

KEY –

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## **Blog Strategy & Roadmap**

*Goal: to increase subscribership*

### **1) Step 1. Deliver blogs on a weekly basis: make it easy and repeatable**

#### a) WRITERS

- i) Robin - Right now I have blogs scheduled through Sept. 4 (that I am writing). I will continue to write prioritized blogs.
- ii) Other marketing folks – need management reinforcement
- iii) Other Flexential employees – To fill out a blog schedule, we need other writers, as discussed.
  - (1) Before we can bring other folks into the mix, we need an established work flow for blogs, including:
    - (a) SME and Sales approval
    - (b) SEO optimization (Robin)
    - (c) QA
    - (d) adherence to Flex messaging

#### b) MESSAGING THEMES - In the absence of any requests beyond that, I'm glad to suggest content to support our themes.

- i) DRaaS - We are good on DRaaS
- ii) Cloud / Hybrid IT - has practically NO content. In addition to the 3 top-of-funnel blogs we have in process, below are some trending topics for cloud:
  - (1) Disaster Recovery Cloud - why more businesses should take advantage of the cloud as a DR platform
  - (2) Hybrid Cloud: the dominant business model in the future
  - (3) Mid-year check-up: The Top 5 Cloud trends
  - (4) The Cloud and GDPR – what you need to know
  - (5) Key Considerations for Migrating to the Cloud
  - (6) From public Cloud to Hybrid Cloud: why enterprises are rethinking how they “cloud”

- iii) EDGE / NEC – I haven't assessed needs here
  - (1) Tim is typically proactive and engaged on this
  - (2) We have one edge blog in progress that will be authored by Chris Downie

c) BLOG TOPICS TO DRIVE SEO:

- i) SDN and NFV: What's the difference (Software-defined vs. Network Virtualization)
- ii) The Top XX ways interconnection will help your business succeed/change your business)
- iii) Best practices for data orchestration
- iv) The Top X Data Center terms you need to know
- v) HSM vs KSM (AWS Key Management Service cs. Hardware security model)
- vi) What does data center redundancy look like and why does it matter? (n 2n)
- vii) Scaling resources with elastic cloud computing
- viii) The Zettabyte data era (would be a good opportunity to include infographic)
- ix) The importance of data center environmental monitoring
- x) The evolution of data centers and disaster recovery plans

d) Challenges/support needed:

- i) Who will establish blog work flow and own the process?
- ii) Who has final say on the blog topics?

## 2) Step 2. Promote subscribership

a) QUICK WINS

- i) Social
  - (1) Add blog CTA into Twitter banner a la Digital Realty (attached)
- ii) DG
  - (1) Auto-send a thank-you note to new subscribers
  - (2) Include subscriber list in other distro lists
- iii) Changes to.com
  - (a) Link relevant blog posts on product pages
  - (b) Add links to relevant blog posts within the same category at the bottom of each blog

b) LONG-TERM

- i) Changes to.com

- (1) Create a subscriber landing page
- (2) Invite engagement within blogs with links to subscribe form
- (3) Build an opt-in landing page that details the benefits of subscription, the type of content, the frequency of blogs they can expect and any bonuses for signing up. BEFORE JAN 1 for GDPR
- (4) Make blog feed visible and/or create a unique blog page in nav
- (5) Include subscription bar/CTA at the bottom of the page

ii) Social

- (1) Promote on social, in this order: Twitter, LinkedIn, Facebook
  - (a) Facebook
    - (i) NOTE: The new FB algorithm makes it hard for businesses to get noticed with link post as FB is trying to keep everyone on FB.
    - (ii) Workaround Idea: Post an excerpt of the blog post in a graphic and simply post the link to the rest of the post in the first comment.
  - (b) Twitter
    - (i) Use two relevant hashtags and tweet the same article a few times throughout the week to make sure our audience sees it (among 500 million daily tweets daily)
    - (ii) Include images
    - (iii) Follow popular (non-comp) Twitter accounts – retweet, reply, mention
    - (iv) Follow competitors to monitor the daily story
- (2) Invest in boosted posts/ads for popular blogs?

c) OTHER

- i) Send a “Top 5” quarterly email to customers and prospects (in flight) - Robin
- ii) Feature in external (and internal?) newsletter the top content of the month (feature one popular piece)
- iii) Do a drip email series of blogs
- iv) Take cues from other corporate blog pages:
  - (1) <https://www.atmail.com/blog/>
  - (2) <https://www.chase.com/news>
  - (3) <https://blog.google/>
- v) Offer free stuff for subscribing – eBooks, white papers, other gated content
- vi) Create an infographic and send to potential subscribers to show quality of our exclusive content if they subscribe

- vii) Turn the blog into a PDF article for download - Long-form blogs are gaining visibility per Google's new algorithm. Readers can download PDF to read later when more convenient.

### 3) Step 3. Establish timelines