

Table 1

XYBIX Content Strategy – March 2020

1. SALES/MARKETING GOAL: (See KPIs)

2. AUDIENCE PERSONAS (See Sharepoint)

THE BUYER’S JOURNEY

STAGE 1 - ATTRACT & EDUCATE

Relevant Content Types	Topics
Blog	
	The Big 5
	FAQs
	Various topical issues
Videos	
	The Selling 7
	Why Xybix?
	A Day in the Life of Xybix
	“Meet Xybix” Monday - short employee profiles - on social channels
White Papers	
	Why Ergonomics Matter in the Workplace
eBook	
	The Buyer’s Guide to Workstations
Checklists (infographics, social graphics)	
	Infographic -Buying New Workstations: A Pre-Shopping Checklist
	People to Involve in My Purchase Decision
	Your Installation Checklist
	Live Cutover Checklist
	Top 5 Questions to Ask Before Buying New Workstations
	Who’s Involved in Installation?
Webinars (Educational)	

	Showcase our experts in different disciplines - Design, Customer Service, Engineering etc. We can also partner w/ other experts on topics like Procurement, Workplace Health & Safety, etc.
	Designing Your Space for Operational excellence
	Procurement Strategies for Success
	Sustainable Purchasing
	How to Buy Workstations
	The Ops Center of the Future
	The Case for Ergonomics at Work
	Transforming Your Call/Ops Center
	Tying the Sit-Stand Craze Into Overall Wellness for Your Operators
Infographics	
	What kind of office furniture do I need?
	You Know You Need New Workstations When....
	The Lifecycle of a Xybix Workstation
	A Day in the Life of a (dispatch/cc/healthcare) Workstation
	The Anatomy of an Installation
	The Anatomy of a Live Cutover
	5 Things You Never Knew About Standing Workstation
	Top 5 Reasons to Buy New Workstations for your Ops
	Anatomy of a Xybix Quote
Xybix Newsletter	
	To prospects, customers and blog subscribers
Ads - Branding	Digital, Workplace Design Mag
"TV" Series	"Will it Break" YouTube series that uses stunts to test the durability of our workstations.
STAGE 2 - CONSIDERATION / DIFFERENTIATION	
Webinars (Product)	
	Choosing the Right Workstation (Features)

	The Features That Will Change Your Workforce (for the better)
Case Studies - with hard data	
	Video and Written
	A (much-needed) Ops Center Makeover (Before & After)
	How The Right Configuration Boost Productivity: Reduced sick days, modernized a call center, improved the morale of, reduced turnover, streamlined workflow, improved performance, saved lives, improved outcomes, etc...
Comparisons & Reviews	
	Competitive Analysis
	Best in Class: Customer Service, Warranty, Design, Price, Durability
Product pages	
	Cross link with Blogs
Data Sheets	Templated Specs
Videos	
	#xybixlove web video series
	What It's Like to Work With Us
	Product Demos
	Tour Our Plant
	Our Story: 30 Years of Xybix
Buyers Guides	
	(1) per market
Templates & Toolkits	
	Troubleshooting Guide
	Buyer's Checklist
List of Resources	
	ANSI, HFES, BIFMA, GreenGuard, Ergonomics white paper, Sustainability white paper
User-generated Content	
	Install Videos from Happy Customers
	Testimonials

Blog Subscriber Campaign	
	Details attached
	Thank-you Landing Page
	Thank you gift for signing up (eBook, White Paper fun Checklist or infographics)
STAGE 3 - DECISION / PURCHASE	
Promo / Discount	(Landing page)
Live Demo	Xybix Virtual TradeShow(Salesperson not able to travel)
What to Expect Next Content	video, guide, landing page, infographic
Videos	
	Assessment Video—accompanies the quote and design from the salesperson (kind of like the mechanic, only better)
	Testimonials
	FAQs
	Troubleshooting
	The Making of Your Workstation - Focus on our people
STAGE 4 - LOYALTY	
Newsletter	IDEAS: Includes sections for Video Message from the Carson (a la our Wistia video updates), Ask the expert, FAQ or Tip of the Month, customer corner/spotlight, From the Field, (user-gen content) the latest ergonomic news. Featured department.
Special Offers / Discounts	
Ongoing customer resources	Continuous learning series. Customer communities/user groups. Loyalty programs.
RECOMMENDED ONGOING EFFORTS	
PR / Twitter-	
	Leverage LinkedIn, pitch thought leadership pieces to publications
	Twitter - focus on media, industry analysts
	Press releases: anniversaries, product launches (MojoDesk DOME), product updates, etc.

Social Media Strategy	
	Include 3rd-party content
Receive feedback from customers	Have sales people routinely collect data points from happy customers
Trade Show Content Strategy	Pre-show, in-service and post-show
Thought Leadership	See the COVID series.
Where in the World is Xybix?	Trade show line-up on our web nav, as well as news and announcements