

INTENT USE CASE SPOTLIGHT:
**MESSAGE SELECTION AND
 CONTENT CREATION**



What is Message Selection and Content Creation?

Process of using intent data to develop messages and select thought leadership/content most likely to resonate with specific audience segments.

Intent Data Use Case Maturity Journey

STAGE 1 USE CASES

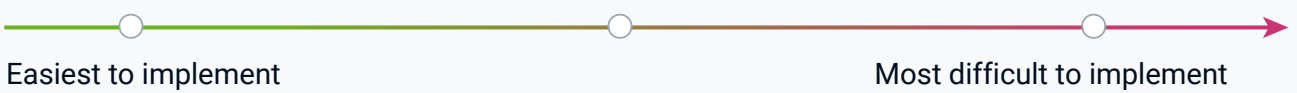
- Account Identification and Selection
- Digital Advertising
- Lead Generation
- **Message Selection and Content Creation**

STAGE 2 USE CASES

- Lead/Account Scoring
- Account Prioritization/ Pipeline Acceleration
- Churn Prevention
- Upsell/Cross-Sell

STAGE 3 USE CASES

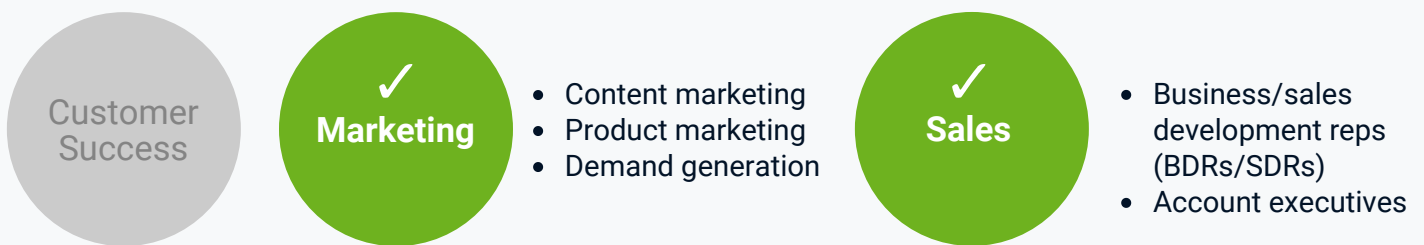
- Market Intelligence
- Event Planning



"Only 12% of marketers believe they have high-performance content marketing engines that are strategically programmed to target the right audiences with relevant and persuasive content and messaging."

[2021 CMO Council Report](#)

Who Uses Message Selection and Content Creation?



Why Do They Use It?



How Do They Use It?

Usually a top- and middle-funnel activity



Message and content selection and development; email nurture track optimization: Analyze intent signals to identify the interests, concerns, and needs of specific accounts, and then create new or select current messages and content that best align with those findings.

Website personalization: Build website landing pages customized to the needs and interests of specific accounts (or account segments).

Message selection for sales follow-up: Assign specific talk tracks, messages, and/or content to individual accounts based on their research activities as identified by the intent data.

[Read here for how to leverage intent signals to inform your content marketing strategy.](#)

