

## CASE STUDY

Information Technology

# Developing a robust content strategy to support positioning revamp for global IT leader



## About the client

The client is a global leader in providing IT products and services. Its offerings are aimed at enhancing engineering R&D, IT, and business operations through end-to-end ecosystems, products, and platforms.



**Total assets**  
**\$11 Bn**



**Employees**  
**200,000+**



**Revenue**  
**\$10 Bn**



**Service verticals**  
**21+**

## Business challenge and objective

The client had decided to revamp their existing service positioning in the market. As part of this exercise, they needed a 6-month content strategy and an execution plan that would maximize content reach and impact across platforms. They also sought to design a comprehensive content repository with thematic relevance across their service lines.

In addition, the client wanted to close any gaps in their existing communication strategy.

The services considered for this exercise were:

- Artificial intelligence (AI)
- Cloud
- Cybersecurity
- Data and analytics
- IoT

## Netscribes solution

The company turned to Netscribes to achieve these objectives and build a long-term content plan for their revamped positioning.

Netscribes adopted a modular approach to ensure complete coverage across each of the following aspects:

- **Thematic strategy:**

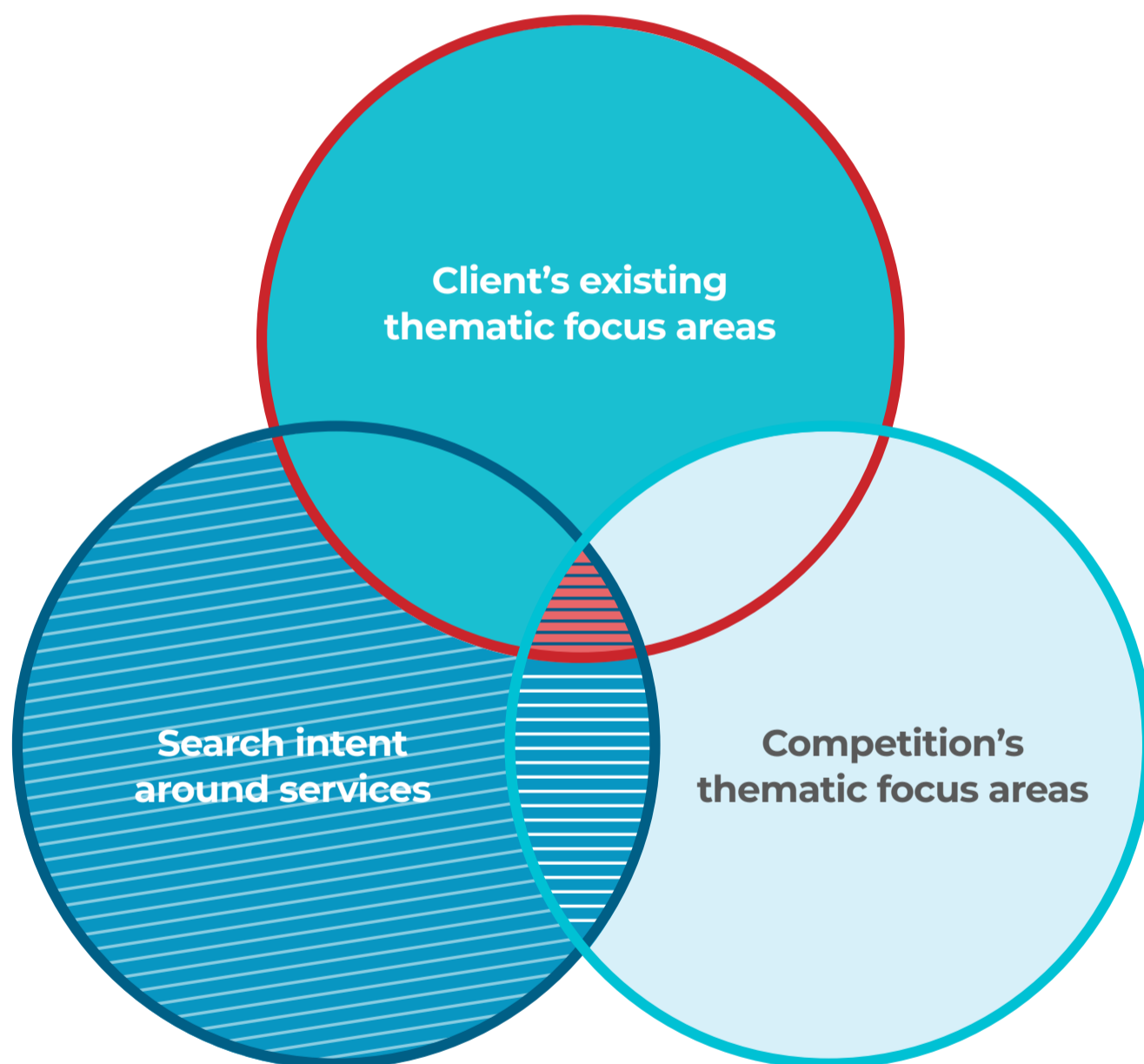
- Evaluate thematic alignment of services with customers' search queries to arrive at key focus areas
- Ascertain the thematic alignment of services with competitors' overlapping services to highlight areas of differentiation
- Conduct gap analysis based on competitor benchmarking and thematic interest areas of customers

- **Targeting strategy:**

- List industry-specific themes by geography based on results from the thematic mapping exercise
- Assess communication readiness for each target segment and chart out a tactical plan for service-related content
- Liaise with the client's vertical owners to identify existing buyer personas for each theme
- Identify common challenges for each buyer persona and showcase alignment with the client's services

- **Communication strategy:**

- Identify and plan a high-impact content strategy based on revamped positioning
- Develop ready-to-use industry- and geography-specific content collaterals
- Promote relevant content



## Approach:

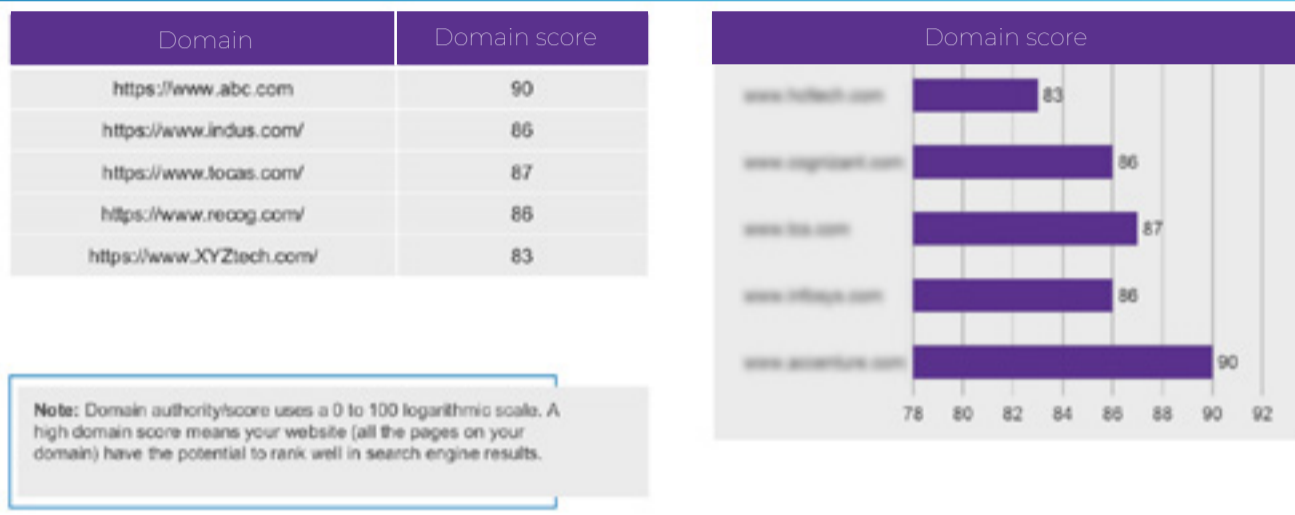
1. Competitor communication analysis and benchmarking
2. Client communications audit and analysis
3. Strategy development



# What Netscribes delivered:

- **SEO Analysis**
  - Search query/volumes (related to the service line) for the client
  - Search query/volumes (related to the service line) for the client's competitors
- Competitor backlink analysis
- Client's internal content audit
- Gap analysis (based on results of previous analyses)
- Thematic strategy development (exhaustive)
- Tactical execution plan development (6 months)

## Domain scores



## Competitor backlinking analysis

Focus keyword	Industry vertical	Top trending theme	Focus business area
Cloud software	Consumer Services	cloud software in consumer services	Cloud spend optimizing
	Financial Services	best practices in cloud adoption	Identification of workloads to move to cloud
	Life Sciences and Healthcare	cloud software solutions for life sciences	Migration to cloud
		public cloud for life sciences	Operating environments on cloud
	Consumer Industries - Manufacturing, Professional Service, etc.	healthcare data security in cloud	Partner-led opportunities/migrations
	cloud solutions in consumer goods	Cloud-led IT outsourcing	
Hybrid cloud	Consumer Services	cloud based manufacturing software	Cloud security and compliance
	Financial Services	what is hybrid cloud	Cloud-led IT outsourcing
		hybrid cloud solutions	Cloud-led IT outsourcing
	Life Sciences and Healthcare	hybrid cloud services	Cloud spend optimizing
		challenges of hybrid cloud adoption in financial industry	Multi-cloud strategy
	Life Sciences and Healthcare	hybrid cloud use cases in financial industry	Multi-cloud strategy
		hybrid cloud in financial services	Multi-cloud strategy
		healthcare industry adopting hybrid clouds	Migration to cloud
		hybrid cloud solutions in healthcare	Multi-cloud strategy
	Life Sciences and Healthcare	cloud trends in healthcare	Partner-led opportunities/migrations
hybrid cloud use cases in healthcare industry		Multi-cloud strategy	
			Governance
		Identification of workloads to move to cloud	
	Migration to cloud		
	Operating environments on cloud		
	Cloud spend optimizing		
	Cloud security and compliance		

## Thematic Strategy

## Success measures (Organic: for blogs)

Organic Campaign strategy													
Objective	Action Points												
Reduce blog page bounce rate	Content readability	Asset purpose	Create Call-to-Action	Brand storytelling	Target high-value keywords	Select buyer persona	Warnen consistency	Use attractive meta descriptions	Use attractive content title	Create multiple landing pages for high-volume keywords	Reduce page load time	Track high-volume bounce rate from google analytics	Use videos
Improve engagement across channels	Improve user experience for entire website	Optimize video search	Improve mobile score	Improve technical SEO	Improve CTR	Develop easy to read blog posts	Optimize use of responsive design	Ensure brand consistency	YouTube SEO	SEO-friendly content	Use a variety of backlinks	Use links from news portal	
Social media engagement	Talk about your product, not just about your brand.	Participate on various discussion forums	Share and engage with non-ABC content	Flag your query and engaged people	Publish more visual assets	Post videos	Answer customer queries	Maintain consistency of posts	Monitor customer behavior with UTM code	Try to get personal with your visitors	Share posts by influencers		

Improve Backlink Strategy	Quality				Quantity					
	Write testimonials for other websites	Comment on other relevant blog posts	Fix back link	Target competitors backlinks	Fix broken link	Post guest articles	Follow competitors	Build internal links for pages	Write testimonials	Participate in discussion forums

## Excerpt from Execution Plan (Success Measures)

## Calendar (Quarter 1)

Month	Week	Topic	Primary Assets	Secondary Assets	Distribution Channels	Note	Thematic Potential	Industry Focus	Industry Name	Impact Parameter on Primary Assets	Impact Parameter on Secondary Assets
1	1	The Role of Cloud in Building the Next Generation of Strategic Applications	Whitepaper	PDF, Associated Video, Infographic, Social Media Assets	Website	Big Rock Asset	Partners/Brand	LI	AgriTech	Downloads	Post Participation   Associated video Views   Social media assets: view, like, share and comments or CTA achieved
	2	New-Gen Consumer Experiences: Cloud Applications in Retail Services	Blog	Podcast, Social Media Assets	Blog Site or Third-Party Site	Repurposed Content for Cloud RP	Partners/Brand	LI	Consumer Services	Click-through to big rock asset, number of backlinks, comments, views	Podcast Views   Social Media assets: click on UTM code (via Google analytics) & Social share
	3	How Cloud Applications are Shaping the Manufacturing Industry of Next-Gen	Blog	QIT, Social Media Assets	Blog Site or Third-Party Site	Repurposed Content for Cloud RP	Partners/Brand	LI	Consumer Industries (Manufacturing)	Click-through to big rock asset, number of backlinks, comments, views	QIT View   Social Media assets: click on UTM code (via Google analytics), Blog view, Comment, Share and retweets from the blog
	4	The Rise of Cloud Health APIs: Packaging Healthcare Data	Blog	Infographic, Social Media Assets	Blog Site or Third-Party Site	Repurposed Content for Cloud RP	Partners/Brand	LI	Life Sciences and Healthcare	Click-through to big rock asset, number of backlinks, comments, views	Infographic Views   Social media assets: View, like, share and comments or CTA achieved
2	1	Risks and Solutions: Consumer Businesses and the Cloud	Blog	QIT, Social Media Assets	Blog Site or Third-Party Site	Randomize Content (see link to New-Gen Blog)	Brand/Asset	LI	Consumer Industries	Number of backlinks, comments, social shares, views	QIT View   Social Media assets: click on UTM code (via Google analytics), Blog view, Comment, Share and retweets from the blog
	2	Impact of Cloud Adoption on Data Security	Blog	Infographic, Social Media Assets	Blog Site or Third-Party Site	Randomize Content	Brand/Asset	LI	AgriTech	Number of backlinks, comments, social shares, views	Infographic Views   Social media assets: View, like, share and comments or CTA achieved
	3	The Challenge and Benefits of Cloud Adoption in the Healthcare Sector	Blog	Podcast, Social Media Assets	Blog Site or Third-Party Site	Randomize Content (see link to Cloud Health API Blog)	Brand/Asset	LI	Life Sciences and Healthcare	Number of backlinks, comments, social shares, views	Podcast Views   Social media assets: View, like, share and comments or CTA achieved
3	1	The Bankers' Guide to Cloud Adoption	Theme Paper	PDF, Associated Video, Infographic, Social Media Assets	Website	Big Rock Asset (see link to New-Gen Blog)	Brand/Asset	LI	Finance	Downloads	Post Participation   Associated video Views   Infographic views   Social media assets: View, like, share and comments or CTA achieved
	2	What to Know Before Moving Your Financial Applications to the Cloud	Blog	QIT, Social Media Assets	Blog Site or Third-Party Site	Repurposed Content for Banker's RP	Partners/Brand	LI	Finance	Click-through to big rock asset, number of backlinks, comments, views	QIT Views   Social Media assets: click on UTM code (via Google analytics) & Social share
	3	The Essentials of Choosing and Managing Cloud Storage Services	Blog	Podcast, Social Media Assets	Blog Site or Third-Party Site	Repurposed Content for Banker's RP	Partners/Brand	LI	AgriTech	Click-through to big rock asset, number of backlinks, comments, views	Podcast Views   Social Media assets: click on UTM code (via Google analytics) & Social share

Excerpt from the Execution Plan (Calendar)



## Benefits

- Greater exposure to client's on-page communications
- Leveraging pristine keyword-query gap to push service-related communications closer to the target group

Drive distinctive market positioning through research-driven content strategies and high-impact collateral built for success.

[Contact us to schedule a consultation](#)



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