



# A **CISCO** Story

How to develop a content marketing strategy and scale it.

A Roadmap from ComBlu

# BUSINESS CHALLENGE

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- Marketing needed to **build a strategic framework across several lines of business globally** in both traditional and emerging technology sectors with vastly different audience segments → Datacenters and Internet of Things (IoT).
- To get there, the team decided to **start with a pilot** and show proof of concept before they would scale.
- Along the way, it was critical to promote **adoption of content best practices, integrate customer touch points** in siloed workstreams and **establish shared KPIs**.



# Our Role in Summary

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**ComBlu** provided a mix of research, diagnostics and planning tools to execute on this multi-phased project



## **ComBlu Deliverables**

- Developed and expanded dozens of buyer and partner personas
- Executed multiple content journeys, audits and assessments for multiple products and stakeholders
- Worked with Forrester analysts for commissioned studies and supplemented with our own third-party research
- Conducted topic modeling to inform a variety of emerging technologies and verticals
- Facilitated workshops and webinars on content best practices and preferences of multiple decision-makers and segments
- Ran online surveys and conducted phone interviews with customers and partners

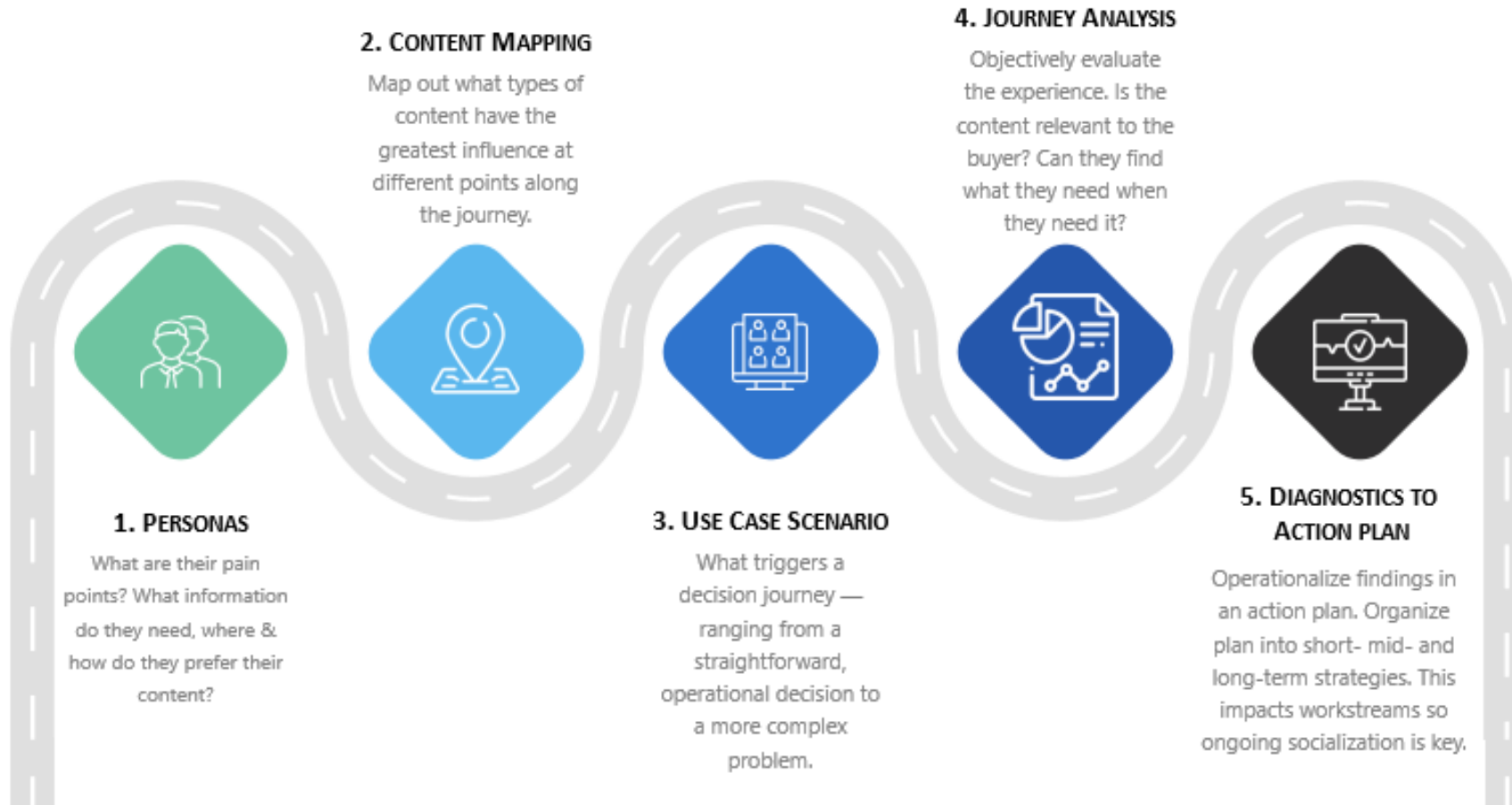
# APPROACH

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A look at how we applied ComBlu's proven methodology to Cisco's unique environment

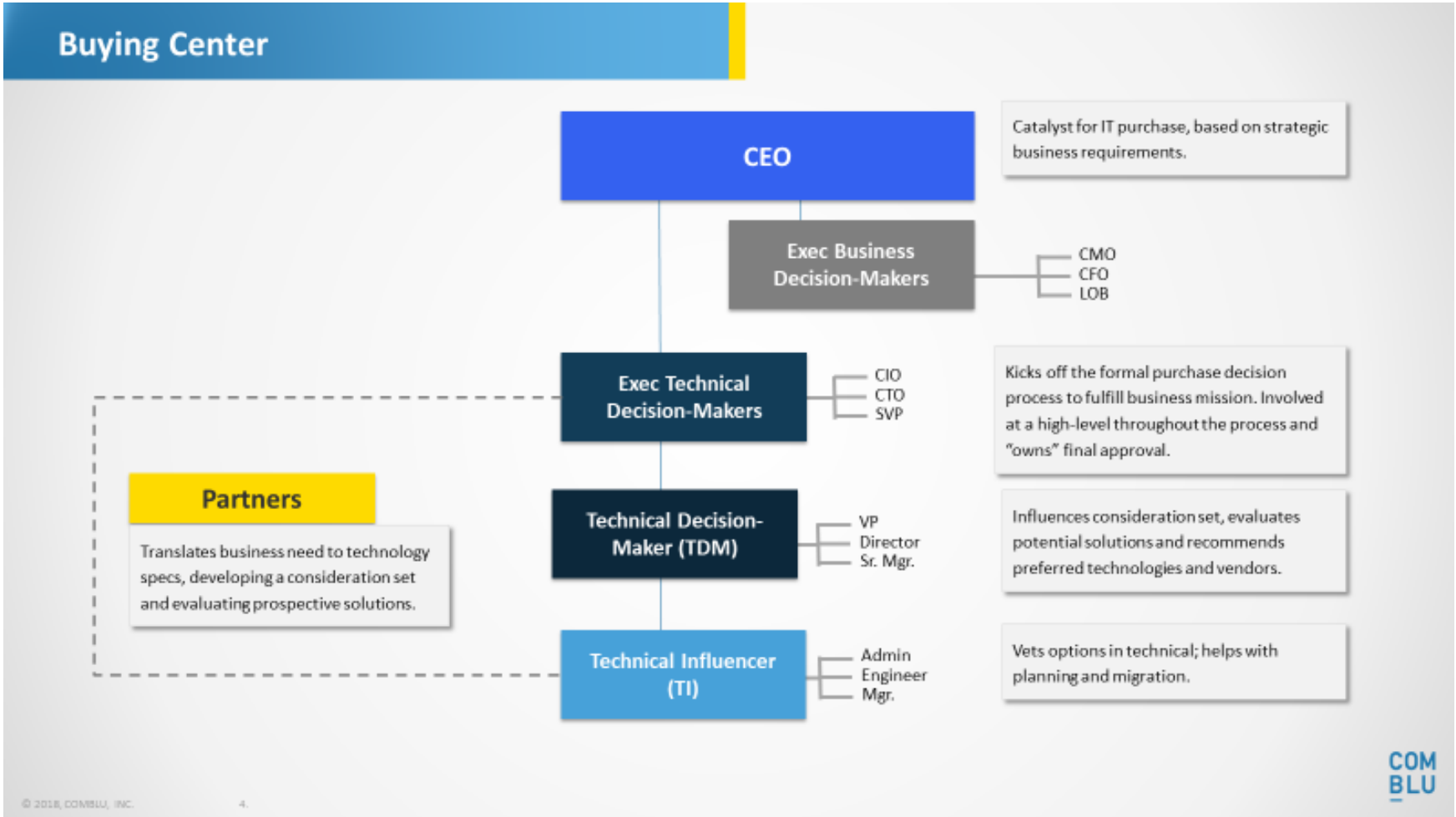


## Key steps in the ComBlu methodology





# Buying Center Framework



Develop a framework that extends and standardizes data and insights around Cisco's complex buying center and the many types of buyers and partners involved.

**Learning:** Many different roles and partners influence an enterprise technology decision

15 decisions-makers on average can touch or influence a tech decision. (UBM Tech)

# Persona Content Mapping

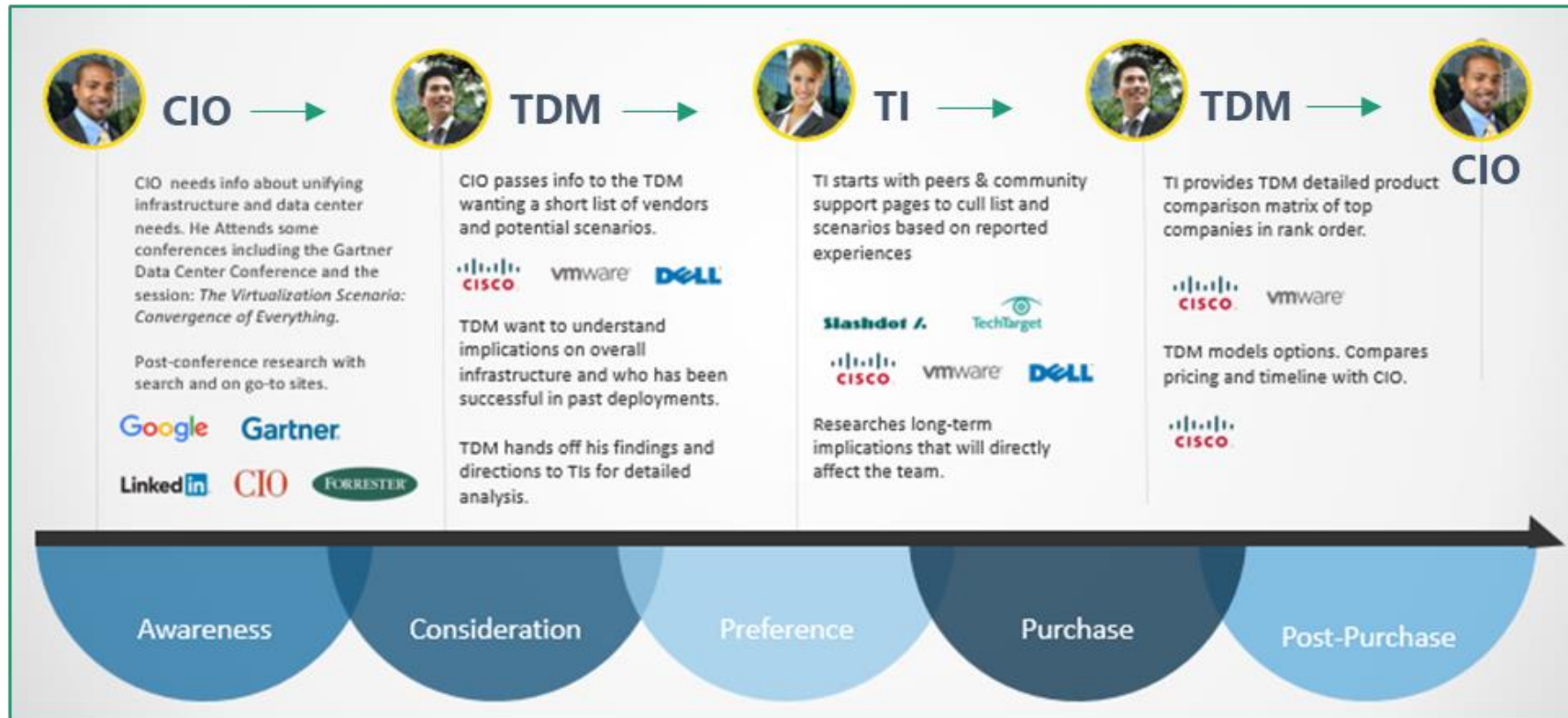
Content Map					
Persona: Technical Director					
Customer Stage	1 Pre-Requirements/ Education	2 Requirements/ Evaluate Options	3 Design/ Build Business Case	4 Approve/ Buy	5 Post-Purchase/ Implement and Optimize; Engage
Content	<ul style="list-style-type: none"> <li>Emerging technology</li> <li>Pricing and promotions</li> <li>Thought leadership/POV</li> <li>Product/solutions overview</li> </ul>	<ul style="list-style-type: none"> <li>Feature comparisons</li> <li>Vendor comparisons</li> <li>Performance benchmarks</li> <li>VOC/peer testimonials</li> <li>Analyst rankings</li> </ul>	<ul style="list-style-type: none"> <li>Visuals for presentations</li> <li>Case studies</li> <li>TCO</li> <li>Architectural documentation</li> <li>Migration planning</li> </ul>	<ul style="list-style-type: none"> <li>Contact me</li> <li>Free trial</li> <li>Find a partner</li> <li>Buy</li> <li>Licensing</li> </ul>	<ul style="list-style-type: none"> <li>Newsletters</li> <li>Knowledge base</li> <li>Forums</li> <li>Blog</li> </ul>

Mine and analyze buyer persona data across company size, technology area and region.

**Learning:** Buyers want different content formats at different stages

**5-8X ROI** on marketing spend from persona-based approach.  
(McKinsey)

# Buyer Journey Snapshot

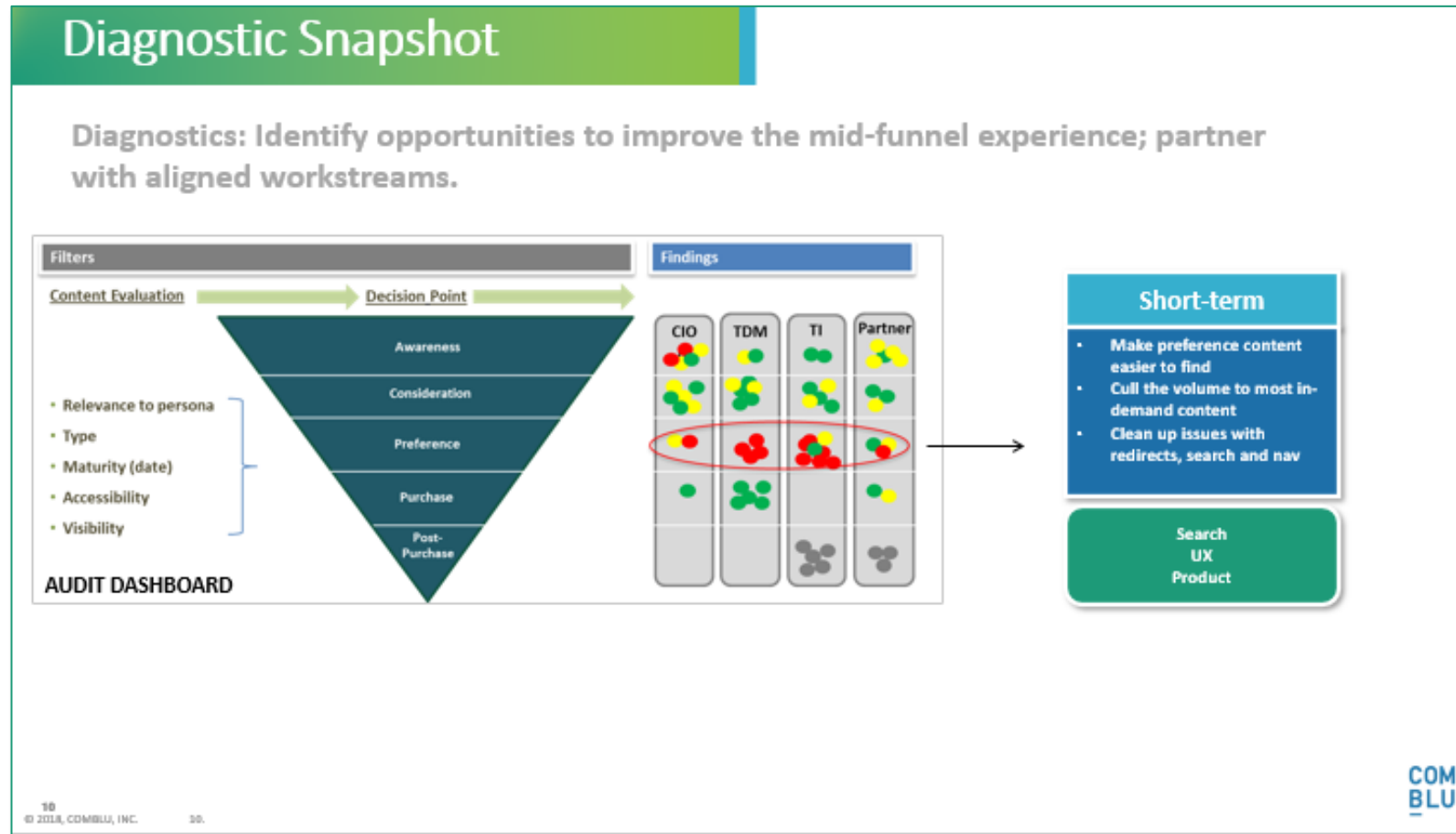


**Learning:** Buyers' search intent and sources will also change at each stage

Capture the content and experience of the buyer's journey on and off Cisco's digital and social properties.

In B2B, **70%** of the purchase decision is made before talking to the company. (Content Marketing Institute)





Develop a dashboard to understand where the content experience was hitting the mark and where it fell short.

**Learning:** Fixing specific issues required workstreams to work in concert to improve the customer experience

Growth in unique site traffic is **7.8x** higher for content marketing leaders (*Aberdeen*)

# Impact

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The adopted content framework:

- Guided the development of **new digital, social and mobile strategies**
- Drove several **website and collateral redesigns** for different product groups
- **Significantly improved the content** and **better connected the user experience**





# CONTACT US

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## SOCIAL

