



The Story:

Content and Messaging Strategy

Sitecore, a global leader in digital experience management software, wanted to ensure its content and messaging aligns with buyer preferences and needs. We designed and executed a strategy designed to:

- Drill deep into buyer preferences and pain points
- Map how the buying center works as a decision-making unit
- Assess how the current and planned content, messaging and customer experience stack up
- Identify data driven implications and provide recommendations for content strategy and planning
- Ensure that the data and recommendations were socialized and adopted across the organization



ComBlu Deliverables

- Provided segment research for various decision makers in IT, Marketing and Ecommerce and developed multiple buyer personas
- Designed and executed an in-depth customer experience journey that included digital, mobile and social channels
- Conducted multiple audits for current and planned content and messaging
- Delivered content roadmaps with short, medium and long-term planning
- Gathered and incorporated input and guidance from internal and external stakeholders throughout the process



Impact

- Provided in-depth insights into organizational trends and the state of key roles (current, emerging or diminishing)
- Developed and refreshed seven influential buyer personas
- Created various buying center frameworks based on different organizational models and industries
- Delivered customer experience journey findings and analysis
- Audited 1,000+ content assets across channels, formats and mediums
- Provided actionable recommendations for a diverse group of stakeholders and channels