



## The Story: Enterprise Content Strategy

Cisco wanted to develop a content strategy that aligned to buyer behaviors, multi-channel consumption preferences and emerging technology trends by market segment, partner type and geographic region. The goal was to build a strategic framework as a pilot designed to scale across multiple business units and integrate workstreams. It included:

- Buying center definition and organizational construct
- Persona work
- Content journeys
- Audits and assessments
- Commissioned and third-party research
- Socialization



## ComBlu Deliverables

- Developed and augmented 10 buyer personas, both customers and partners
- Executed multiple content journeys, audits and assessments
- Worked with top analysts for commissioned studies and supplemented with third-party research
- Conducted topic modeling to inform a variety of emerging technologies and topics
- Facilitated workshops on content best practices and preferences of multiple decision-makers and segments
- Created customer and partner surveys and conducted one-on-one interviews
- Coordinated and set shared goals for multiple workstreams including:
  - Digital
  - UX
  - Search
  - PR
  - Branding
  - Product groups
  - Leadership
- Delivered content roadmap with short-, mid-, and long-term recommendations



## Impact

- Informed digital, social and mobile strategies and redesigns to significantly improve the user experience
- Created a common understanding and nomenclature of content best practices and customer behaviors in the company
- Integrated disparate workstreams and established shared KPIs
- Provided a wealth of data and turnkey tools, processes and approaches for scale and replication