

# Personalized vs Manufacturer-provided Content

*Know When to Use Each for the Best Results*

Relying on manufacturer-provided content for all of your marketing needs is not a viable strategy to gain net-new customers or impactfully engage your current customer base. It can be a valuable asset in your marketing toolkit with a few use cases, but likewise, personalized content presents a number of scenarios that may persuade your content strategy decision.

## Decision-making factors in choosing your content

- What's your marketing budget?
- What are you wanting to say?
- Where and how is it being used?
- Do you have in-house resources?
- What's the bandwidth of those resources?
- Who is your target customer?



## Best use cases for manufacturer-provided content

### Use Case

When your budget is limited.

### Why

You need content but can't afford to create your own just yet. Adding your logo to vendor-provided content ensures you have something to use.

When the content is brand new.

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When the customer is in the preference phase.

The further down the marketing funnel, the more likely the customer has already chosen to purchase from you. Sharing vendor-provided information helps seal the deal.

When your Sales team needs more information.

Your team already knows how to lead with your brand, they just need resources to speak to product specifications to land the deal.

When using tables, images, or other vendor graphics.

Creating your own content doesn't mean having to start completely from scratch. Utilizing the graphic resources from the manufacturer can save time and money.

## Best use cases for personalized content

### Use Case

When you're introducing your brand.

### Why

You want to stand out and the best way is to lead with your brand. Telling your story in your own words with your own imagery ensures you don't get lost in the noise.

When you want to promote complementary services.

Aligning your key services with manufacturer products enables you to provide a complete solution that can deliver long-term financial benefits.

When you need industry-specific collateral.

Marketing content that speaks directly to the pain points, use cases, and benefits of your specific audience shows them that you understand their needs.

For trade shows and events.

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For your social media posts.

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For anything on your website.

SEO algorithms are smart at spotting redundancies, so the more personalized content you have on your website, the better chance you have of being found.

## IMS360 makes it personal

Creating your own content marketing assets and knowing how best to use them, can be challenging. As a full-service marketing and creative content agency, IMS360 can help you:



Develop a strategy that aligns with your expectations



Strategically use your MDF in creating personalized content



Develop quality and engaging assets that fit your budget



Fill your in-house content marketing resource gaps

# Want to learn more about what IMS360 can do for you?



Check out our catalog of services. Ready to start personalizing your content? Schedule a discovery call to learn what we can do for you.

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