

Visibility. Authority. Credibility. How does your content align to sales?

If credibility is necessary to get considered in a deal, and authority is required to win a deal, then visibility is the way you get invited to a deal. Dan Hansen discusses

Now you may think: ‘Simple enough. I’ll run some keywords and interrupt their search, drive them to my awesome landing page, and they’ll immediately convert to a lead!’ The only problem with this scenario is it ignores the role that credibility and authority play – or the belief in you and the efficacy of your brand over others.

Visibility

Let’s talk about visibility. Most consider visibility as the ‘advertising’ component of B2B marketing. I would argue it’s much more than that. Visibility is the foundation on which you build your other two drivers: authority and credibility. In other words, your advertising should drive qualified engagement above all else.

And visibility can range from your company’s response to a hot issue in a LinkedIn group, to a well-placed piece of content housed on an authoritative industry site, to a prospect’s search

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that delivers your content as part of organic results – a key role in building trust that their problem can be solved with you.

Authority

That leads us to authority – the ability to lead industry thinking and influence the way in which people go about solving a problem. Authority is earned through the quality of the content you supply, the answers you supply, the reasoning behind those answers, and the believability of the answers themselves.

Authority takes time to build, and it’s easy to lose fast. So, the quality of the content plays a rather large role in establishing and maintaining it (authority). That means items like white papers should be properly researched using trusted authoritative sources, cited clearly for follow back, and genuinely approach the solution or need in a very tangible way without ‘selling’ as it goes. A shameless plug at the end is fine, but authority comes from delivering usable insights in a meaningful, transparent way.

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Credibility

Credibility, on the other hand, or trust that you can deliver on your promises (real or implied), goes hand in hand with authority. For example, when you highlight a use case that spotlights a trusted brand, you get what’s called the halo effect. ‘If you did this for a company I trust as a leader, you yourself must be a trusted leader’ – in short, you’re borrowing the brand value of those you highlight.

In the end, the common thread that aligns all three of these pillars of successful sales is good content, well placed.