



The Story:

Digital Content Journeys

VMware wanted to understand the changing dynamics of their customers' IT operations, business models and emerging technologies to inform a complete overhaul of their digital assets and content development practices. Using a customer journey approach, they wanted to better understand and improve the content experience for customers and prospects – both on- and off-branded properties.



ComBlu Deliverables

- Conducted a buyer persona refresh
- Executed multiple content journeys from a cross-section of VMware products and solutions
- Completed audits and assessments
- Identified and socialized best practices
- Provided strategic counsel for the enterprise CMS migration and digital UX



Impact

- A common understanding of buyer personas and decision-making teams
- An assessment of how their content offerings and user experience either helped (or hindered) the decision-making process
- Insights into how vertical markets differed in terms of information needs
- Improved site/page performance and engagement
- New governance and processes based on changing publishing models