

JUICY SAMPLES

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5 Steps for Account-Based Marketing That Rocks

CONTENT by *Digital Yalo* on May 2, 2018

Are you getting personal enough with your marketing efforts? Speaking to clients and prospects based on their specific industry or business challenges is a strong way to make an impression and gain credibility. Taking the time to zero in on various segments of your prospect list and what motivates them, versus using mass-messaging tactics, can make a big difference in your success rate. Account-based marketing (ABM) is all about delivering timely

and relevant content that can pique interest and start a conversation. These five basic steps can help you get started.

1. Segment Your Targets

Who do you want to market to and build a relationship with? Current client and prospect lists is a great place to start, but don't treat them all the same. Segment them by industry, product type or another data point that makes sense and you start to get a more refined group of people to message to. Think in the same terms when you're building prospect lists, and you'll have a better chance of speaking their language from the start.

2. Develop Your Personas

Next, you'll want to make sure you understand what challenges each of your audiences is facing so you can develop content that shows how you can help — they're likely not all the same. For example, Yalo recently helped our client, **Metalogix**, develop an ABM campaign directed at a European audience with compliance deadlines coming up. Having insight about that

one issue they were facing allowed us to develop really relevant messaging and time our campaign accordingly.

3. Identify the Best Channels

Timeline and budget are obviously always factors, but think about where you can deliver the most impact — which isn't always just in your audience's inbox. Is there a combination of channels you can use to build out a campaign that tells your story over a few weeks in a few places, versus a single hit? Think digital + traditional + in-person opportunities to find the best opportunities to connect.

4. Develop Killer Content

Just like in every other type of marketing, on-point messaging and an interesting hook is essential to getting their attention. For example, in our **Metalogix** example, data security was the key message so we locked up the mailer we delivered with a real padlock. A hand-written note from sales

reps gave it a personal touch. Think about fun and unique ways to deliver your message for a better chance that it will get the attention it deserves.

5. Run the Numbers. Refine. Rise.

Reviewing your campaign analytics and refining your message, timing or tactics accordingly is the final critical step to campaign success. And it gives you the insight to make the next one even better. Digital elements that can be tracked like a custom URL or a Facebook Pixel can help give you valuable insights beyond shifts in revenue, letting you know if you're getting engagement from the right people in the first place.



Back to School: Lessons for Creativity

CONTENT by Digital Yalo on August 8, 2018

Growing up in Virginia, back-to-school time signaled the transition of summer to fall. The start of a new season. A clean slate that rivaled even New Year's Day. It was a time of year to make a fresh start, complete with new jeans and backpacks; pristine notebooks and factory-sharp pencils; reuniting with old friends and making new ones; and a wide-open world of possibilities.

As an adult, I still get a little tingle when this time of year approaches. Here in Atlanta, back-to-school arrives a full month before Labor Day, making it much

less of a seasonal transition and more of a transitional state of mind. I sent my second grader back last week in shorts and short sleeves, and we have several more weekends of pool time ahead. But, for me, this time of year still means a chance to regroup and refresh, a moment to get my mind (and workspace) straight and set my goals for the rest of the year.

One of those goals is to be more creative. Sounds weird coming from a creative director, right? But I'm the first to admit that when schedules get busy and deliverables need to get out the door, making the creative can get to be more of an assembly line than the inspiring and fulfilling process it should be. So to reset a bit, here's my lesson plan for the next few months. It's not AP Physics or anything, just a few tried and true tricks for anyone looking to get those creative juices flowing again.



NEW SUPPLIES A fresh new notebook and a couple pens I love definitely help set that back-to-school vibe. I'm a supply nerd, so these are inspiration in themselves. But in addition, many people believe that writing by hand versus typing can boost your creativity.

DAILY HOMEWORK Speaking of writing, I'll be doing that for 30 minutes each morning. Not writing emails, not writing for clients, but 30 minutes of stream-of-consciousness writing. It's a great way to loosen up your mind, release anything that's been weighing on you and solve problems. Yes, you may even write your way to that next great idea!



FIELD TRIPS A creative mind needs to be fed with new perspectives and new experiences. Spending 8 hours a day every day at the same desk in front of

the same computer ain't gonna cut it. Whether getting out means just working at a coffee shop for the day or heading to the High to see the Warhol exhibit (yes, please!), getting a new view once in a while is a must.

RECESS Sunshine, fresh air and a little heavy breathing aren't just great for the body. They're great for the creative mind, as well. Science says so.

Whether it's the endorphins or the simple act of putting your brain on autopilot a minute while your body does the (maybe literal) heavy lifting, a little regular exercise can help when you need to flex those creative muscles.





GROUP STUDY Sure, some creative geniuses need to be left alone. But for the rest of us, talking through our ideas usually helps us make them better. Likewise, socializing with friends and, especially, laughter have been shown to increase creativity by helping us relax. So, if I ask you to hang out with me in the coming months, we'll probably both reap the benefits!



Clicks & Tricks Vol. 2: 4 Tricks to Delight Users

CONTENT by *Digital Yalo* on November 27, 2017

We've all got our favorite websites and apps, and can easily call out what we like about them — the content, the design, what they help us accomplish.

These are the most obvious attributes, but what about the more subtle details that keep us coming back? Much of this magic lies in UX decisions that affect how these favorite sites and apps look and function, but are so seamlessly integrated that we don't think much about them.

These four tricks are a just a few simple ways to delight users with great UX.

Think about your favorite sites. How many of these do they incorporate? Now think about your company's site. Could it use a little more UX magic?

Think Like Your Users

Sure, as marketers, we have our own agendas, messages and products to push. But what does our audience really need to see or hear to engage, connect and buy? Doing the research to understand your audience and how they make their purchase decisions is key to creating experiences that will resonate with them and help you meet your goals.

Personalize It

Whether you're serving up content based on a user's location or their last session on your site, personalizing the experience to feel like it was made just for them adds wow factor. It also gives a sense that your brand really knows them, which can help to deepen their connection to you.

Keep it Simple, Consistent & Orderly

“Intuitive” is probably an overused way people like me describe digital experiences. What it means is that features and content are organized in such a way that they are easy to find and move through, behave in familiar ways and remain the same throughout the experience. Clean design with clear visual hierarchies and consistency in elements like buttons helps to create an elegant experience. If a user has to overthink how to navigate your site, you’ve probably lost them.

Incorporate Interactive Content

And speaking of short attention spans, engaging users with content like quizzes and video is an effective way to hold their interest. The more they want to interact, the better their impression of the overall experience. Once again, simplicity wins. Your interactive content doesn’t need to be elaborate — in fact, sometimes the least complex interactions are the most fun.

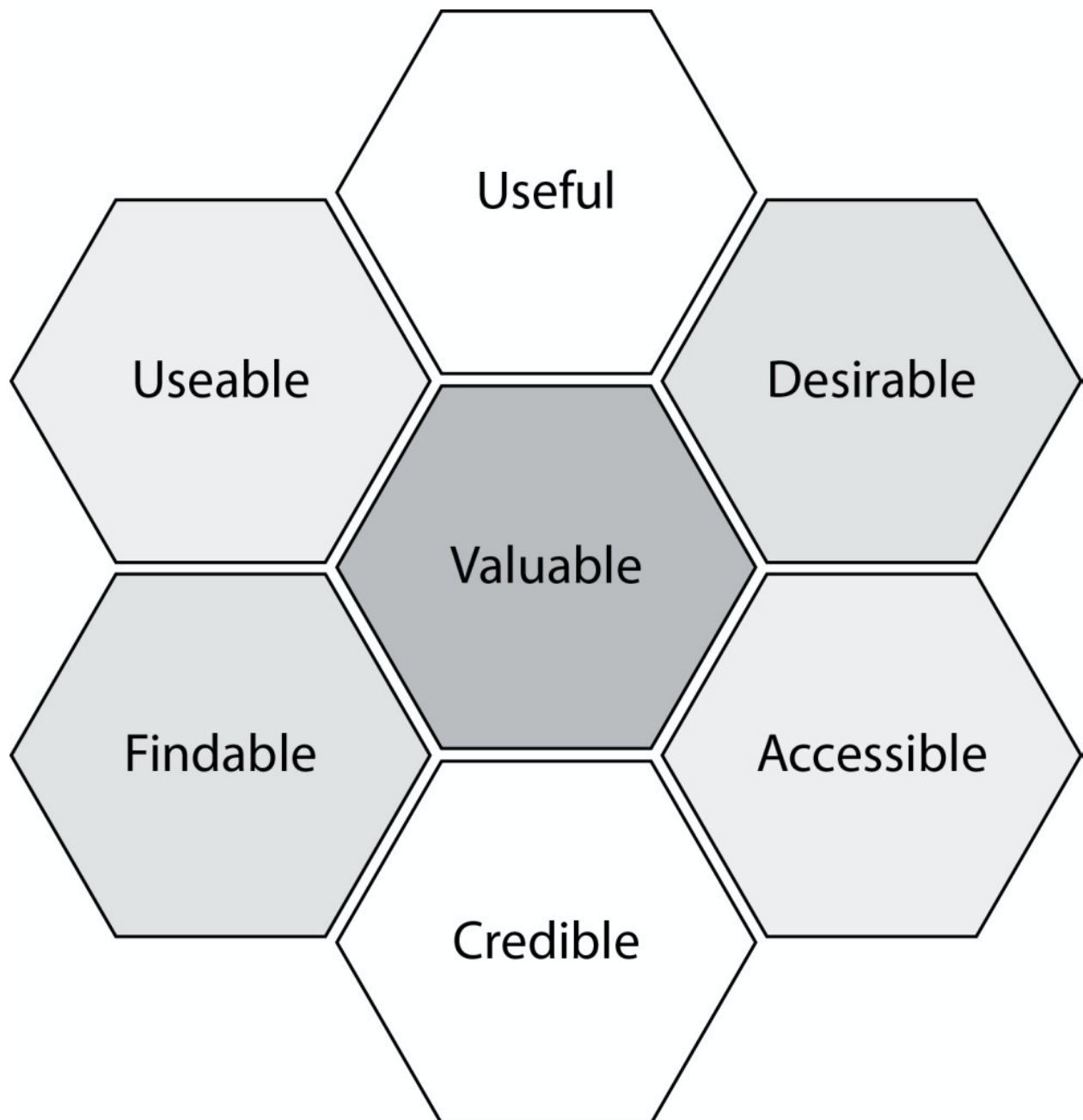


Creating Experiences that Delight & Deliver

CONTENT by *Digital Yalo* on March 30, 2018

When it comes to great digital experiences, details matter. To build the right one for your audience, you need to understand what they need, what they value and what will get them excited. Are they looking to get in, get their info and get out? Are they just browsing and easily wooed by interesting content, offers or eye candy? Are there specific tasks they want to complete or do they engage purely for entertainment and fun? There are a lot of parts and pieces that can combine to make an experience that will resonate with your

audience because it provides something valuable to them. Peter Moreville's UX Honeycomb is one of the best-established ways way to break down the most important factors to consider. Is your experience . . .



Useful? Your content and/or services your experience provides should be original and fulfill a need.

Usable? Your experience must be easy to use.

Desirable? Image, identity, brand and other design elements are used to evoke emotion and appreciation.

Findable? Content needs to be navigable and locatable onsite and offsite.

Accessible? Content needs to be accessible across screens and to people with disabilities.

Credible? Users must trust and believe what you tell them.

Okay, great. But how do you get *there*? Long story short, get inside your users' heads before you do anything else.

Yalo recently helped GenomOncology do just that, as we began the process of developing a new website for this healthcare technology client. This is part of the process our UX team typically uses to ensure we are delivering a valuable experience for your specific audience(s).

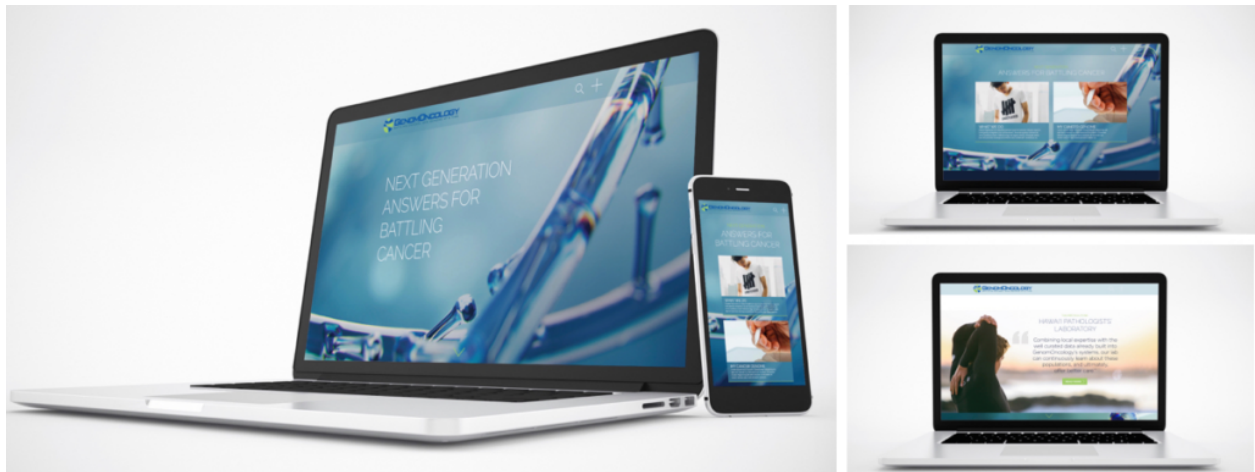
CUSTOMER INTERVIEWS & PERSONAS

We interviewed constituents from three of our client's most important audiences: Community Oncologists, Academic Oncologists and Bioinformatics Professionals. Then we developed detailed personas for those users, detailing not just general demographic and information about their roles and responsibilities, but also attributes like their pain points, goals and success factors that could help us to create an experience that doesn't just meet our client's goals, but truly gives their multiple audiences and experience that sings.

WIREFRAMES

Everybody loves pretty pictures, but before anybody on the design team ever opens Photoshop, it's critical to map out the experience without the distractions of photography and fonts. Based on our personas, we worked closely with our clients, to ideate on the best ways of surfacing information and cues quickly so that our three audiences would know there was something there for them and could get to it quickly. In this case, homepage

modules speaking directly to each audience were the answer we finally arrived at, along with a homepage hierarchy that follows the priorities of our audiences and surfaces the most important parts of the GenomOncology story.



CONTENT STRATEGY

Throughout the site, we developed eSpots and cross-linking to surface additional relevant content at the right times and help users move from one piece of GenomOncology's story to other relevant ones. We also made contacting our client easy at every turn. Additionally, photography and copy guidelines helped our client elegantly straddle the line between healthcare and tech, be relatable to their audiences and stand out from the competition while doing it.

While we can't share the artifacts from this part of the process, we can share some of the creative work that resulted and note that the new site will be launching soon! Our approach is similar for any client in any industry. So, could your UX stand to get turned up a notch or two?