



# The Definitive Guide to Knowledge Led-Growth™



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# Buyers and customers are tired of being sold to.

**Fact: The desires of B2B buyers are evolving.** 68% prefer to do individual research before talking to a sales rep.

When marketing and sales don't offer buyers the ability to inform themselves and explore solutions to problems at their own pace, that causes:



## Longer sales cycles & low quality leads

Sales teams have to play catch-up and end up going back and forth with buyers who are far from ready, spending more time informing them instead of closing deals.



## High customer churn & low retention

Low customer retention and high churn rates often stem from buyers not fully understanding or appreciating the ongoing value of your product in their roles.



## Wasted time and effort

Without a platform that shows you what answers buyers are seeking, you won't know what content is and isn't working.

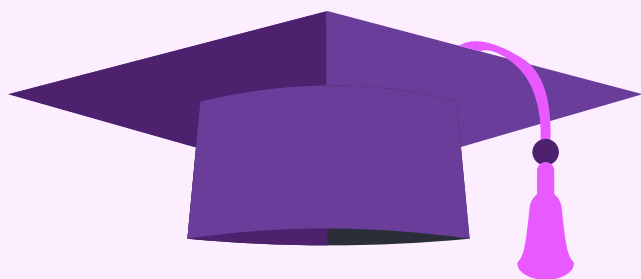
# Meet the untapped channel for full lifecycle growth: Knowledge

Your prospects and customers are drowning in a sea of content. Break through the noise by providing them with something others aren't.

Knowledge-Led Growth™ allows prospects and buyers to explore self-service educational courses that nurture and engage them from interested buyers to loyal customers.

Traditional Mediums	VS	Knowledge-Led Growth™
Based on marketing & sales practices	<b>Strategy</b>	Based in learning theory best practices
Inefficient piecemeal, manual content creation	<b>Content Creation</b>	Affordable, efficient content creation with one easy to use platform
Prospects have to hunt and find answers to their questions on their own	<b>How They Engage</b>	Prospects follow learning paths and earn certifications & badges
Reps reaching out based on gut feelings or intuition	<b>Lead Activation</b>	Timely, evidence-based activation using accurate lead scores and prompts
Siloed data for each platform or medium	<b>Reporting</b>	Closed-loop reporting with clear and actionable insights

# Components of Knowledge-Led Growth™



## A knowledge/content hub – or an area of your website that is more than a static webpage

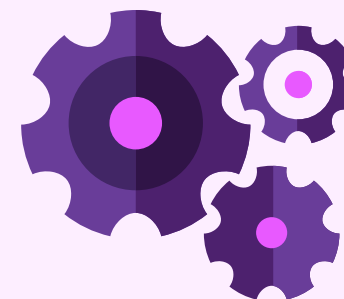
Think interactive storefront vs poster, a prospect arrives to your website and can self serve as much content as they want without providing an email address every time.

One platform for content is convenient for buyers and allows them to access the full range of what you offer, but also means replacing content and adjusting structure is a lighter lift.



## A way to collect insights on content interaction

Gathering critical engagement data along the way will clue your team into what content buyers need more of, and when they're ready to buy, renew, or upgrade their license.



## Integration with existing systems

With integrations into your existing tech stack like your CRM, your sales, marketing, and customer success teams can seamlessly analyze insights on engagement.

# The Advantages of Knowledge-Led Growth™

1

## Authentically generate demand

Potential buyers inform themselves about your solution and its benefits in an authentic, non-salesy manner. As your brand becomes synonymous with knowledge, when prospects think of the type of solution you offer, your name will be the first that pops into their head. That leads to lower customer acquisition costs and greater word-of-mouth referrals.

2

## Get data-backed insights

When knowledge content is organized and centralized in one location, you can see what topics and content are most appealing to prospects.

3

## Drive higher-quality leads

Informed buyers often make more promising leads. By providing content that buyers can access at their convenience, your platform can nurture these leads even when you're not actively engaging with them.

4

## Shorten sales cycles

With leads who are already educated on your product/solution and its benefits, you can skip ahead in the sales process and spend less time trying to warm the lead.

5

## Promote upsells & engage customers

Create well-informed customers and provides insights on their content engagement, empowering your Customer Success team to generate more upsells and reduce customer churn.

Let's take a deeper dive into how Knowledge-Led Growth™ supercharges sales, marketing, and CX teams



## 1

# Authentically Generate Demand






Become the thought leader in your industry. When prospects think of the type of solution you offer, your name will be the first that pops into their head.



## Don't gatekeep

Take your industry knowledge and turn it into content that helps your buyers understand how your solution solves problems and enhances their business.

### Top Content Accessed Lessons

Name	Visitors ↓	Avg Time Engaged	
 Introduction to the Platform: Workflows & U...	40	15 minutes	⋮
 5 Steps to Launching Your Learning Experie...	40	1 minute	⋮
 The Revinova Approach to Creating Experts	30	10 seconds	⋮
 Introduction to the Platform: Workflows & U...	20	15 minutes	⋮
 Configuring VILT: Organizations with Multipl...	20	30 minutes	⋮

## Integrate educational content into one platform

It allows buyers to access content easily and move through the buying journey, but it also means you can efficiently manage, distribute, and analyze performance from a single source of truth.



## Engage buyers on their terms

As prospects consume content that piques their interest, they're selling themselves on your solution while you provide authentic value.

It's a win-win for you and prospects. No more:








- ✗ Chilled leads
- ✗ Buyers who associate you with low-value, salesy content

## 2

# Get Data-Backed Insights

Educational content is expensive, so spend more of your resources on what actually moves the needle.

## Top Converting Content

Name	% Completed  	Revenue Influenced 
 <b>Hosting Live, Virtual Events with any Meeting...</b> Course	80%	\$150,000
 <b>Welcome to Revinova</b> Ad	80%	\$140,000
 <b>Grow Your Platform With Revinova</b> Ad	75%	\$130,000
 <b>Creating Course-Specific Instructor Groups</b> Lesson	60%	\$130,000



## Invest in content that buyers are looking for

You don't need fancy research tools or surveys. Observe content modules and track keyword terms in your academy that your prospects are searching for. Does the content they're looking for exist in the academy today? Now you can optimize your academy with the information your prospects are searching for.

## Tailor content to move prospects through the buying journey

As buyers indicate intent and interest, your team can tailor content for maximum value.

## Reach prospects at the right time

With prospect data integrated into your CRM and sales tools, sales teams know what prospects and accounts have the greatest engagement and where they should personalize and prioritize outreach.

With knowledge-led growth, prospects show you what they're interested in. No more:

- ✗ Guessing what prospects want
- ✗ Spending time and money on invaluable content
- ✗ Sales teams wasting their time on cold or uninterested leads

## 3

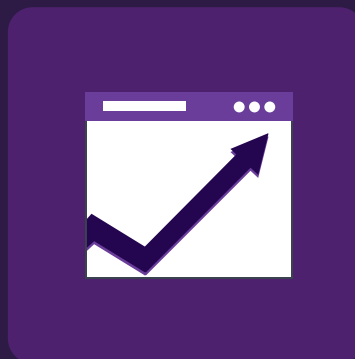
# Drive Higher-Quality Leads

Turn product novices into well-versed prospects. That way, when prospects are ready for sales, they're already sold on your solution.



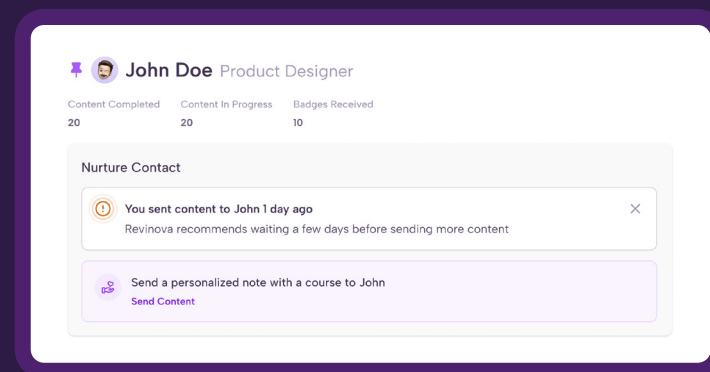
## Set clear expectations

By educating prospects effectively about your product/solution (that don't vary by salesperson) a prospect is far more likely to be "ready" to convert to a customer when they actively choose to interact with the sales team.



## Gauge the interest of a lead organically

Get an authentic picture of buyer intent and interest through the content they consume.



## Engage warm leads at the right time

You have the data to know who your reps should contact and when. When leads are ready for sales, reps will be ready to close deals. No more blind actions or premature sales calls that may chill a lead.

**Sales reps can reach out with complete confidence. No more:**

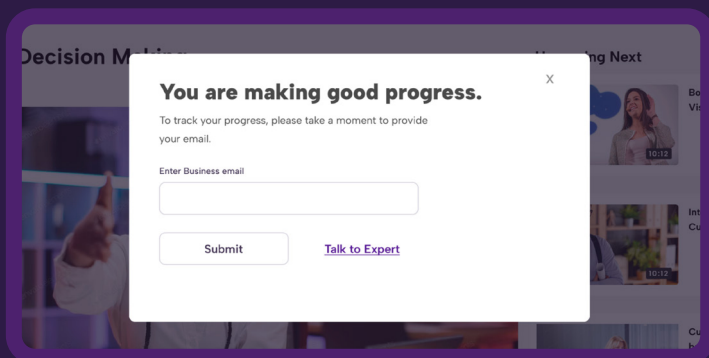
- ✗ Reaching out to leads who aren't interested
- ✗ Reps wasting time on uninformed, cold leads



## 4

# Shorten Sales Cycles

Sales teams sell quicker, and don't have to waste time going back and forth with leads.



**Buyers are prompted to start a conversation when they're ready**

Behavior and intent data show you when sales are ripe for closing.



**Sales reps can get right to selling**

Sales doesn't have to educate buyers from scratch or bring them up to speed. Buyers have already begun the journey themselves.



**Confidence in expectations being set with customers**

A knowledge hub allows prospects to educate themselves and provides the company with a higher degree of confidence that expectations are being set.

**A Knowledge-Led Growth™ academy mitigates onboarding risks of buyers feeling bait and switched. No more:**

- ✗ Lengthy back and forth to educate buyers
- ✗ Sales reaching prospects high in the funnel

## 5

# Promote Upsells & Engage Customers

When existing customers continue to engage with knowledge content, it makes work a lot easier for customer success.



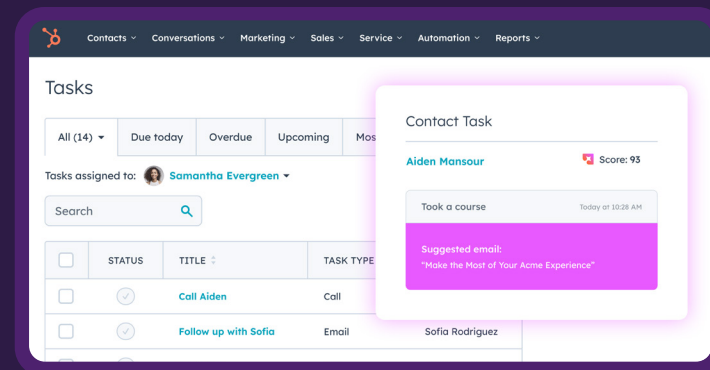
## Shorten time to value

Forrester reports that 80% of B2B consumers choose brands offering educational content. Buyers want confidence in using a product. Providing education and answers helps customers quickly maximize its value.



## Customers follow paths that interest them

Previously, CX teams used emails, surveys, and suggested content to gauge customer needs. With Knowledge-Led Growth™, they now gain real-time insights, enabling proactive and personalized support.



## Spot customers who are ready to upgrade

Engagement data with educational content reveals to CX leaders which customers are strong candidates for cross-sell or upsell opportunities, allowing them to align offerings with the customer's evolving goals.

**A Knowledge-Led Growth™ academy means you can engage with customers that prefer self service content. No more:**

- ✗ Losing customers who couldn't find answers
- ✗ Customers seeking help elsewhere to use your product

# Knowledge-Led Growth™ transforms sales teams by:

- ✓ Authentically generating demand
- ✓ Offering data-backed insights on what's working
- ✓ Driving higher-quality leads
- ✓ Shortening sales cycles

## Next steps to driving B2B revenue through knowledge:

*"I want to try the #1 Knowledge-Led Growth™ platform on my own"*

→ Explore Revinova with a free trial

Sign up

*"I like this, but I don't have time to build courses"*

→ We'll build your first course for you

Show me how it works

*"I want to learn more about how Revinova works"*

→ Get the Revinova brochure

Download the guide