, and a spectrophotometer. The text is overlaid on this background in three white boxes.

UV-Visible/NIR Spectrophotometer UH5700

Fluorescence Spectrographiter

**Ultra-High Performance Liquid
Chromatograph Chromaster Ultra Rs**

A blurred background of a laboratory setting featuring various pieces of scientific equipment, including glassware, pipettes, and a control panel with a screen and buttons.

UV-Visible/NIR Spectrophotometer UH5700

Fluorescence Spectrographiter

**Ultra-High Performance Liquid
Chromatograph Chromaster Ultra Rs**

Expecto Patronum



Spectrum of Connection

“Scientific Instruments
Lab Group Solutions LLC”



distinct,
differentiated

indistinct,
undifferentiated


UNthink life science tools

Break free.



about us

Here's the deal. We're all about helping biologics and gene therapy researchers break free from tools that just don't cut it. Unleashing problem-tackling products that make a huge difference in the real science they do every day. That's our mantra, our promise and we own it.



“Here's the deal. We're all about helping biologics and gene therapy researchers break free from tools that just don't cut it.”



Honeybun

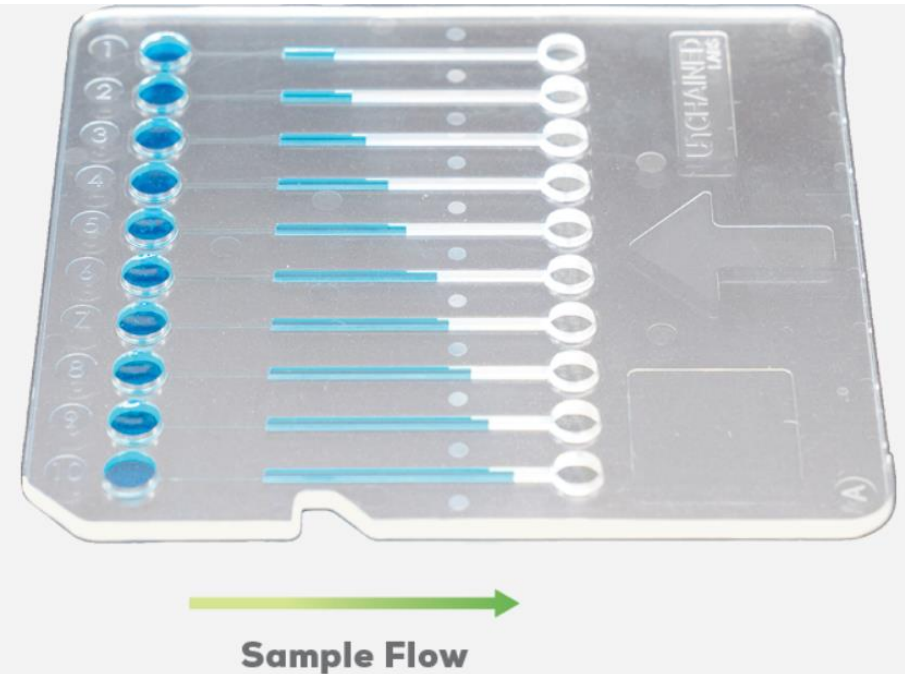
The most rapid viscometer out there

[REQUEST A QUOTE](#)

[GET BROCHURE](#)

Grab your bun

Load 35 μL of up to 10 samples into a Bun consumable, insert and hit go – nothing to it. Honeybun then applies pressure to push the samples through the Bun’s microfluidic channels. While you watch them flow on live video, the software tracks how fast samples move through each channel to get you their viscosity. Gone are the days of filling syringes or cleaning expensive chips that are prone to clogging – these Buns are disposable.



“Load up to 10 samples into a Bun consumable, insert and hit go – nothing to it. ... Gone are the days of filling syringes or cleaning expensive chips – these Buns are disposable.”



Bouncer

The one of a kind silicone thickness and distribution analyzer

[REQUEST A QUOTE](#)

[GET BROCHURE](#)

Products

Uncle

The first all-in-one biologics stability screening platform

Stunner

The ultimate quantification and sizing tool

Lunatic

The next-gen protein and nucleic acid quantification system

Leprechaun

The unmatched lentivirus and exosome characterization tool

Sunscreen

The primo LNP formulation screener

Sunshine

The all-around LNP process developer

Honeybun

The most rapid viscometer out there

Unagi

The only completely hands-free benchtop buffer exchange solution

Big Tuna

The ultimate automated buffer exchange solution

Junior

The all-around configurable benchtop workflow solution

Big Kahuna

The most customizable automated workflow solution

Not a single
Harry Potter
spell.

Products

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The first all-in-one biologics stability screening platform

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Big Kahuna

The most customizable automated workflow solution

Lunatic

The next-gen protein and nucleic acid quantification system

Sunshine

The all-around LNP process developer

Big Tuna

The ultimate automated buffer exchange solution

GAIN '24
Trivia Time:

What's the
naming
convention?



Make once.

Use again & again &
again & again & again &
again & again & again.



Demo:
See how sweet it is...

Demo: See how sweet it is to test viscosity data on Honeybun



AAV titer, empty/full ratio & aggregation kickin' it at the same party

Stunner - AAV titer, empty/full ratio and aggregation kickin' it at the same party

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607 subscribers

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Virtual seminar

Upgrade to crazy accurate protein quant with Lunatic

Moderator
Nelis Denys
Product Manager
Unchained Labs

Presenter
Ross Walton, PhD
Applications Scientist
Unchained Labs

UNCHAINED
LABS

28:32


UNCHAINED
LABS

Nelis Denys


“..crazy accurate protein quant with Lunatic”






Virtual Seminar: Upgrade to crazy accurate protein quant with Lunatic




Internal Influencer

Unchained Labs + Follow ...
10,578 followers
2d • 

Get a peek behind the curtain and meet our Sr. Applications Scientist, **Ross Walton**! Aside from starring in videos and sword fighting, Ross takes his previous experience and passion for science to help researchers avoid hurdles in their workflows that he's experienced first-hand. Thanks for all the awesome work you do and for always being down to get silly with us, Ross!



  2:20   

   68 10 comments · 10 reposts

Unexpected & memorable brand.
That fuels storytelling literally EVERYWHERE.



Spectrum of Connection

UNCHAINED
LABS

“Scientific Instruments
Lab Group Solutions LLC”



distinct,
differentiated

indistinct,
undifferentiated

Simple in B2G = unexpected & memorable.

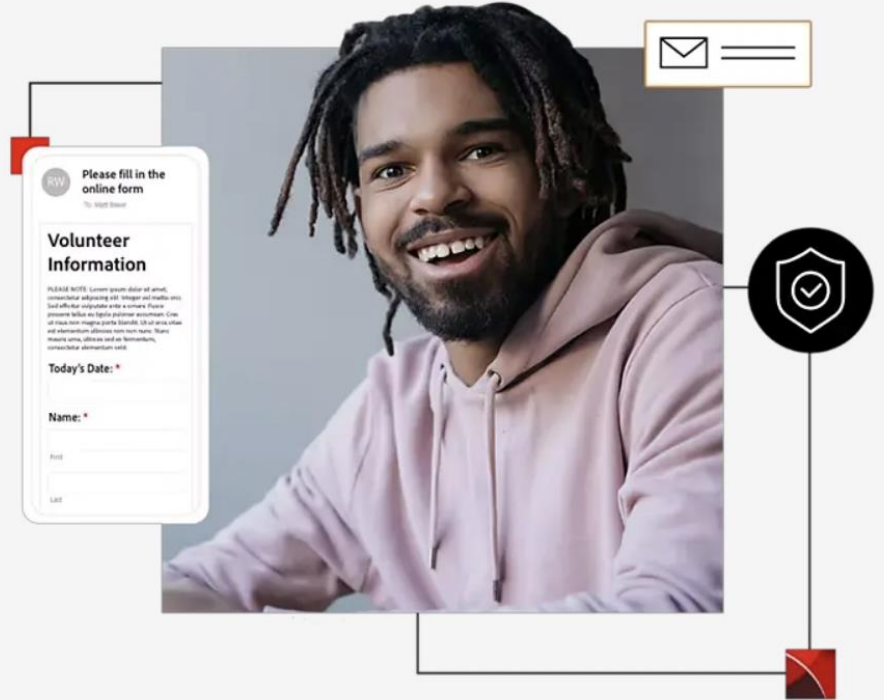
ADOBE GOVERNMENT SOLUTIONS

Create simple, seamless, and secure government experiences.

We provide government agencies with the solutions they need to modernize digital experiences, efficiently deliver services, increase citizen engagement, and build trust through personalization.

[▶ Watch now](#)

[Access key government resources](#)



“Simple, seamless, secure”

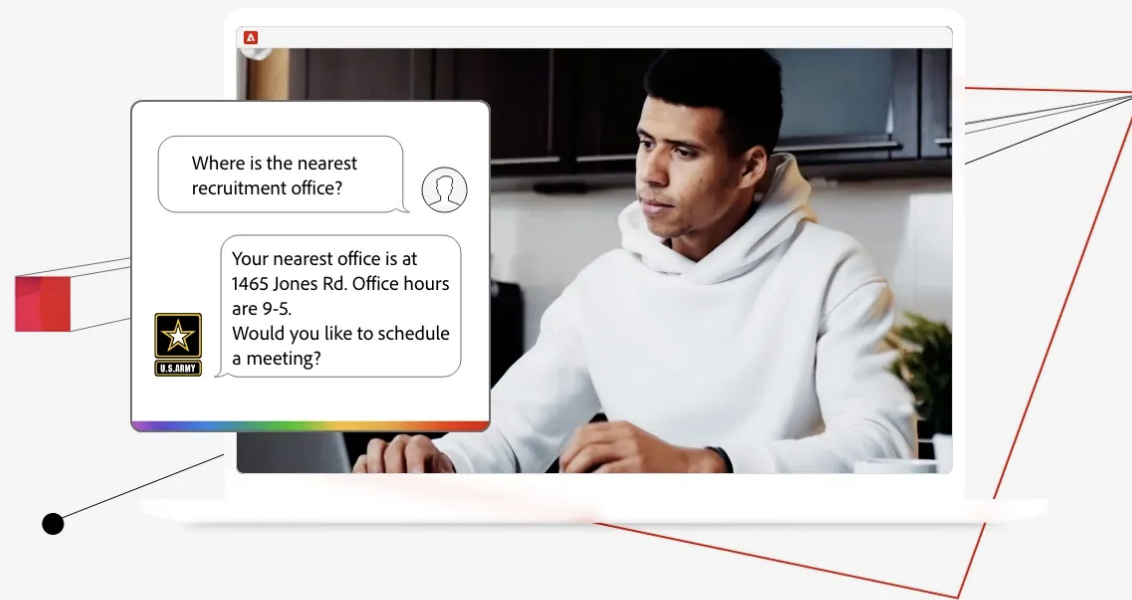
 Adobe Experience Cloud

From recruitment to retirement, exceed the needs of those who serve.

Our digital experience solutions help defense agencies swiftly meet the service expectations of military personnel, their families, and the civilian workforce.

Watch how the Department of Defense (DoD) is connecting military personnel to learn faster.

 Watch now



Spectrum of Connection

Your company here

“Scientific Instruments
Lab Group Solutions LLC”



distinct,
differentiated

indistinct,
undifferentiated

Show our humanity.

Your **From Line** matters more
than your **Subject Line**.

The point of content is to educate AND connect.



Relationships > Audience.

Truth builds trust.

Double-down on Double-Ds.

Show our humanity.

AAAAAAAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAA

Let's put it all
together!



The kings of Twitter.



Following

NE Ohio Regional Sewer District

@neorsd Follows you

sewers are the original social media network. yes, we're really the Northeast Ohio Regional Sewer District. Customer Service: 216 881-8247

 Cleveland, Ohio  linktr.ee/neorsd  Joined October 2010



NE Ohio Regional Sewer District

@neorsd



fondly remember, of all the hours you scrolled twitter in the bathroom,
sewers were there for you first.

and we'll be there for you last.

9:12 PM · Nov 17, 2022



NE Ohio Regional Sewer District

@neorsd



in the warm sun of the Easterly wastewater plant, a brick-faced tower casts long shadows over the asphalt.

trucks come and go, hauling grit for landfill, choc full of remnants of things we flush away.

just think;

the seed

that grew this tomato plant

may have been yours.



10:06 AM · Aug 30, 2023 · **58.4K** Views

25

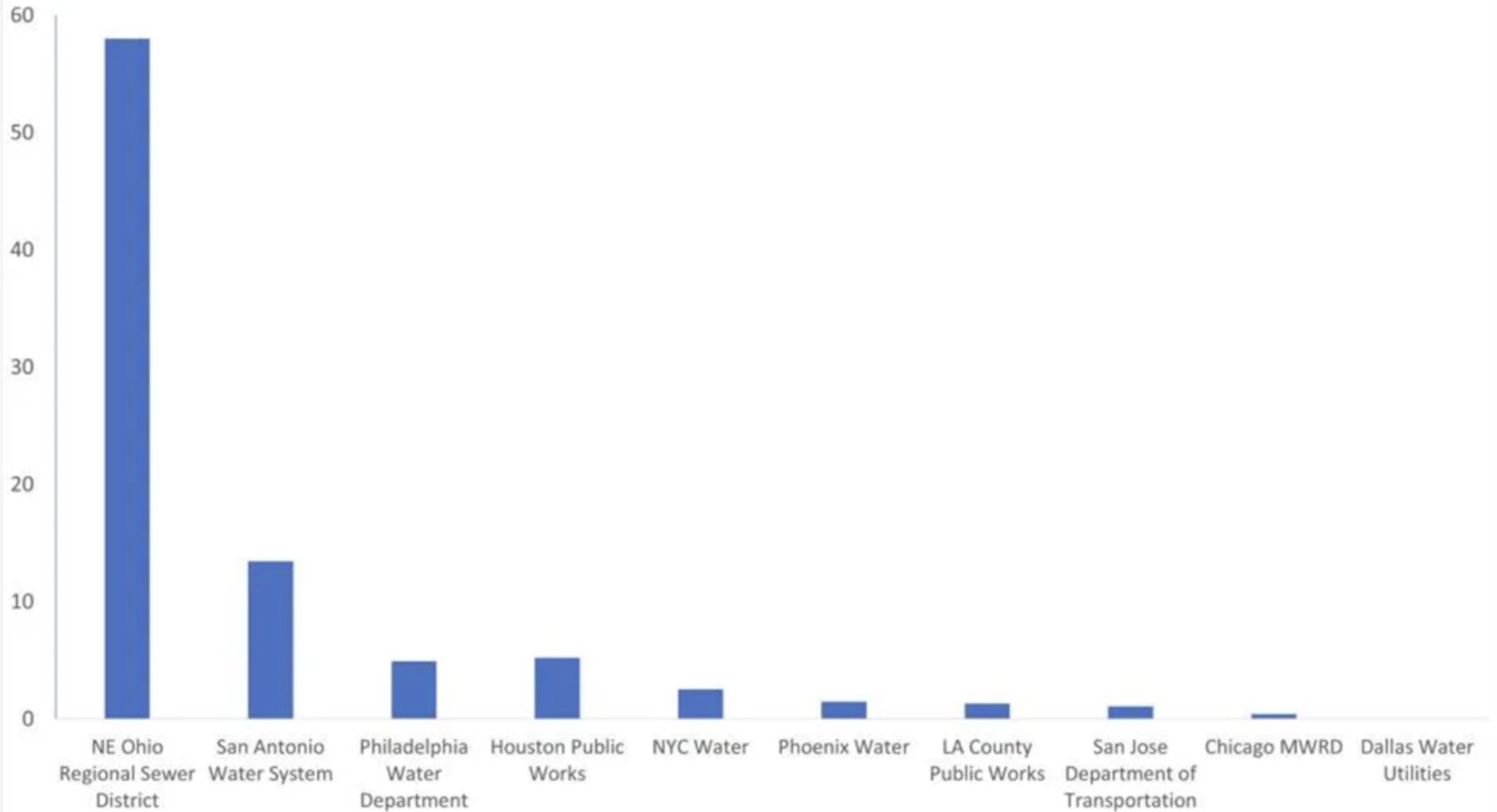
95

632

6



Twitter followers per 1000 customers



BOARD MEETINGS: Our Board of Trustees meets publicly first and third Thursdays of the month. [2023 meeting schedule and agendas.](#)



**Service. Benefits. Purpose.
Join our team.**

[See our job board](#)

Sewer marketing goals:

- Better understanding of municipal infrastructure.

BOARD MEETINGS: Our Board of Trustees meets publicly first and third Thursdays of the month. [2023 meeting schedule and agendas.](#)



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Sewer marketing goals:

- Better understanding of municipal infrastructure.
- Visibility for people who work there. (Recruitment!)

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**Service. Benefits. Purpose.
Join our team.**

[See our job board](#)

Sewer marketing goals:

- Better understanding of municipal infrastructure.
- Visibility for people who work there. (Recruitment!)
- Flushable wipes are lying to you.



Northeast Ohio
Regional Sewer District

[HOME](#)

[GALLERY](#)

[ACTIVITIES](#)

[RULES](#)

[CONNECT WITH US](#)

CLEAN WATER FEST

Save the date: Saturday, September 20, 2025

CLEAN
WATER
FESTIVAL

“Any tunnel in this place, behind a wall could be a hundred million gallons of water.”

Vince Vetrano narrated our journey like a Netflix documentary as he walked four steps ahead of us through the dark cavernous tunnels deep under one of the largest treatment plants in the country.

He has more than 20 years of maintenance knowledge under his hard hat and soaked into the very fibers of his flannel-lined hoodie. I recently followed Vince with our Communications Specialist and photog extraordinaire Nicole Harvel to see even more of what most people never even see at all.

The underbelly of a wastewater treatment plant.



John Gonzalez

sewer shanty



lyrics by Intern Kevin



neorsd

i have something i want to say.

216-361-6772.



6w ...

little leaf
FARMS

the local lettuce locals love.™

BABY CRISPY GREEN LEAF

PESTICIDE
HERBICIDE
FUNGICIDE

FREE



GREENHOUSE
GROWN

FRESH = FLAVOR

ENJOY BY 01/27/24

Lot: 01001131744



8 57394 00610 7

**NON
GMO**

**NO NEED
TO WASH**



INGREDIENTS:
GREEN LEAF
LETTUCE

GROWN IN
THE USA
100% WALKER HALL,
SHELBY, WA 98144

KEEP REFRIGERATED
NET WT. 4 OZ. (113g)





John Gonzalez

**holidays
are just different.**

Voice of John Gonzalez
Communications Manager
@neorsd
216-361-6772

**Who would ever
think that a sewer
district would**



**Northeast
Ohio Regional
Sewer District**

216-361-6772

**and happy holidays
to you as well.**



**Northeast
Ohio Regional
Sewer District**

216-361-6772



neorsd

i have something i want to say.

6w ...

216-361-6772.



3,200 calls
4 hours of voicemail

bring me to tears.
God bless you all.



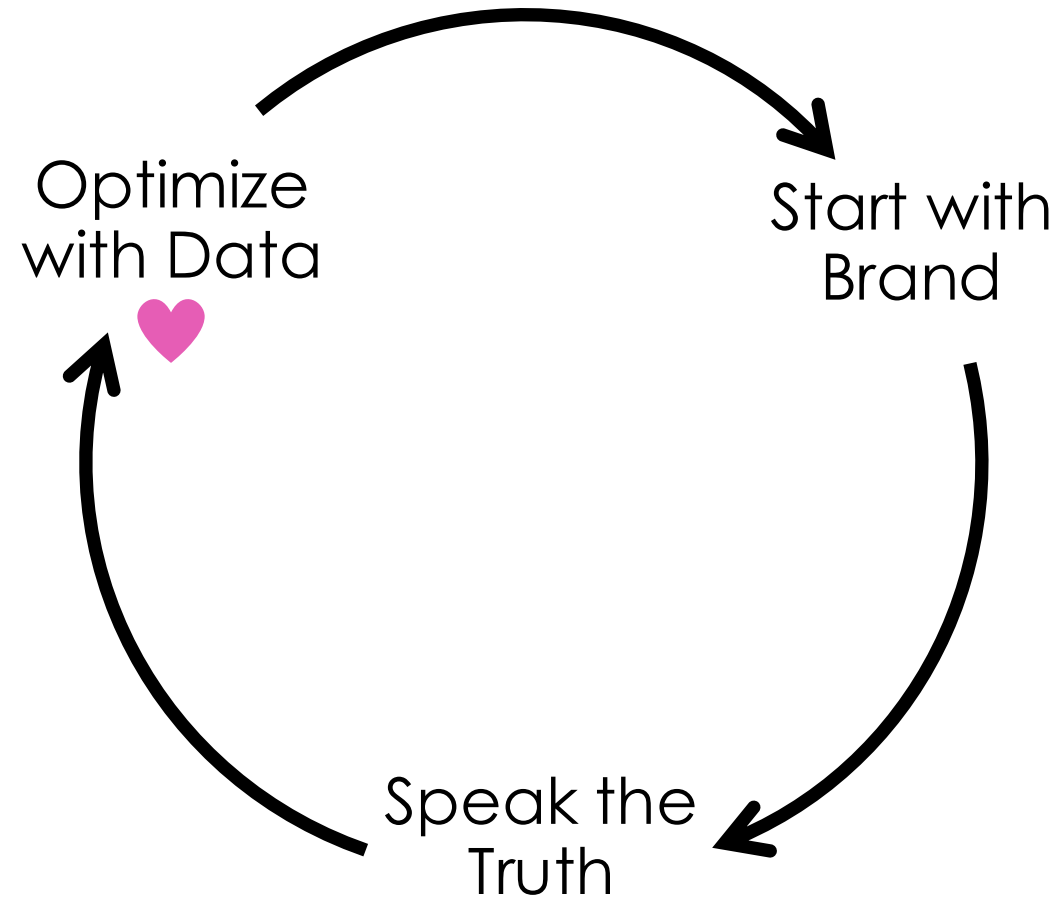
**Northeast
Ohio Regional
Sewer District**

216-361-6772



We all have a choice.

REINVENTING THE WHEEL



We evolve

We adapt.

We thrive.



We can't do it alone.

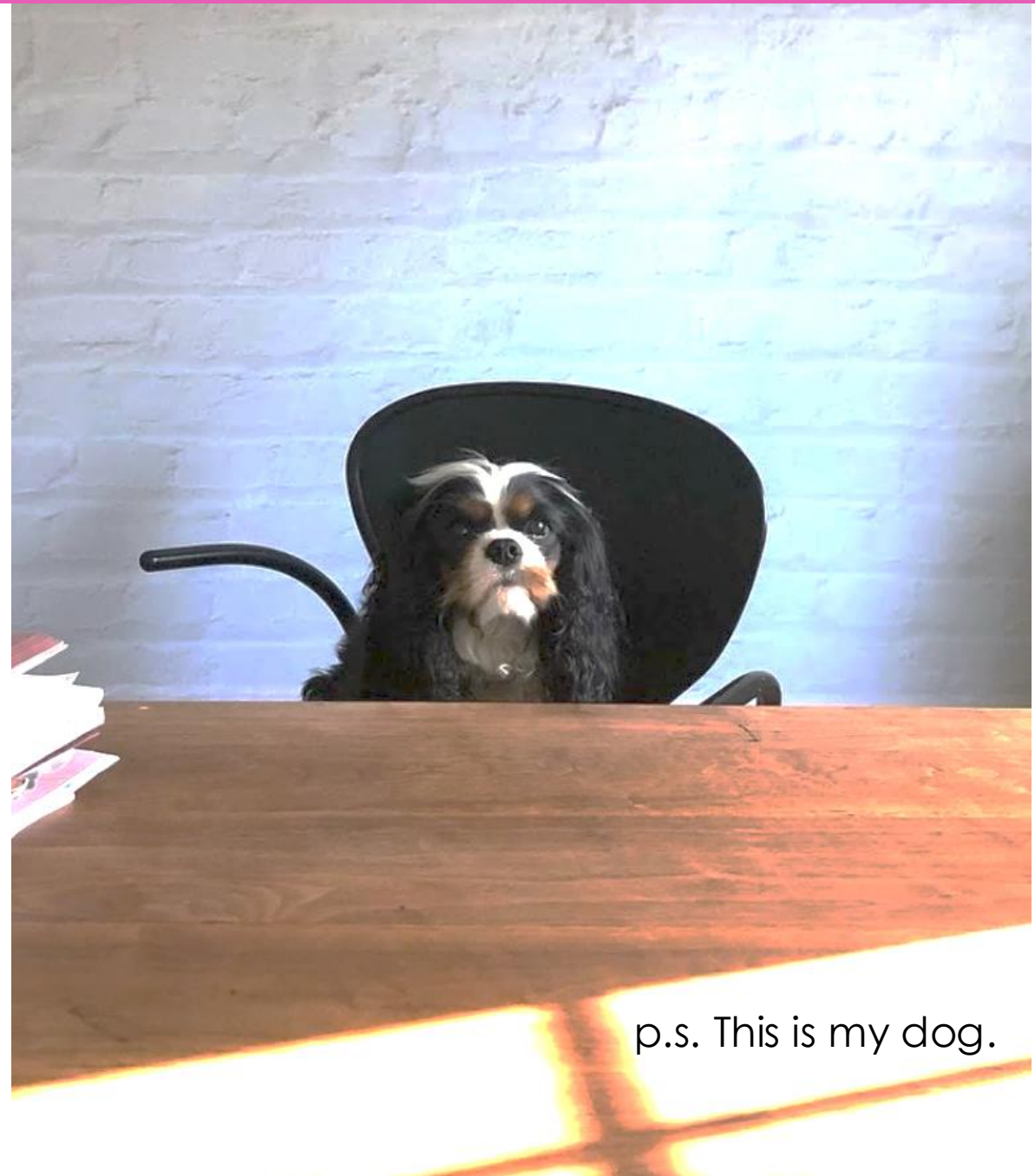
GAIN'24

Y'all are the best.
Please connect.

Ann Handley

Ann@AnnHandley.com

AnnHandley.com/newsletter



p.s. This is my dog.