

THE AWESOME ADVENTURES OF **MEGACORP'S MARKETERS**

Or: How to
Use Comics in
B2B Content
Marketing



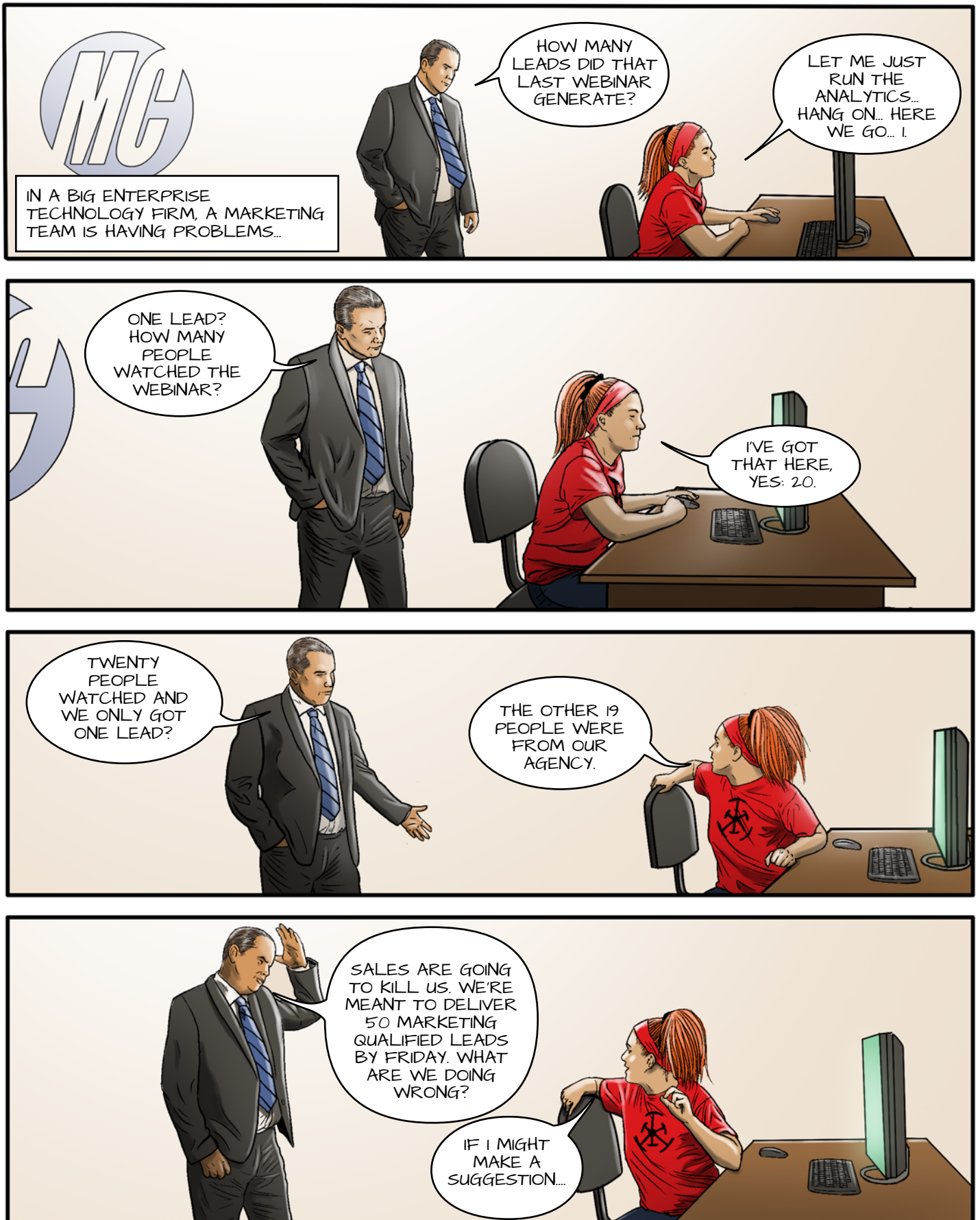
**Radix
Communications**

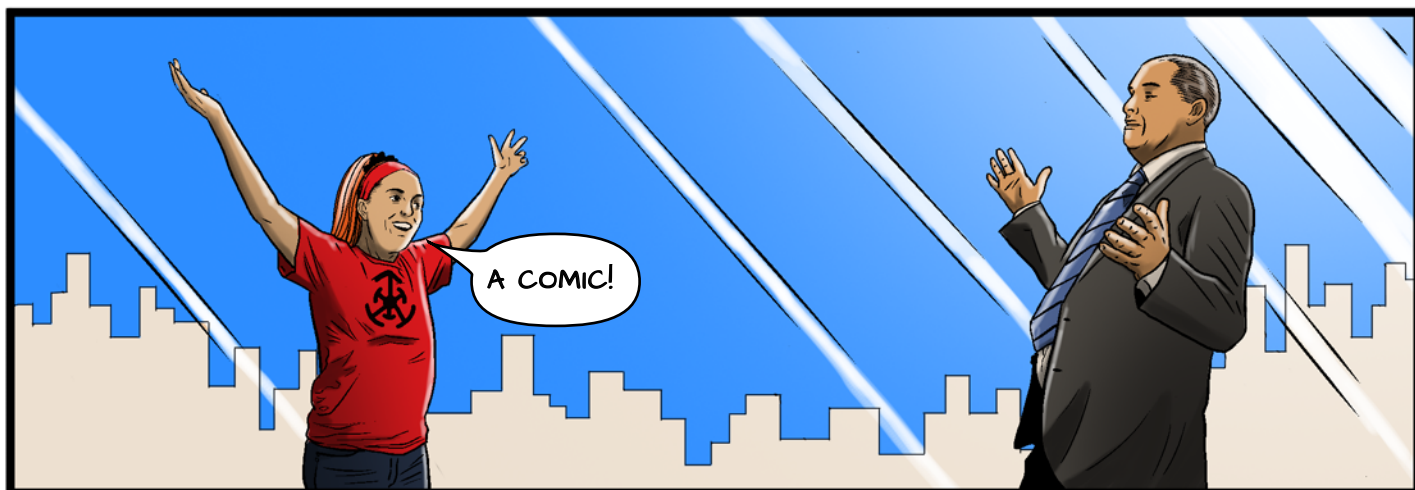
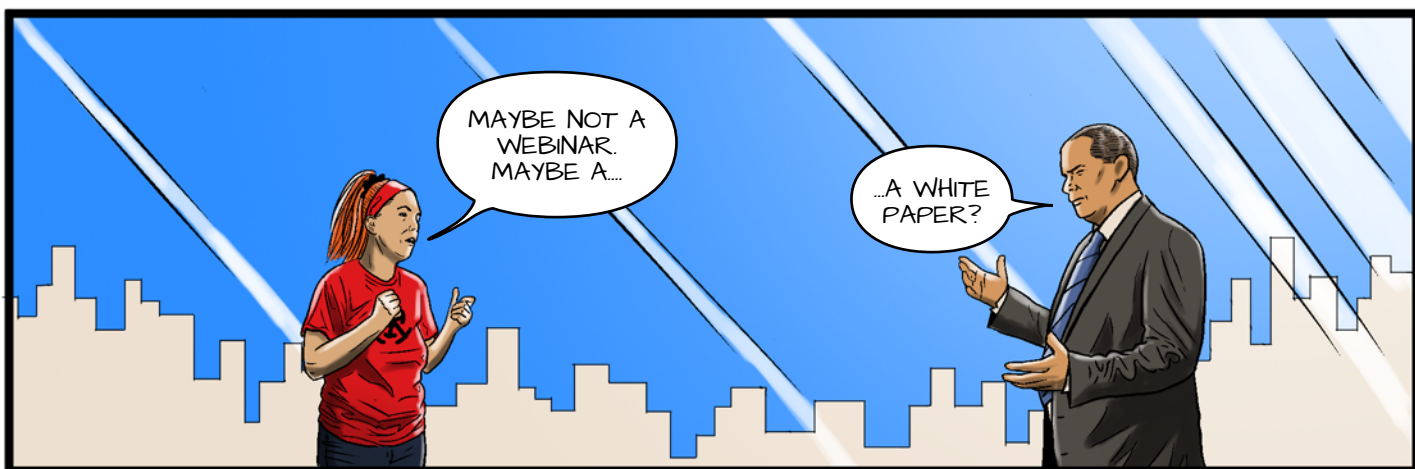
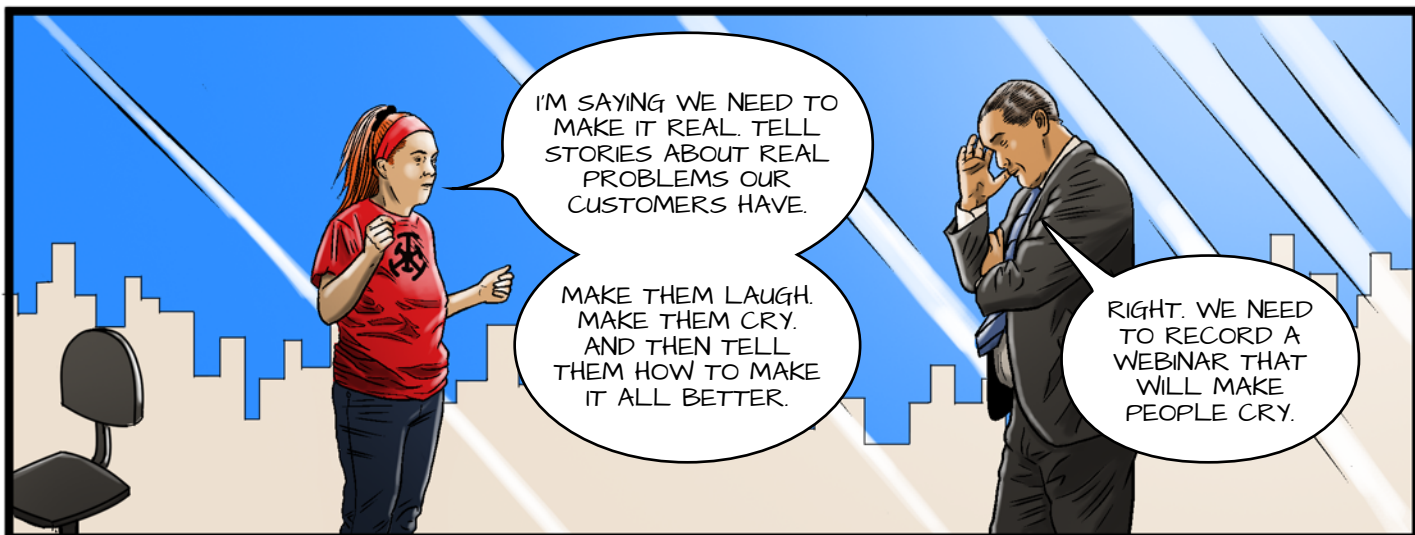
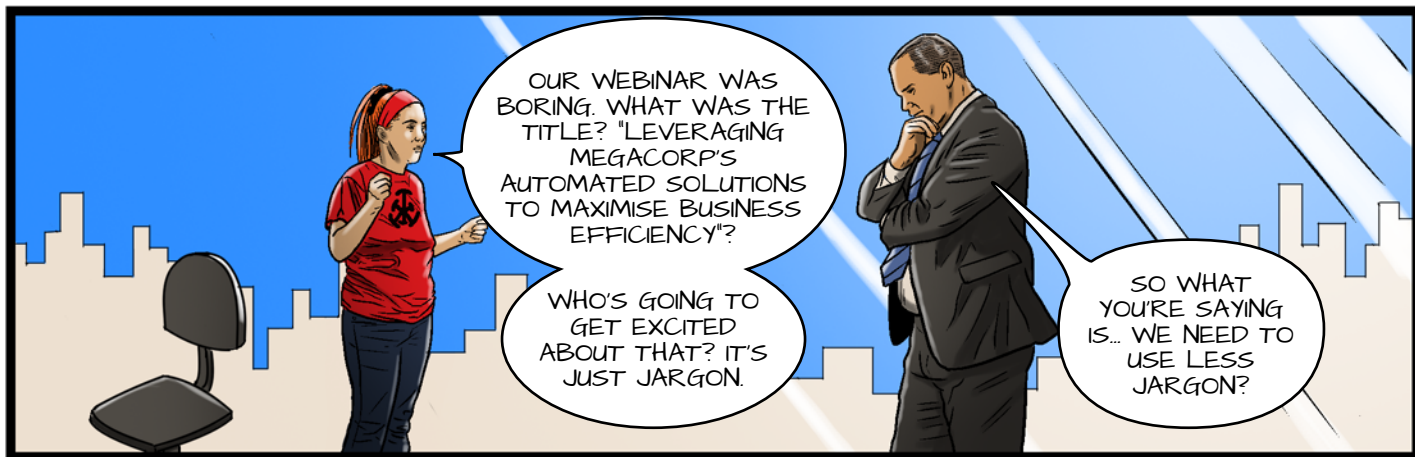
Story: Fiona Campbell-Howes

Art: Kirsty Swan

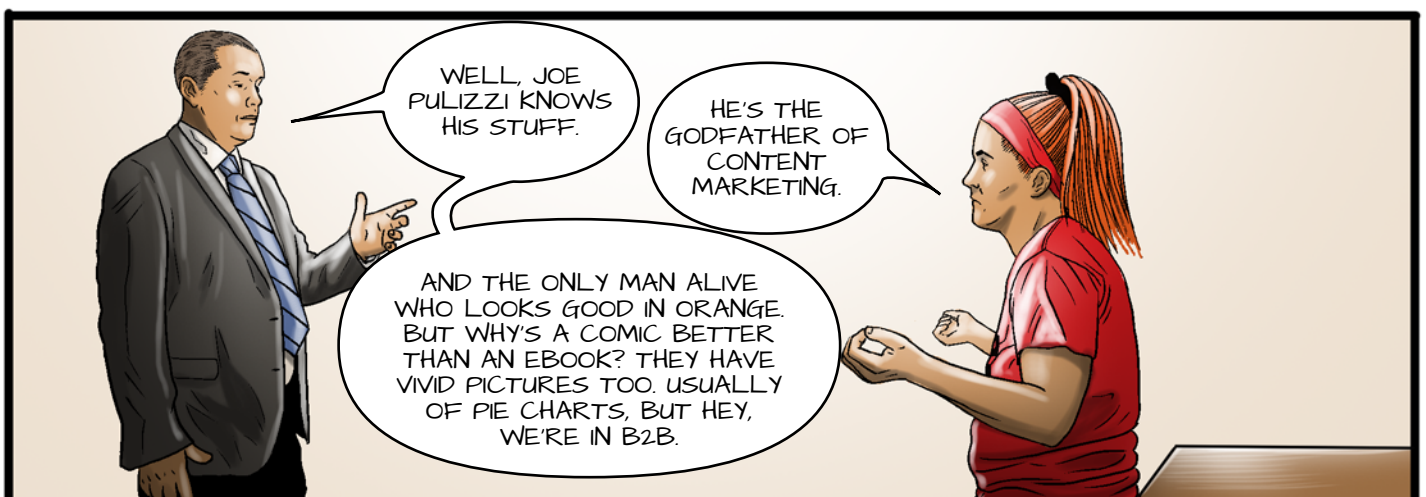
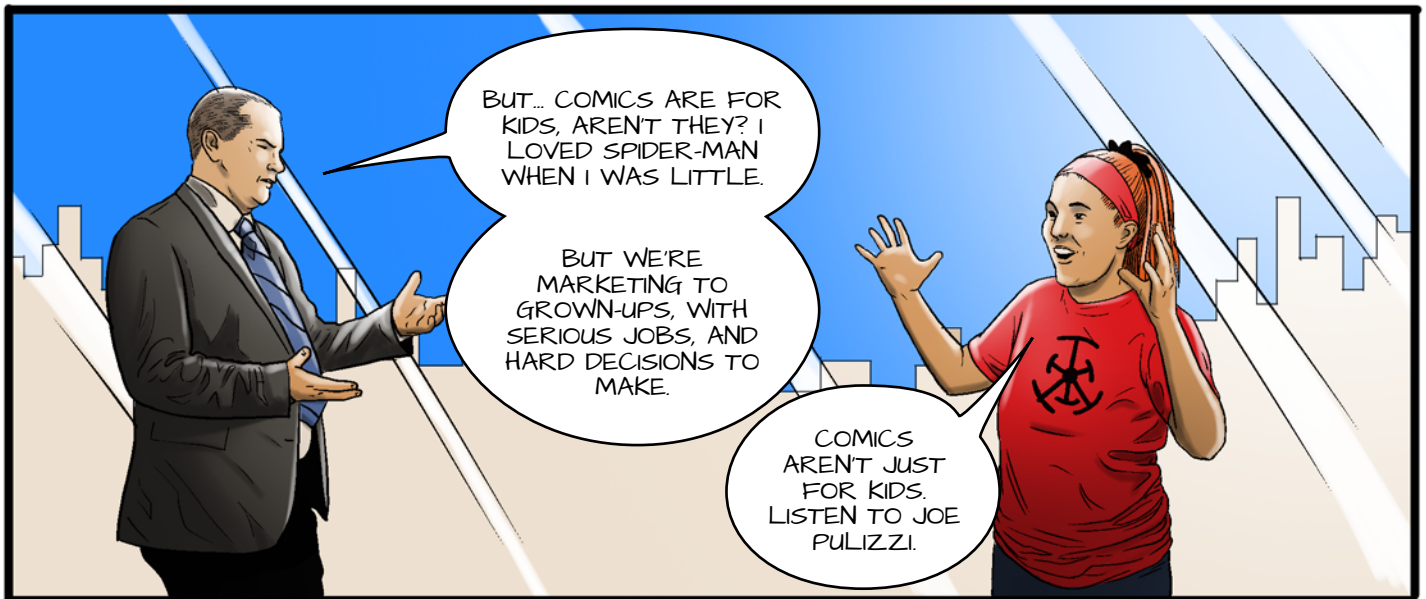
Letters: Emily King

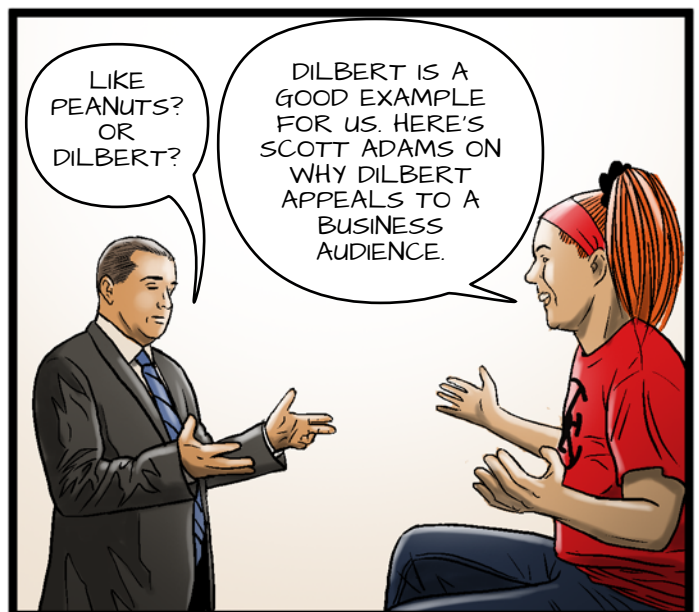
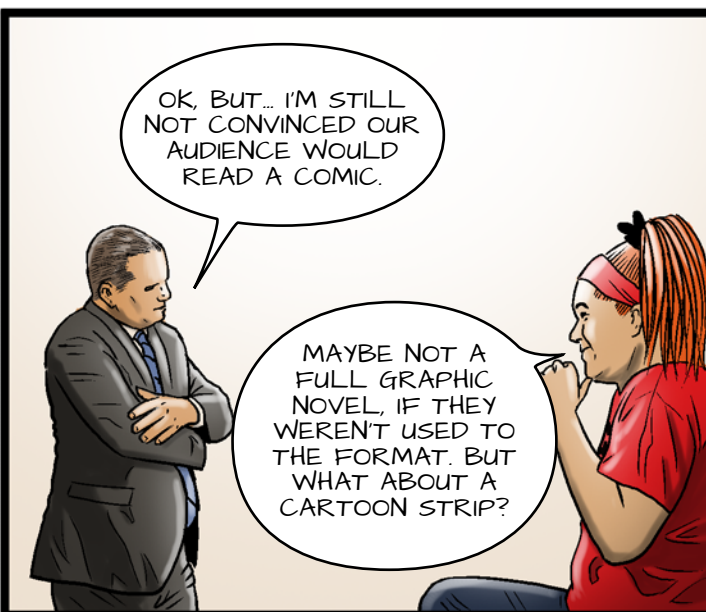
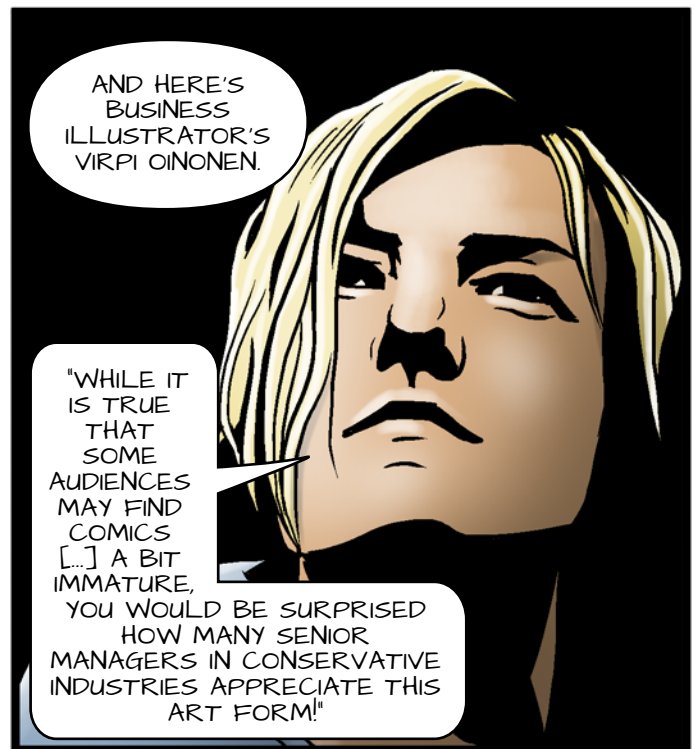
INTRODUCTION: THE TROUBLE WITH B2B MARKETING

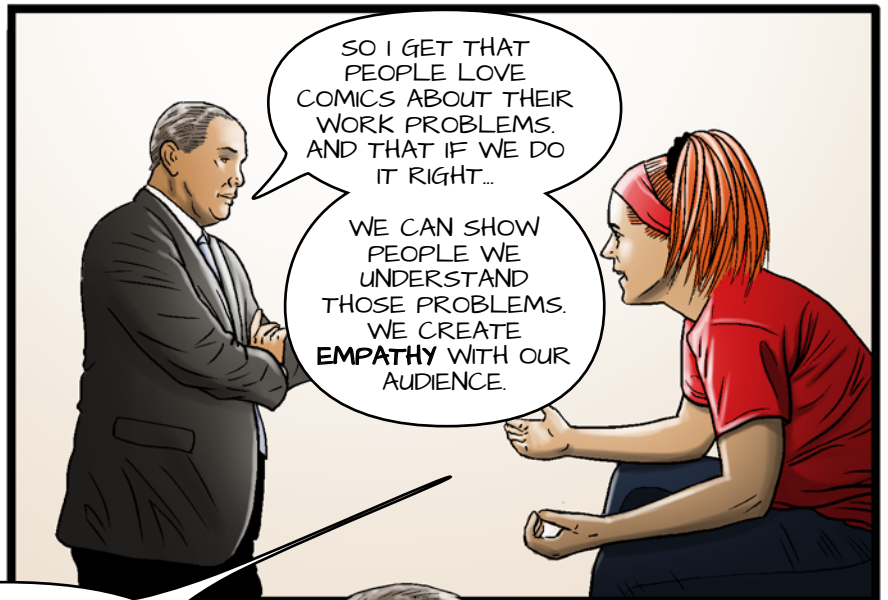
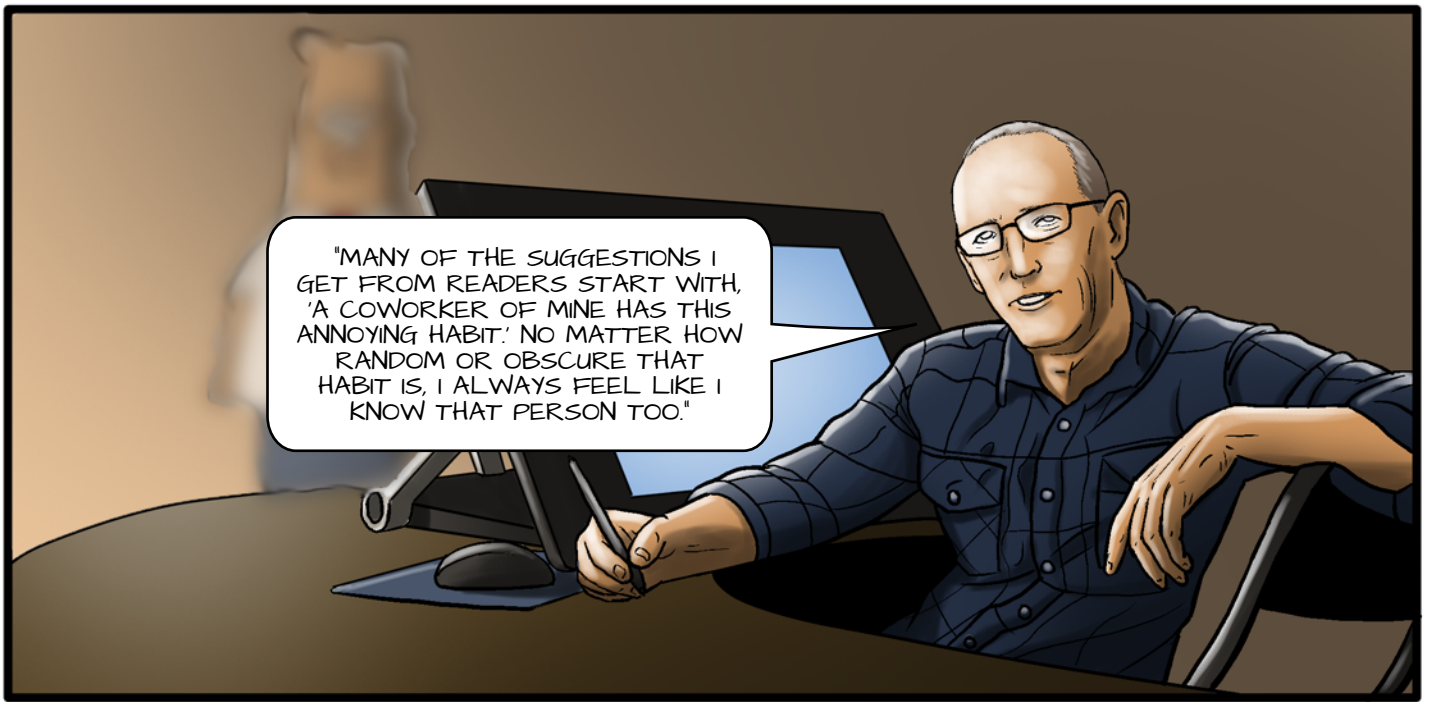




CHAPTER 1: WHY COMICS?







CHAPTER 2: WHO'S DOING IT?



WE WOULDN'T BE THE FIRST TO DO IT. THERE'S A WHOLE HISTORY OF COMICS IN B2B MARKETING.

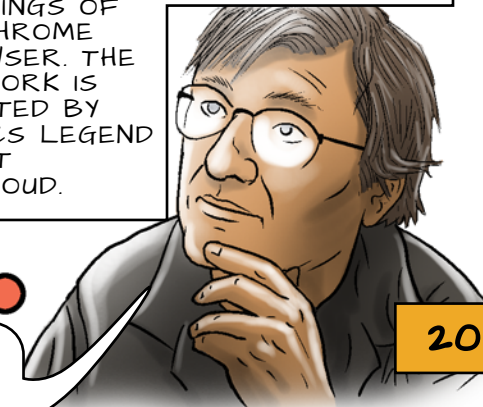
2002



"I WANTED TO BE PART OF THE CONVERSATION, AND BECAUSE I WAS THE ONLY ONE DOING CARTOONS IN THE SPACE, I GOT NOTICED."

CARTOONIST HUGH MACLEOD OF GAPINGVOID STARTS DRAWING CARTOONS FOR MICROSOFT, DESIGNED TO ACT AS 'SOCIAL OBJECTS', OR CONVERSATION-STARTERS.

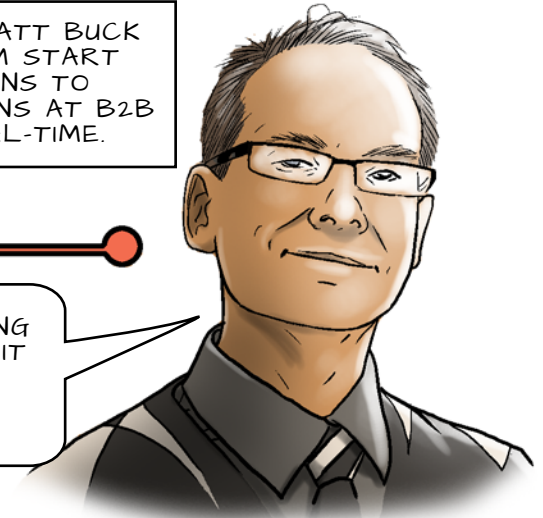
GOOGLE USES A 39-PAGE ONLINE COMIC TO EXPLAIN THE TECHNICAL WORKINGS OF ITS CHROME BROWSER. THE ARTWORK IS CREATED BY COMICS LEGEND SCOTT MCCLOUD.



2008

"PEOPLE SEEMED GENUINELY SURPRISED BY THE DEGREE TO WHICH THEY UNDERSTOOD WHAT THEY WERE READING AND THE DEGREE TO WHICH THEY WERE INTERESTED IN WHAT THEY WERE READING."

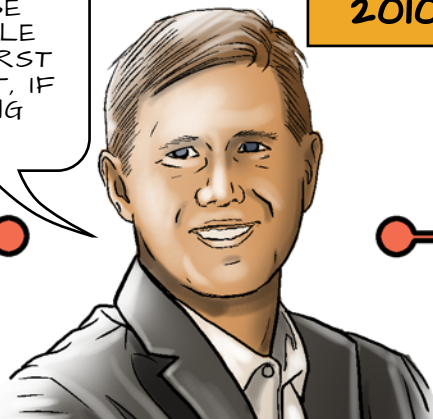
2009



CARTOONISTS LIKE MATT BUCK AND ROB COTTINGHAM START RECEIVING COMMISSIONS TO DRAW THE DISCUSSIONS AT B2B CONFERENCES IN REAL-TIME.

"OCTOBER'S CARTOON-BLOGGING AT THE REAL-TIME WEB SUMMIT WAS A WELL-RECEIVED EXPERIMENT IN INNOVATIVE EVENT COVERAGE."

2010



"YOU CAN'T JUST **START** BEING SOCIAL. YOU HAVE TO BE DOING SOMETHING LIKABLE AND SHARABLE IN THE FIRST PLACE. ANYONE CAN DO IT, IF YOU'RE DOING SOMETHING DELIGHTFUL."

MARKETER-TURNED-CARTOONIST TOM FISHBURNE STARTS MARKETON STUDIOS, CREATING BESPOKE CARTOONS FOR SOCIAL SHARING, FOR BRANDS LIKE VODAFONE, ORACLE, GE, AND INTUIT.

2014

MARKETING AUTOMATION SOFTWARE COMPANY MARKETO USES COMIC-BOOK STYLE ANIMAL CHARACTERS TO BRING ITS DEFINITIVE GUIDE TO LEAD GENERATION TO LIFE.

"THIS MARKETING MENAGERIE LENDS A LIGHTEARTED VISUAL PUNCH LINE TO WHAT MIGHT'VE OTHERWISE BEEN A BUTTONED-UP HOW-TO."



OK, SO LOTS OF PEOPLE ARE DOING IT ALREADY. I'M WARMING TO THIS. BUT HOW DO WE **MAKE** ONE?



7

The Adventures of
SARA BARLOW
FIXED ASSET MANAGER

SAGE CREATES A COMIC-STRIP CHARACTER, SARA BARLOW, FIXED ASSETS MANAGER, TO SHOWCASE THE BENEFITS OF ITS SOFTWARE ON THE SAGE FIXED ASSETS BLOG.

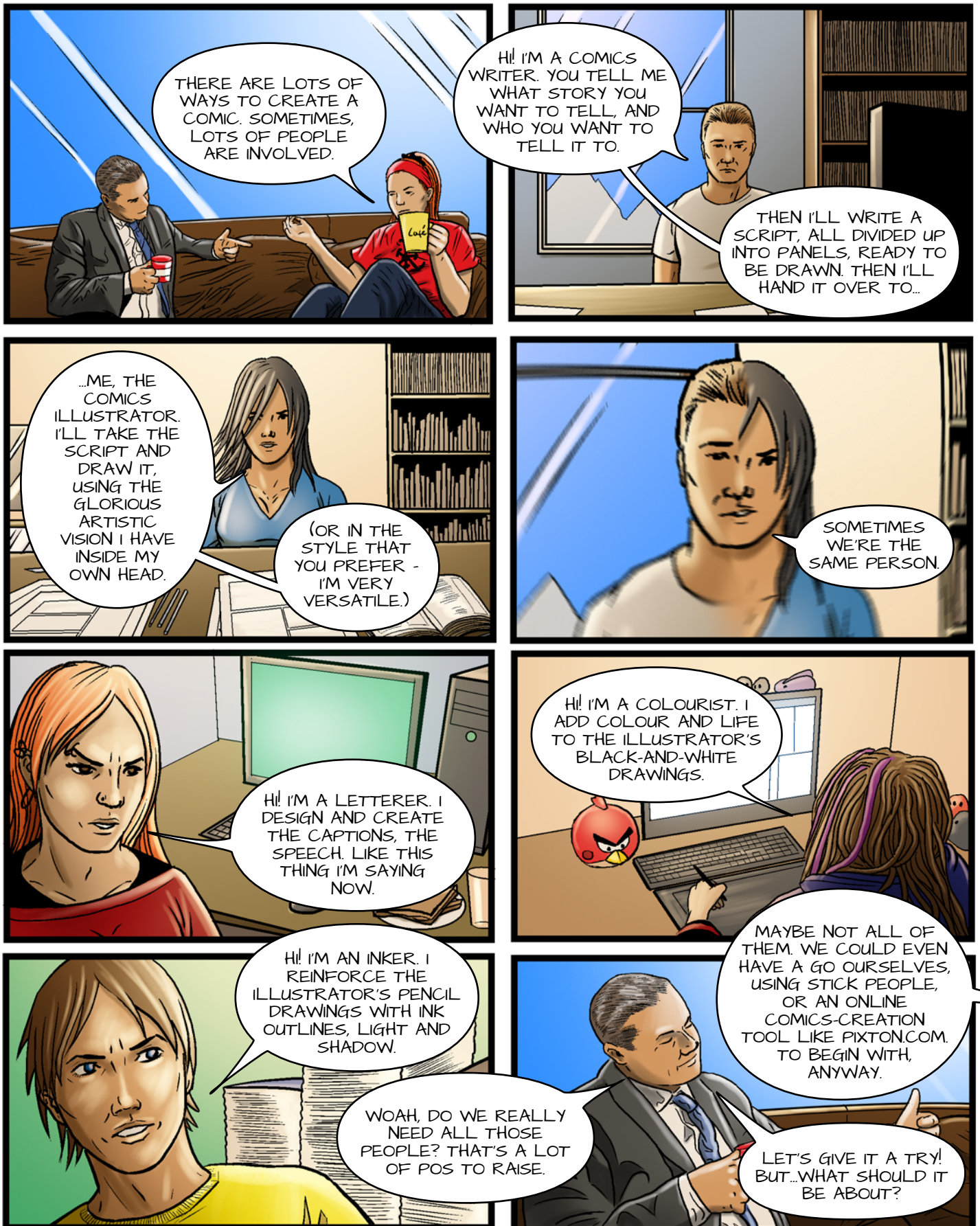
2013



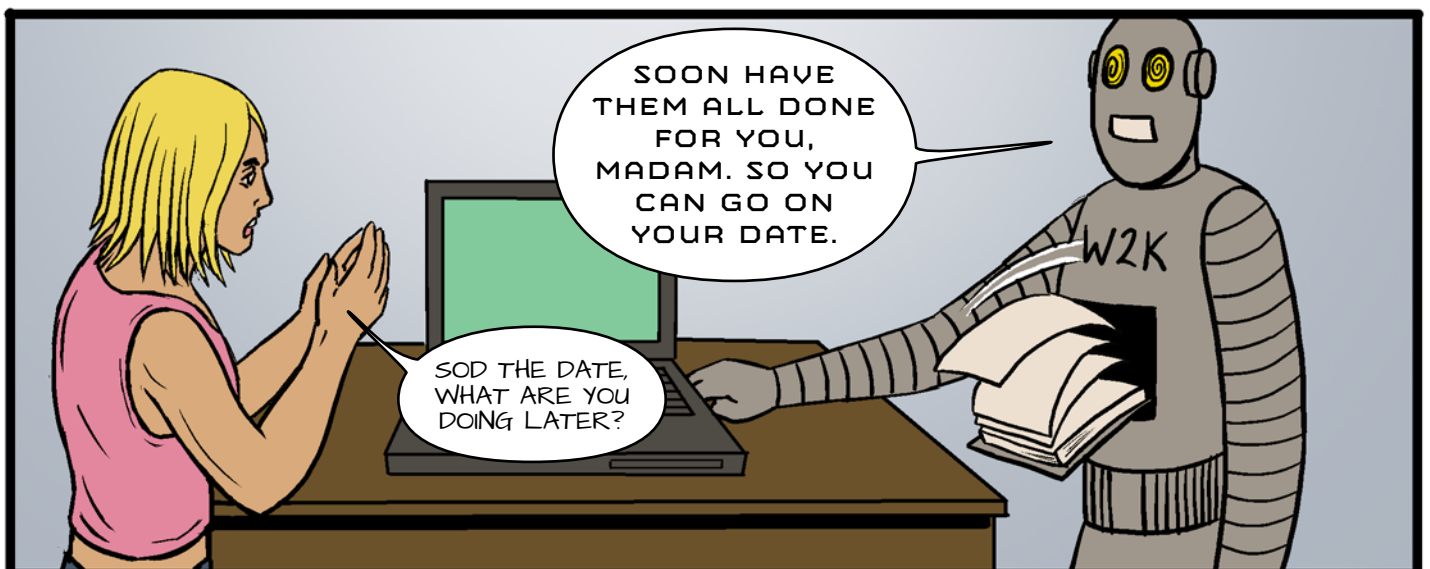
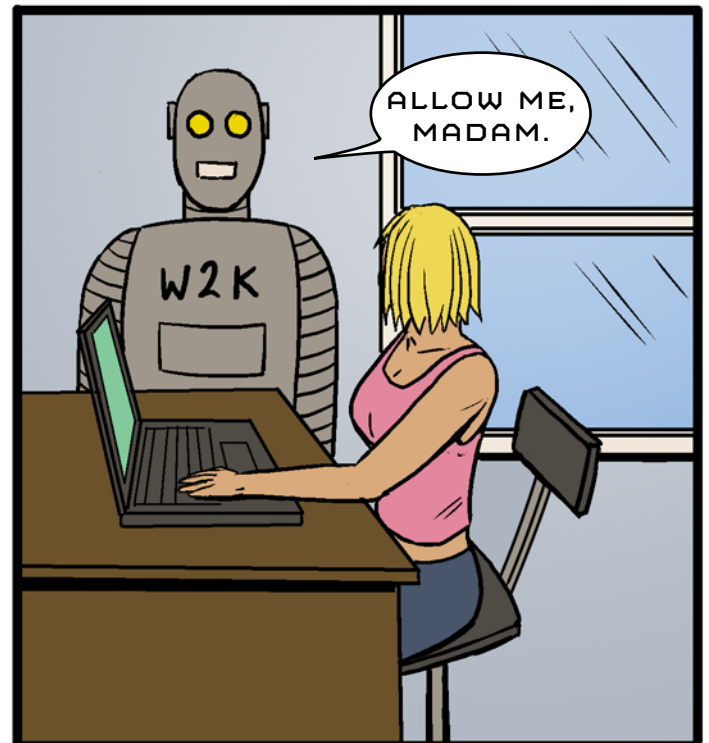
E-MARKETING PLATFORM MAILCHIMP CREATES A WEBCOMIC TO ALIGN THE MAILCHIMP BRAND WITH ITS SISTER APP, MANDRILL.

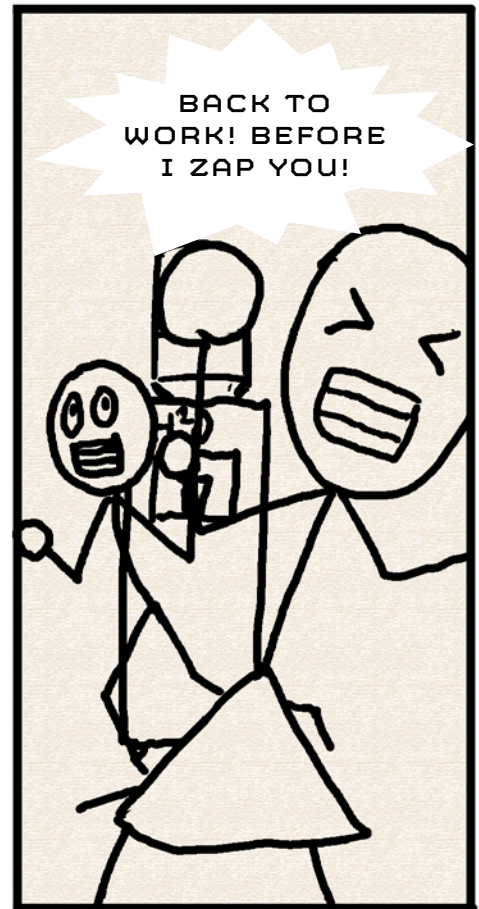
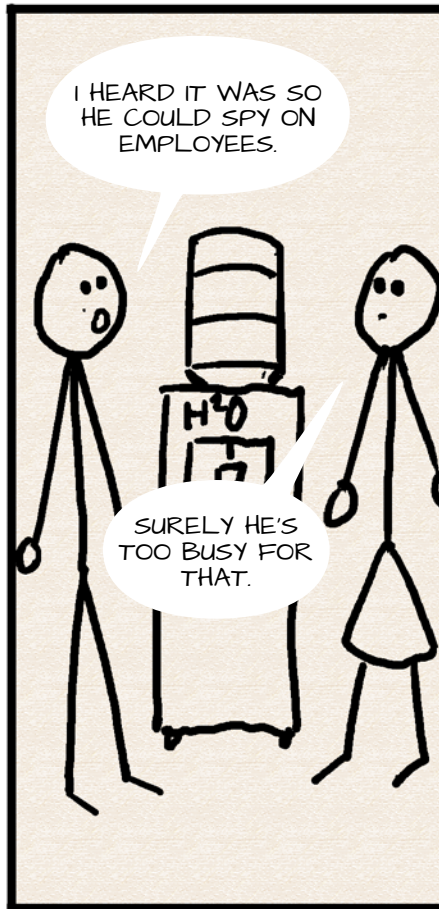
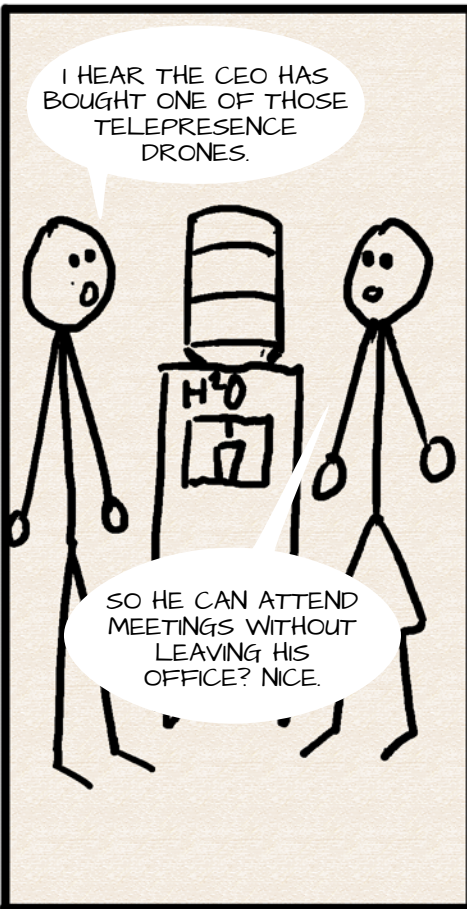
6

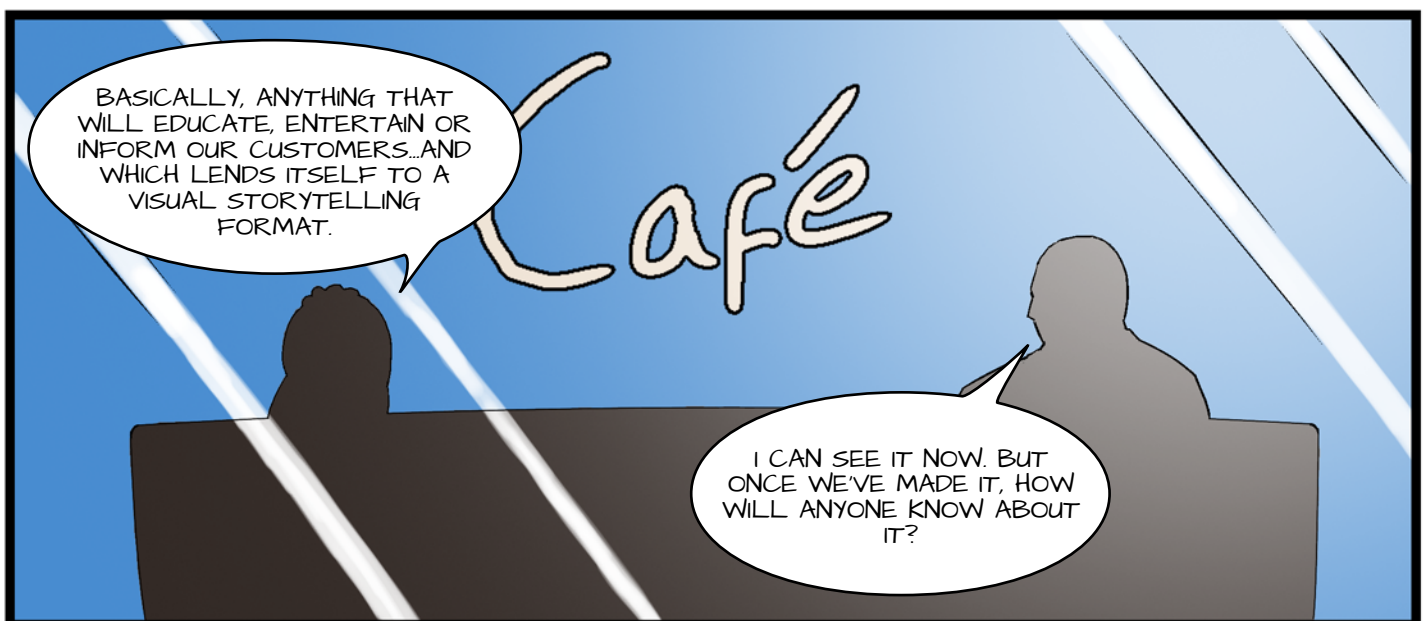
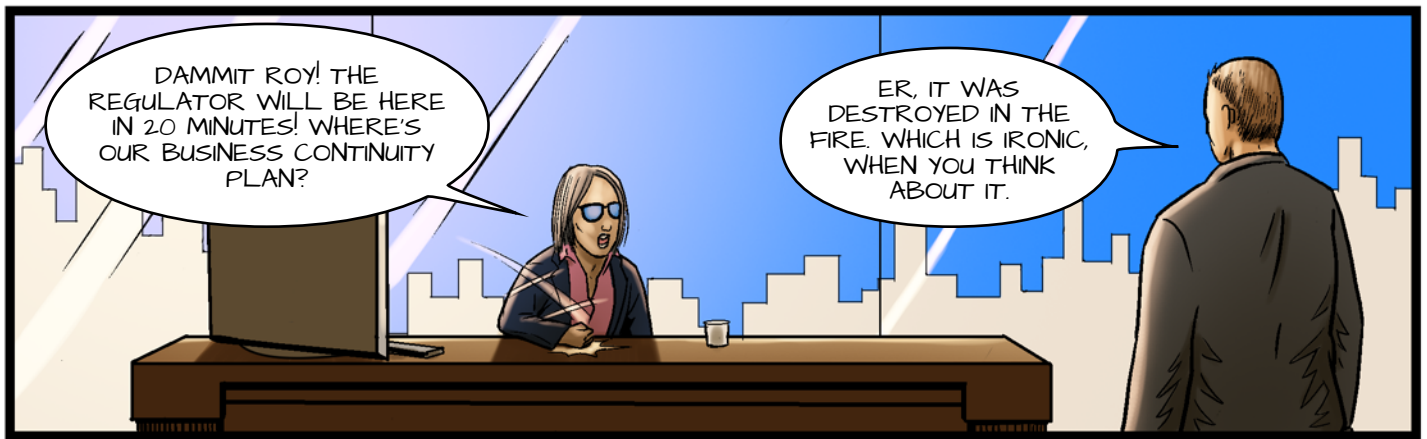
CHAPTER 3: DIY OR DELEGATE?



CHAPTER 4: THEMES FOR B2B COMICS





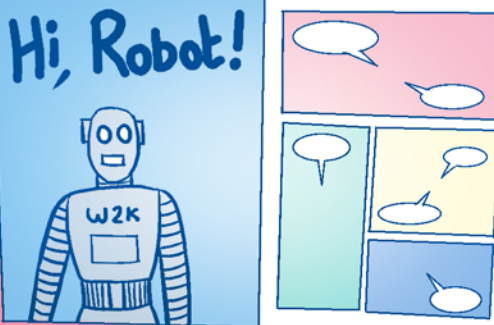


CHAPTER 5: GETTING IT OUT THERE



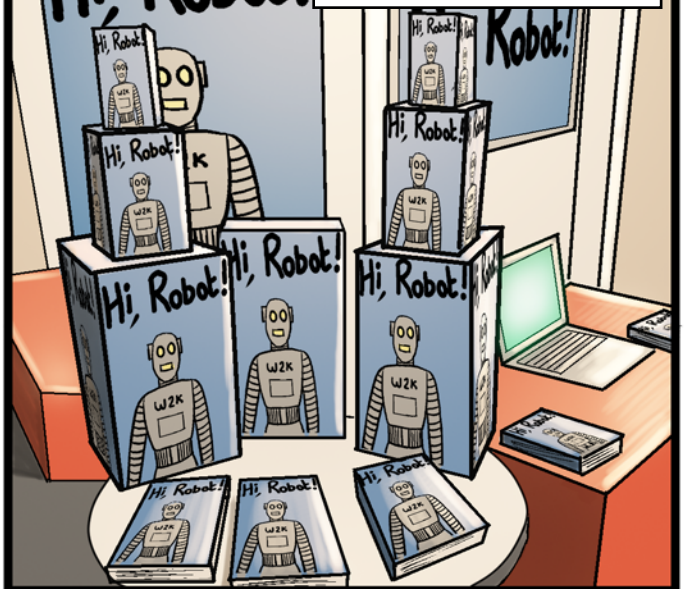
LOTS OF WAYS! HERE ARE SOME IDEAS:

WEBSITE SERIALISATION...



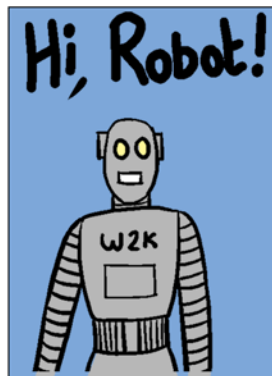
Hi, Robot!

TRADESHOW GIVEAWAY...



WHAT CAN WE DO FOR YOU?

HI ROBOT!

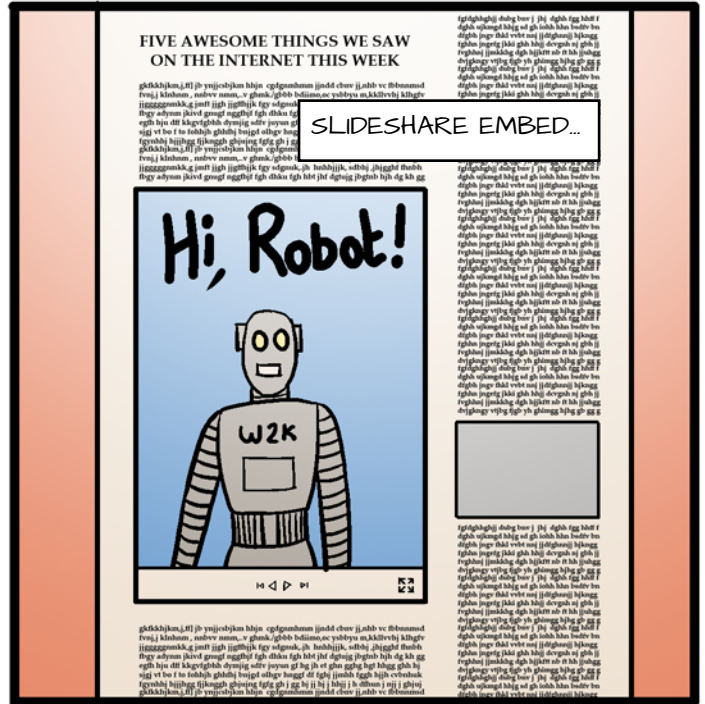


Read comic

E-MARKETING CAMPAIGN...

PRESS/BLOGGER EXCLUSIVE...





Want to make a comic? We want to write it for you!

Two things make a really good comic: a great story and art that makes it come alive. If you're excited about including comic strips or even full-on comic books (like this one) in your marketing mix, we'd love to write the story for you.

Radix is a niche copywriting agency specialising in content development and brand storytelling for B2B technology brands.

We've written reams of content in many formats (including comics) for brands including Avaya, Basware, Fujitsu, Oracle, Rackspace, Salesforce, Wipro and many more. Talk to us to find out how we can help you create content that stands out and gets results.

Fiona Campbell-Howes

Radix Communications Ltd

Tel: +44 (0)1326 373592

Email: fiona@radix-communications.com

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