



# Livefyre for High Tech (B2B)



In B2B high-tech companies, marketers are tasked with increasing conversion and retention by engaging consumers. Studies have shown that 70% of B2B website activity is focused on researching or accessing information, and buyers engage with over 11 pieces of content before making a purchase. However, 62% of tech marketers struggle to produce engaging content.

Livefyre is a user-generated content (UGC) platform that helps high tech and B2B marketers find and publish relevant thought leadership and product content and to increase engagement across your digital properties. Livefyre is fully integrated into Adobe Experience Manager, giving you instant access to UGC and engagement applications within other authoring environments. From one interface:

- Search and secure rights to UGC, managed and tagged with your existing brand assets, increasing content velocity
- Turn UGC into shoppable media, adding product hotspots to the authentic content with the Experience Manager Dynamic Media capability
- Connect UGC to your product catalog with Experience Manager Commerce capability for more relevant assets
- Drag and drop content and engaging applications (media wall, comments, live blog, and so on) on to any page in Experience Manager

## The Value Livefyre Provides B2B Marketers

### Save time on content creation

- Studies have shown that by 2013 about 114.5 million people had contributed UGC to a brand (source: Marketeer)
- Real-time aggregation, automated moderation, and rights management make this easy

### Increase relevancy of the brand as a thought leader

- Using content from influencers and experts gives visitors third-party validation and tells your brand story in a more authentic way

### Increase engagement around conferences and events; reuse conference content

- Brand engagement increases an average of 28% when users are exposed to a combination of user-generated + brand-created content (source: Comscore)
- Using real-time publishing tools like Storify, the Livefyre mobile app, and onsite displays, it's easy to engage attendees before, during, and after the event all while creating reusable content voiced through the customer's point of view..

### Increase purchase intent and conversion

- 64% of customers not only value online reviews, but actively seek them out before making a purchasing decision (source: Communify)
- Surfacing UGC, such as reviews, videos, and Q&A, on product pages provides relevant, trusted content at the point of product consideration

### Increase user registrations, and retention, and reduce churn

- Microsoft saw a 10% increase in customer satisfaction and segmentation data by using Livefyre Sidenotes and Comments on their documentation pages. Top community members feel more connected to the brand and help increase engagement of newcomers.

## Discovery Questions

- Tell me about your content marketing and thought leadership strategies.
- Which content challenges is your team experiencing?
- How do you find and use content created by your customers?
- What are the main objectives of your website? What do you want to improve?
- How do your customers engage with your content and each other? What is your strategy for increasing this?
- Tell me about your technical docs and levels of engagement. How is your team prioritizing improvement around this?
- Which vendors do you use for UGC and community activities? How well do they connect to your tech stack?

## How High-Tech Brands Are Using Livefyre

- Thoughtleadership
- Community building
- Engagement at conferences
- Humanizing PR announcements
- Second screen experiences
- Event sponsorships and philanthropy
- Documentation annotations
- UGC for product pages (tutorials, reviews, Q&A)
- Conversation around evergreen content
- Live chats with experts and influencers
- Large screen displays
- Employee advocacy and engagement

## Objection Handling

### People aren't creating high-quality content about our products.

- Content can come in all shapes and sizes. For example, there are probably tutorials or reviews for your products on YouTube.
- The content doesn't need to be about your products. Sharing content from other thought leaders is good third-party validation and helps people feel that your brand is a trusted advisor, by offering content from multiple perspectives.
- Livefyre makes it easy to aggregate all content on a topic, automatically filtering out objectionable content, such as profanity, PII, insults, and nudity.

### I already use a platform for UGC.

- How connected is your UGC platform to the rest of your marketing stack? Livefyre is part of Adobe Experience Manager and the Experience Cloud, making it easier to leverage UGC on your websites, mobile apps, emails, or any part of the customer experience.
- Livefyre and Adobe can help you consolidate to a single platform for social curation, reviews, comments, live blogging, polls and more, saving you time and operational headaches.

### We manage community through our existing support forums.

- Forums can be great for a support use case, but the problem is that a forum funnels all user interaction into a disconnected experience, taking users away from your brand content and the purchase cycle. Livefyre makes it easy to add UGC and engagement to every page of your site, simplifying the purchase process.
- Forums can be intimidating for newcomers, and can actually scare them away. Bringing levels of engagement to other parts of your customer experience lowers the barrier to entry and helps newcomers find trusted, authentic content without getting lost in the depths of a forum thread.

## Customer Examples

Company	Challenge	Solution	Results
<b>Microsoft Community</b>	Microsoft had not revamped their developer site in over a decade and wanted to feature their community of developers and add a clear feedback mechanism. With over 1M documentation pages, they needed a way to make the pages engaging while maintaining quality.	Microsoft implemented Livefyre Sidenotes and Comments to give their developers a place to communicate and collaborate with each other about issues, updates, and ideas. Livefyre technology allows users to respond to a specific paragraph or sentence in the documentation, facilitating clear communication.	<ul style="list-style-type: none"> <li>• <b>10% increase</b> in customer satisfaction</li> <li>• Minimized churn</li> <li>• Increased data on user base—ability to segment users based on comments</li> <li>• Improved quality of content</li> <li>• Better identification of common customer concerns and themes</li> <li>• Increased engagement</li> </ul>
<b>Intel Thought leadership</b>	With one of the major keynote slots for CES 2016, as well as some huge new product announcements, Intel wanted to showcase themselves in a unique way to make sure that they didn't get lost in the technology clutter.	Intel used Storify to live blog announcements around innovations and conferences like CES and RSA, telling a more trusted story by incorporating audience content for third-party validation. They also created online social hubs featuring the best content and trending topics to engage people before, during, and after the events.	<ul style="list-style-type: none"> <li>• Increased brand awareness</li> <li>• Increased engagement</li> </ul>
<b>Cisco Employee advocacy</b>	Cisco needed a strategy to grow their workforce as they increased recruiting efforts worldwide.	Cisco's brand team uses Livefyre to curate content that their employees are sharing on social networks using the hashtag #WeAreCisco. Cisco can now tell their story through the eyes of employees all over the world in a single place.	<ul style="list-style-type: none"> <li>• <b>2X</b> increase in Twitter followers</li> <li>• <b>3X</b> increase in Twitter engagement</li> </ul>

