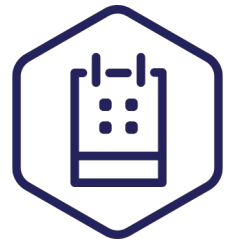




Content Strategy Brainstorming

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August 13 2024





Content Strategy Brainstorming Agenda

Objectives

Overview of targets & objectives

Components

Components of content marketing

Components at Coro

Current state of affairs, associated challenges & some thoughts

Brainstorm

What now?





How to Use Content to Reach Our Goals

Revenue increase, customer retention & growth, partner support and PLG





Components for Consideration



Current state of collaborative affairs

Our Marketing Teams today

Open issues

Timeline alignment

When two Mktng teams need to coordinate timing in order to complete a task, and make a time commitment in advance.

Taking the time

Even when speed is important.

Language style, tone & voice

Short vs long form content, product term decisions, use of enough vs too many details, etc.

Visibility

Into what other teams and peers are working on.

Two different goals - two different ownerships?

Working style guide vs Brand guide

Style guide ownership?


Style vs Brand and everything in between.

Who should be included?

When to include which professionals from which of our teams?

How does demand gen work with content?

Emails, paid advertising, etc.



What issues have you and your teams experienced?
Do you agree with these?



Teams, Roles, Responsibilities, oh my!

How and where can we improve in order to collaborate on content better?



Teams

- Corporate
- Demand gen
- Brand



Corporate Team Structure

- Content team - social, writers, events and webinars
- Who should lead this team?
 - Strong candidate in pipeline
 - Possibility to promote Alanna
 - Consider hiring internal/external comms expert



Processes

- Map out existing processes (WIP)
- Centralized content calendar (WIP)
- Document webinar playbook



More ideas

- Writers' Guild (on hold)
 - Consider having Alanna lead going forward
 - Have this group possibly function as a campaign "taskforce" to ensure content is consistently leveraged for campaigns



Management & Measurement

How can we measure and/or do better in measuring?



Tools

- SEO keyword tools?
- Google analytics?
- Sprout Social (or Sprinklr, etc.)
- Ignition (?)



Measurement

- A/B testing beyond advertisements and short copy
 - Emails: send in cadence with different messaging each time
 - For PDF/brochures etc. - 2 separate campaigns
 - Social media - hashtag success?
 - Code injection for multi variant testing - page loads with one or the other messaging options
 - Sequencing via Pardot
- Buyer/user journey mapping
- Persona surveys
- Content performance: via Pardot Content



Content types

Other content ideas? What kind should we prioritize and why? What resources are available and what do we need still?



By Coro

- Email
- Internal and external newsletters
- Case study
- Blog post
- Reports



3rd Party & UGC

- Analyst reports
- Influencers
- Industry experts

- Webinars
- Videos
- Brochures
- White papers
- Forbes Council
- Podcasts
- Glossary
- Trainings
- Lectures & shows
- In-app communications
- Employee-generated content
- Talks
- Product docs

- News reports/incidents
- G2 content
- Sponsored reports + content



Segmentation

Channels & direct & content strategy



What's the strategy

- Prospects
- Nurturing opportunities
- General target audience
- Current users & customers
- Partners
- Partners' existing users and customers
- Different personas within these groups



Questions

- Voice differentiation
- Social media channels
- Is there friction when a company employs different voices for seemingly opposing audiences?
- How do we nurture partners without alienating them simultaneously?
- How do we nurture the direct market without boring them about partner content?
- How about partnering with experts who work at businesses that “complement” ours (ideas?)



Distribution channels

Can you think of any other channels? Which should we prioritize and why?

What about other distribution factors?



By Coro

- Email
- Website
- Coro Console
- Community by Coro
- Webinars
- Mindmatrix



Third party

- Social media
- Forums
- Chat rooms/channels
- Newspapers/magazines
- Partner websites
- Paid-for and free media sites
- Champions
- Marketplaces



Methods

- Interactivity
- Personalization
- PDFs and hosting content
- PDF Monkey




Additional considerations

- Source Support tickets for insights into FAQ => content focusing on the right topics
- Integrous data from the Sales process for ICP/persona details ongoing

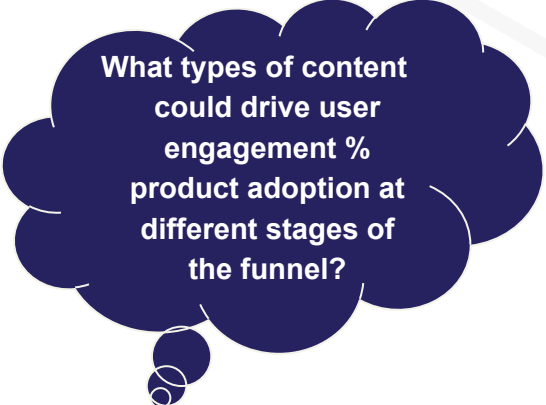


Content Brainstorming

- Long-term nurturing
- Routine cadence to existing customers by persona
- Written thought leadership
- Speaking thought leadership
- Different kinds of sponsorships?
- Forbes Council - ideas for a new series?
- End-to-end campaigns (cybersecurity awareness month for example)
- Rinse & repeat/Measurement
 - Start by measuring one piece of content
 - Hockeystack tracks the visitor journey
- Picking top priorities
 - **Ironing out processes**
 - Finishing high-level corporate strategy: ICP, IPP, mission, vision
 - Persona research



Content themes,
format, channels and
thought leadership



What types of content
could drive user
engagement %
product adoption at
different stages of
the funnel?

