



## The Story: Content Strategy

3M wanted to maintain its status as world-class, cutting edge marketer and drive unprecedented growth through marketing excellence. The marketing team needed to transform its knowledge sharing model by making it easier to discover content, tools and templates to make their jobs more efficient and effective, and facilitate collaboration more naturally.



## ComBlu Deliverables

- Audited and analyzed existing content experience
- Evaluated discoverability of current and best content
- Overlaid multiple VOC research and augmented with direct interviews to better understand the pain points that prevent innovation, collaboration and project efficiencies
- Identified unmet needs and developed content strategy and roadmap
- Created desired future state and experience for Marketing Hub
- Developed taxonomy to make content hosted in multiple CMS discoverable within new hub
- Provided wireframes to guide internal development team



## Impact

Creation of hub experience that allows marketers to:

- Explore and discover content
- Design and develop solutions through templates, tools, guides, etc.
- Find information to take projects to next level
- Use benchmarks to measure impact
- Connect with SMEs to stress-test approaches and ideas
- Contribute best practices and interact with others in similar roles
- Personalize and manage the hub experience