



The Story:

Content Strategy

The Commercial Bank launched a new Web presence that provides opportunities for deeper levels of engagement. In order to keep the experience current and provide return motivation, content needed to address real business pain points. In addition, the sales team needs relevant content to maintain top-of-mind awareness and reinforce the brand value story for multiple decision-makers and vertical markets.



ComBlu Deliverables

- Leveraged proprietary Topic Modeling™ methodology to identify emerging and trending topics for four customer segments
- Developed content roadmap and created content to align with target audience pain points
- Identified influencers who could co-create content
- Conducted comprehensive listening program to continuously refresh topics and influencer list
- Developed earned media strategy to place thought leadership pieces that would reinforce brand among key segments



Impact

- Created deeper content experience throughout digital ecosystem
- Provided sales team with POVs that resonated with both customers and prospects
- Ignited deeper conversations among customers about pain points and generated deal flow