

Inspirational Talks with Jeff Davis from Wolters Kluwer

Piyush Saggi

Welcome everybody. This is Piyush Saggi. I'm the co-founder and CEO of Parmonic here in Atlanta. I have a very special guest with me today, I want to welcome Jeff Davis from Wolters Kluwer.

Jeff, thanks so much for making the time and joining me today.

Jeff Davis

Thanks for having me. Appreciate it.

Piyush Saggi

I want to start with some fun questions, and first of all, I also want to ask you to share a little about your personal journey, Jeff. Tell me, where did you grow up?

Where do you live now? And then what path have you taken in your personal journey from childhood to where you are today?

Jeff Davis

Absolutely. Well, I grew up in Denver, Colorado, and thought I was going to live my whole life in Denver. Started my career there, went to college there, worked at a couple of advertising agencies, and I met a girl, of course.

And she and I had always wanted to be out on the East Coast, and about eight years ago, we just kind of looked at each other, and she had an opportunity to come out to the Philadelphia area, and we went ahead and we took that leap of faith, and we've been in Philadelphia for eight years, and had a lot of opportunities to work at some great companies over those eight years.

And we love the Philadelphia area, and we look forward to being here much, much longer. So that's a real quick rundown of my start. And where I'm currently at right now, I guess a little bit in terms of my career, I mentioned I do work at a couple of advertising agencies when I first got out of college, and it's been about 11 years on the agency side of things, and I felt like I got enough out of that.

Agency life is an interesting life, I much preferred the client side of things. So I moved over to the client side of the house, doing digital marketing and

marketing strategy for a couple of companies, one of them being Wolters Kluwer, where I'm at right now.

And I don't think I'd ever go back to the agency side of things, I know that that might shock a couple of people, but I think client side is the right side for me.

Piyush Saggi

That's awesome, thanks for sharing that. What's the most fun thing you guys have done in Philly since you've been here?

Jeff Davis

Oh, I've got to tell you, I think Philly is a great place. We love the food scene, I don't think I have ever been to a bad restaurant here, really, there's a lot of really good restaurants.

And it's a great walkable city, we love walking around, especially in the fall, and the springtime. So it's a great walkable city, you can do a lot of fun stuff.

So I will say that the best thing about Philly, it's got to be the restaurant and the food scene.

Piyush Saggi

Okay. That's awesome. Then let's segue to my next question, what's your favorite snack?

Jeff Davis

It's peanut butter, hands down.

Piyush Saggi

Okay, awesome.

Jeff Davis

I am guilty of being the guy that just takes a jar of peanut butter, and will take spoonfuls of it. So there's no other snack that gets even close to it. I'll throw bananas, I like bananas, but if you get in front of me in a peanut butter jar, we've got problems.

Piyush Saggi

Wow. Okay. That's awesome. And then what's your favorite book, or something you've read recently that you really like?

Jeff Davis

One of my favorite books is probably *The Catcher in the Rye*. I read it a long time ago, but it's one of those books that kind of stuck with me over the past couple of years and decades or so since I've read it.

So it was just really one of the books that got into reading, it got me interested in literature, and just exploring more with books. So that was probably my favorite book when I was in high school.

And it really, again, as I mentioned before, kind of ticked off that point to really focusing more on reading books and things like that.

Piyush Saggi

That's great. We all need one of those that just changes the trajectory of our personal reading habits, so that's great to hear.

Who is the most inspirational person in your life, personally or professionally?

Jeff Davis

I think the most inspirational person would probably be my dad. And the reason why is, he was the guy when I was growing up, who worked two jobs, and he made sure that we had a good life as kids, and even growing up into adults.

And he really taught me how to be a good businessman, and a good business person. And he was the person who didn't get a high school degree, didn't get a college degree, he just knew how to do stuff, and he knew how to figure things out.

And I never really once saw him stressed, I never really once saw him panic, he just figured things out. And I carry a lot of that into my life, both professionally and personally, there's always a way to figure out a problem, and there's always a way to just figure things out if you just work hard at them.

And my dad really did teach me at a young age just to make sure to do good work, and also to just be decent to other people who you work with.

So you don't have to be the person who is a bully, or you don't have to pretend like you're the smartest person in the room. Everybody has a voice, and be kind to those folks, and just work hard.

So definitely, my most inspirational person would be my father.

Piyush Saggi

That's great. That's truly inspirational, just hearing about your perspectives, and what you've learned from him, and good reminders for all of us actually, to treat other people with respect and dignity, so thank you for sharing that.

Let's talk a little about Wolters Kluwer, can you share a little about the company, and then also talk about what you do at Wolters Kluwer?

Jeff Davis

Yeah, absolutely. So Wolters Kluwer, I work in the health division. Wolters Kluwer is a very, very big company, and we have different divisions within Wolters Kluwer, and I work on the health side of things.

And really, what we're doing is, we provide solutions, and products, and services for nursing and medical professionals.

So when we think about a full life- cycle of products that we have, and I'll take the nursing segment as an example, we start from offering NCLEX test prep for nursing students, journals for nursing students, also books for nursing students as well.

And then when that nursing student graduates into their next step, we have services for them as well, books, journals, hospital services. We're a B2C and also a B2B company as well, so we like to think of it as the full life- cycle, from student all the way to retirement.

We have the services for both our medical, and our nursing colleagues, to help them do their jobs better, and to be informed in the different areas that they're involved with.

And then in terms of what my role is, and I think I probably moved a little bit quick here, but my current role at Wolters Kluwer is associate director of digital marketing.

And really, what my team is responsible for is, we have channel experts. And our channel experts, really, their position at Wolters Kluwer is to put together strategies and omnichannel campaigns for all of the different products and services that we offer.

And I like to call my team very strat- tactical, because they need to be very strategic, they need to think 30,000 foot level, and to put together an email plan, or a social media plan, or a paid search plan.

But then also at the same time, they also need to be very tactical. They need to turn that strategy into tactical execution. So not only are my folks coming up with the strategy, but they're also in the engines.

So for LinkedIn, for example, my social media channel expert might be creating that campaign within LinkedIn, and building those audiences, and

making sure the tracking URLs are set up, and the creative is all placed and ready to go.

So the team that I manage is very, very lean and agile, and very, very good at what they do. And again, we do come at it at a very strat- tactical level of being very strategic, but also being able to work in the nuts and bolts, and to set all those campaigns up as effectively as we can be.

Piyush Saggi

Jeff, I love that word, strat- tactical. I've never heard that before, so thank you for sharing that. And I think that is such a lovely word that captures the importance of both the strategy, and the execution side, that neither one by itself is enough, we need both of those.

That's a beautiful phrase there.

Jeff Davis

Thank you.

Piyush Saggi

So tell me a little about what role do webinars and video play in your marketing mix, in terms of what you are doing, what your team is doing?

Jeff Davis

Yeah. I think webinars really are a very integral part of what we do from a marketing standpoint, and they're even part of our omnichannel campaigns that we put together.

And I think that with Wolters Kluwer being so large, we do offer a lot of services, especially from a B2B standpoint. So really, what we want is show our product, show the services that we offer.

And I think a lot of times the way that we've used webinars from a B2B standpoint is, give our audience, give our users the opportunity to learn more about the products, and learn more about the so services that we have.

And I think we do a really good job with written content, our webpages are pretty jam packed with content. I think that we leverage that very, very well.

But when I think about the younger generation, even Generation- Z, and the generation behind those folks, who are starting to come up into the workforce, they've kind of lived in a world where they've always had a mobile phone in their hand, and they've always been around video, and they've always been around short clips.

So when I think about webinars and video, really, I think we're trying to reach a greater audience in terms of who we can go after. And folks with TikTok and Instagram, I think that people just get used to seeing videos, whether it's a six-second video, or a 15-second video, or whatever that may be.

So we try to leverage video as much as we possibly can in that short snackable kind of clip. But from a webinar standpoint, we're also leveraging webinars for all of our products and services across the board.

And it's just another way for folks to come in and to learn about Wolters Kluwer, and learn about a product or service that we offer, beyond just reading something on a website, or a white paper, or a case study, or something along those lines.

Webinars really do give us the opportunity to show, and also tell what a product might be like. So in terms of how webinars play in our digital marketing ecosystem, there really is a hook with every single one of the campaigns that we have, that webinars do play that role in terms of helping us be part of that omnichannel campaign, that might have email, paid search, social media, the webinar side of it also allows us to give that omnichannel ecosystem another tactic that's in there, that we can go reach out to people, and they can learn about our product, and hopefully become a customer for life.

Piyush Saggi

That's great. And that was a really interesting point you shared couple minutes back, around serving video content to the younger generation, I'm assuming, like you mentioned Wolters, serving nursing students from the beginning of their journey, and so a lot of younger people, Gen-Z and beyond, I think for them, they've kind of grown up on video actually, more so perhaps than people like myself, and so that's super important.

I'm glad you guys are already kind of so focused on delivering the right content format for that audience that you serve.

Jeff, I want to ask you to share how you use Parmonic, we are very grateful to have you and the Wolters Kluwer team using Parmonic, please tell me about how you use it, what's the use case?

Jeff Davis

Yeah, and I think it goes back to what I was just talking about with the younger generation and with the video side of things, I'd be silly to think

that someone is going to watch anything over a minute long on social media, unless it's really compelling.

But sometimes, we don't have that much time, or we don't have over a minute to be super, super compelling. So I've always really tried to urge my team, that when we use video, I don't even want to be over 30 seconds, and I think that that's even a little bit long too, because I do think that we've got to grab somebody as soon as we can.

Say, for example, on a LinkedIn post, we've got to grab somebody as quick as we can, and we've got to make sure that our message is clear and concise, to the point we have a clean call-to-action, what do we want this person to do after they read our post, or watch our video?

And when I think about the great content that we're putting out from a webinar standpoint, and this really goes back to how we leverage Parmonic is, when we're promoting an on-demand webinar, I want to take two or three clips that are about 10 to 15 seconds long, and I want to get those pieces that are going to be most interesting for someone who's perusing through their LinkedIn profile, and I want to put them on LinkedIn, and I want to put on Twitter, or Facebook, if it's applicable, depending on our audience.

And I want that person to just get an idea, that 15 second idea of what this webinar is about. And Parmonic, it gives us the opportunity to do that, it gives us the opportunity to add closed captioning into those videos, because as we all know, I mean the majority of the people are playing, the volume isn't on when they're scrolling through their Facebook page, or their LinkedIn page, so we want to make sure that we add in those closed captions, we want to make sure that we're getting to the visual aspect of, maybe a talking head, or someone showing a slide, but I want to make sure that whatever might be interesting to that person who's looking at that post, I want to make sure that in that 15 seconds, that we put our best foot forward, with at least a little bit of the content that's going to be relevant to them for that webinar.

And then ultimately, I want that person to say, "I want more." And you guys always tell us this from a Parmonic standpoint is, it's a great way to snackify your content, snackify your webinars.

And again, I want that person to take that little bite, and then I want them to be hooked, so they'd go in, they click on that ad, and they fill out the form to watch the on-demand webinar, and then we have them as a

potential lead, or a potential customer that we can reach out to with additional content that might be relevant to that.

So that's really our biggest way of using Parmonic, is taking a one hour, or a half- hour webinar that we have, snackifying it down into 15 seconds, and then getting someone so excited about that webinar, at least piquing their interest, so they come in, and they watch that from an on- demand perspective.

Piyush Saggi

That's fascinating. That's great. Thanks for sharing that. And in terms of the channels, is LinkedIn the primary channel for you and your team? Where on the internet do you typically use these munchable, snackable, bites out of webinars?

Jeff Davis

Yeah, a lot of it is LinkedIn, because I think, really, the B2B content that we're promoting, I think is really focused for that type of audience. We have tried Twitter a little bit, but I think we're still playing around in terms of, we want to make sure that the audience that we're going after, that is looking at that particular platform does have the time to do that, and it is something that's relevant to them.

So it's primarily been LinkedIn, just because I think it's been a little bit more B2B, a little bit more C- level suite material, that I think we're trying to go after, from that perspective.

So it really is a lot of LinkedIn, it's probably about 80% LinkedIn. But there's other times too, where we've been able to embed maybe a little bit longer snippet of the webinar on one of our landing pages.

And again, this might be a little bit more longer, maybe a minute long, in terms of, " Hey, check out a quick snippet of our webinar, if you want to learn more, fill out this form." So again, it becomes a social media play for us, but then it also comes back into really starting to see how else can we use these clips.

And we have been playing around with them, again, to entice folks to learn more about us, fill out that form, or whatever that call- to- action might be.

Piyush Saggi

Right. That's great. Yeah, I think in the B2B context, and where LinkedIn definitely seems to be the number one channel from a social perspective.

We did some research about a year or so back, interestingly, on the B2B more marketing audience, and found that less than 10% of B2B marketers have a personal presence on Twitter.

Jeff Davis

Yes.

Piyush Saggi

So that was quite interesting, even for us to realize that everybody, in general, is there on LinkedIn, and Twitter perhaps works better for maybe consumer brands, and some other brands, but that was a very good insight from you.

Tell me a little around what impact has Parmonic had on your team, as well as on the Wolters Kluwer brand?

Jeff Davis

I think with Parmonic, when we first heard about Parmonic, I think it was, we started talking about snackifying webinar content.

And I think, really, people looked at us kind of crazy in terms of, what does that necessarily mean? So I think that once we really started to show the depth and breadth of Parmonic, and what we can do as it relates to an additional marketing tool for us with these snackified webinar content, I think that we got a lot of buy-in after we really started to push this to a couple of our stakeholders that we have.

And really, from an impact standpoint, we do not do a webinar that does not have some sort of Parmonic impact to it.

That's actually part of our webinar toolkit, as we call it at Wolters Kluwer, and it's a playbook for us from start to finish. And a part of that, one of the tasks that's in that playbook is, make sure that we have Parmonic clips set up and ready to go.

We're actually starting to have conversations with some of our speakers before the webinar, to kind of get an idea of, can you let us know when you think the one, two, three, those really good topics are going to be coming up, so we can kind of highlight them, so when we go back into Parmonic, we're able to make sure, "Okay, this is when this person talked about clinical judgment, that they wanted us to call that out." Or another piece of interesting things that might be called out from that webinar standpoint.

So again, it's a part of our daily webinar lives right now, is just making sure that we have that Parmonic clip set up and ready to go. And again, as I

mentioned before, it really has become an extension of a marketing tactic for us, based on," Hey, we don't have to just do a static ad on LinkedIn anymore that says, 'Hey, join our webinar.

It was really good, you'll enjoy it.'" Instead of just an ecstatic ad saying that you'll enjoy this webinar, we're able to give them a little snippet of what this webinar is going to be.

So again, it wets their appetite, and then they come in, they fill out the form, and they watch that on- demand side. And I think that the other side about on- demand webinars, which I think is so important for us is, we're starting to see that people are consuming webinars more from an on- demand perspective, which I completely get, I do the same thing.

I sign up for a lot of webinars, and very rarely am I there for the live session. But I know if I sign up for it, I'm going to get an on- demand side. And even if I don't sign up for the webinar, I'm still able to promote our webinar that might be of interest to somebody, either on a webpage, or LinkedIn, or some other social media channel.

And again, that again goes back to helping us from an on- demand perspective of making sure that we're doing more advertising, and more relevant advertising for these webinars for that on- demand audience.

Piyush Saggi

Right. That's great. Thank you for sharing that story, that's so inspirational. The last question I want to segue into is, what advice and tips do you have for other B2B marketers, both for those who are maybe looking at Parmonic, or still trying to figure out what role do webinars, the on- demand strategy, and the snackable version of webinars can play for them?

As well as beyond that, what advice would you give to your younger self?

Jeff Davis

I think that from a webinar standpoint, I think a lot of it comes to be the fact of, your webinars don't have to be an hour long, your webinars don't have to be a half- hour long.

And from our target audience, I think what it comes down to is time, time is a valuable resource for them, we're dealing with nurses, we're dealing with doctors.

And I think that if we're able to be really, really strategic about a particular topic, and if we're able to do that webinar within 15 minutes, that's okay, again, I don't think a webinar needs to be a half- hour or a full hour.

And I think that that at least is something that I'm toying around with a little bit, to see if we can increase some of our live engagement of really calling out, "Hey, here's a 15 minute webinar, and a couple of topics that might interest you." I think that that might be something that I would give, in terms of some fellow advice in terms of, webinars don't need to be an hour, don't try and pigeonhole yourself into that.

In terms of Parmonic, I think from our standpoint, and I mentioned this a little bit ago is, we struggled a little bit with the adoption of Parmonic because, again, when we came to people, and said, "Hey, we're going to snackify webinar content." I don't think people really understood it.

So I think my biggest advice in terms of Parmonic is, use the tool as much as you can, show those use cases, throw aside some additional budget that you might have, whether it's \$ 500, or \$1, 000, and run a quick POC campaign on LinkedIn, and see what kind of lift you get, if any, see what kind of engagement you get.

Because again, I think that until people actually see it, and play with it, and see the value of Parmonic and what it can do to help out your other marketing channels, I don't think they're necessarily going to understand it.

So I would say, use the tool, almost force it on them, because I think once they see it, and once they're able to see the different, cool things that you can do with Parmonic, I think they're going to fall in love with it.

Because as I mentioned previous, this is part of our webinar playbook, this is what we just do every time. And it took us a little while to get there, but once people saw what we're doing with Parmonic, and how cool the tool is, people will start to understand it.

And then I think the other side of it too is, and this will be my last piece of advice, and hopefully everybody understands this, and they're doing the same thing too, but getting back to the length of the video.

I think a lot of people think that a two- minute video on LinkedIn or Facebook is a good idea, but again, take a step back, think about it from your perspective, in terms of if you were scrolling through your LinkedIn feed, would you stop, and watch a two- minute video?

Try to keep that Parmonic clip, that video, whatever that may be, around 15 seconds, maybe even less than that, I'm a big fan of six- second videos, because I think that that's all people are going to give you time for, in terms of the social media standpoint, but don't think that you have to put the whole thing in front of people.

Just give them a little bit of snackable information, and hopefully at that point, they'll be able to dive into more, fill out that form, or request for more information, or whatever that may be.

Piyush Saggi

Those are such great insights and perspectives. Jeff, I want to thank you for your time. Thanks for the insights and perspectives, that was very, very valuable. I really appreciate it, and I sincerely thank you and your team for being Parmonic customers.

Jeff Davis

Absolutely. The pleasure is all mine. Thank you so much.