

## **About Expert Voices Collection**

Expert Voices is a high-authority thought leadership digital asset created to highlight Spryker's Composable Commerce as a strategically important topic for our core industries. This asset will be created as a collection of expert statements and opinions on a specific topic provided by industry experts within our Partner network.

### **What is created?**

Spryker will create five (5) content pieces that cover the following topics/fields

- CPG manufacturing
- Industrial goods manufacturing
- Automotive and spare parts manufacturing
- Distribution & Wholesale
- Composable Commerce

Two examples of similar assets, include [B2B Marketplaces Expert Voices](#), and [Key Insights and Expert Voices from the 2022 German Online Grocery Report](#).

### **Why is Spryker creating these?**

This format of a collection of expert statements has performed well in the past as a lead gen activity. We are inviting our Partners to collaborate by lending their insights as an easy way to participate and benefit from Spryker's marketing efforts. Our ultimate goal is to provide value while increasing visibility and awareness among our target ICP. Each Partner can use the final content pieces for their own marketing promotion.

### **Who creates the content?**

The Spryker content team will write an introduction and a statement for at least one Spryker expert per asset. We will consolidate all statements into a final asset, and take care of the design.

The Partner experts/marketing teams will provide statements and can promote the final asset on their own pages/social media.

### **What is the benefit for the Partner?**

Partners are invited to contribute to a key marketing initiative covering the topic of Composable Commerce for our core focus industries and ICP. Each Partner will receive their own version of the asset which they can use for their own lead generation activities. Spryker will provide a unique URL (hosted in Hubspot) for tracking purposes. We can also provide a white-labeled banner for social media promotion.

### **How is content created?**

The assets will be created in Hubspot and shared with the readers via a link (not PDF). This has several benefits for Spryker, the Partners, and the readers:

- Responsive design any device
- Analytics to track how people consume the content, e.g. how long they stay on the page, how far they scroll, etc.
- Versionless and easy to maintain, with evergreen access and easily updatable
- No limit how many statements one Partner can contribute
- We will provide social media banners for each expert for them to post / promote the asset
- We don't share the leads but position the Partners as experts for the subject matter, and actively promote their names and brands to our database and through all our marketing channels.
- Partners are allowed to do their own lead gen with the assets. Only condition: they have to use our HS asset, and there will not be a PDF.
- Spryker can create variants per Partner where their statement comes first, and that have their logo on the cover, so they're prominently featured.

The Spryker team will promote these via:

- Organic social: several posts per asset on corporate account as well as employee advocacy posts
- Paid social: targeting specifically our target accounts in the respective industries
- Email cadence to relevant existing database
- Outbound cadences for BDRs and AEs
- Prominent position on industry pages on our website

## **Guidelines for Statements**

Every statement should follow the same structure provided by these questions that will be used as sub-headlines, i.e. every question must be answered

### **For the four industry-specific assets:**

1. What do you see as the biggest challenges facing the industry at the moment? (200 words max)
2. Which key trends and innovations will have the strongest impact on the industry? (250 words max)
3. What strategies do you recommend for companies to effectively market and sell their products through digital channels? (250 words max)
4. What do you offer companies in this industry, and why is Spryker the right partner for you?

5. [**Optional question** - *might be turned into a separate section "Trend Topic AI"*] What potential do you see in AI for this industry? And what role can your product or service play in this? [250 words max]

**For the Composable Commerce asset:**

1. What do you see as the key benefits of Composable Commerce over traditional e-commerce approaches? (200 words max)
2. How do you see Composable Commerce evolving in the future, and what new trends or developments do you predict in the field? (250 words max)
3. Can you provide any best practices or advice for companies looking to get started with Composable Commerce, and what they should consider when evaluating different solutions? (250 words max)
4. What is your offering in terms of Composable Commerce, and why is Spryker the right partner for you?

## Additional Components

1. **Photo/Headshot**
  - a. png or jpg
  - b. squared
  - c. at least 960px x 960px
2. **Job Title**
3. **Company name, logo, and link to website**

## Asset Outlines

### Industry Assets

1. Intro
  - a. Purpose of the white paper
  - b. Overview of the industry
    - i. Definition
    - ii. Historical evolution
    - iii. Market size and growth
2. Expert Statements
  - a. Statement 1
  - b. Statement 2
  - c. ...
3. Conclusion

### Composable Commerce Asset

1. Intro

*Expert Voices Collection Briefing*

- a. Purpose of the white paper
- b. Relevance of Composable Commerce
  - i. Definition and Gartner background
  - ii. Connection with best-of-breed and PBCs
  - iii. Benefits for businesses
2. Expert Statements
  - a. Statement 1
  - b. Statement 2
  - c. ...
3. Conclusion

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Please connect with your Partner Marketing Manager to answer any questions. We look forward to collaborating with you!