



Global Content Strategy

TOOLKIT

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When you see this symbol, mandatory policies or processes are at work!

Questions?

Visit www.sas.com/sasbrand. Contact sas.brand@sas.com.

SAS content strategy

While many SAS employees around the world create content for many different reasons, we have an opportunity to create a truly global approach for how we create, share and use content.

This guide will present SAS' strategies, processes and resources for planning, creating, deploying and measuring content.

How do we define content? It's information that is packaged into a deliberate, repeatable format designed to meet a specific purpose or drive a specific action. That might be a video to increase brand awareness, a white paper to solicit a marketing lead, or a sales presentation to move an open opportunity forward.

So read, explore, and share this guide. And come back often as this living strategy evolves and grows.

Feedback? Please share with [Kelly LeVoyer](#).



Introduction

Content is the currency of modern life and business. Companies compete just as much, if not more, on the basis of their intellectual property and service than on features and functions alone. If we get this right, we're in.

What is content strategy?

Content strategy typically focuses on the planning and development of content; Content marketing typically focuses on how the content reaches its audiences.

Is there overlap? Definitely.

Benefits

According to research conducted by the Content Marketing Institute and MarketingProfs, 60% of organizations who have a documented content strategy rate themselves highly in terms of effectiveness, compared to 32% of those who solely rely on a verbal strategy.

As SAS continues to globalize, a documented, adopted, and governed content strategy can result in:

- More accurate, efficient and consistent content practices
- More efficient use of resources and content investments
- Better, more consistent brand experience
- A more global, more accurate picture of performance.

We can see these benefits by documenting and communicating how we plan, produce, deploy and measure content globally.

Scope

This initial phase of the SAS Content Strategy primarily addresses external content developed for marketing and sales enablement purposes (Need, Research, Decide). Later phases will address the strategy for retention purposes (Adopt, Use, Recommend).

Content strategy defined

“

“Planning for the creation, delivery, and governance of useful, usable content.”

– Kristina Halvorson, founder of Brain Traffic, and author of Content Strategy for the Web.

“

“The practice of planning the content creation, delivery, and governance. A repeatable system that defines the entire editorial content development process...”

– Wikipedia

“

“Getting the right content to the right user at the right time through strategic planning of content creation, delivery, and governance.”

– Robert Rose
Content Marketing Institute

Our mission

At SAS, our content mission is to create exceptional content that educates, engages, and inspires our audiences – and ultimately compels them to take action. We strive to answer the questions on the minds of our customers and prospects in a unique and interesting way.

NO RANDOM ACTS OF CONTENT



We create content that helps customers...

Do their jobs better and faster

Grow their skills and careers

Inspire and learn from each other

Shine as the heroes of their company, their community, their industry



We create content that inspires our audiences to...

Engage with us, and with each other

Champion new causes

Explore new topics

Discover new possibilities

Take action!

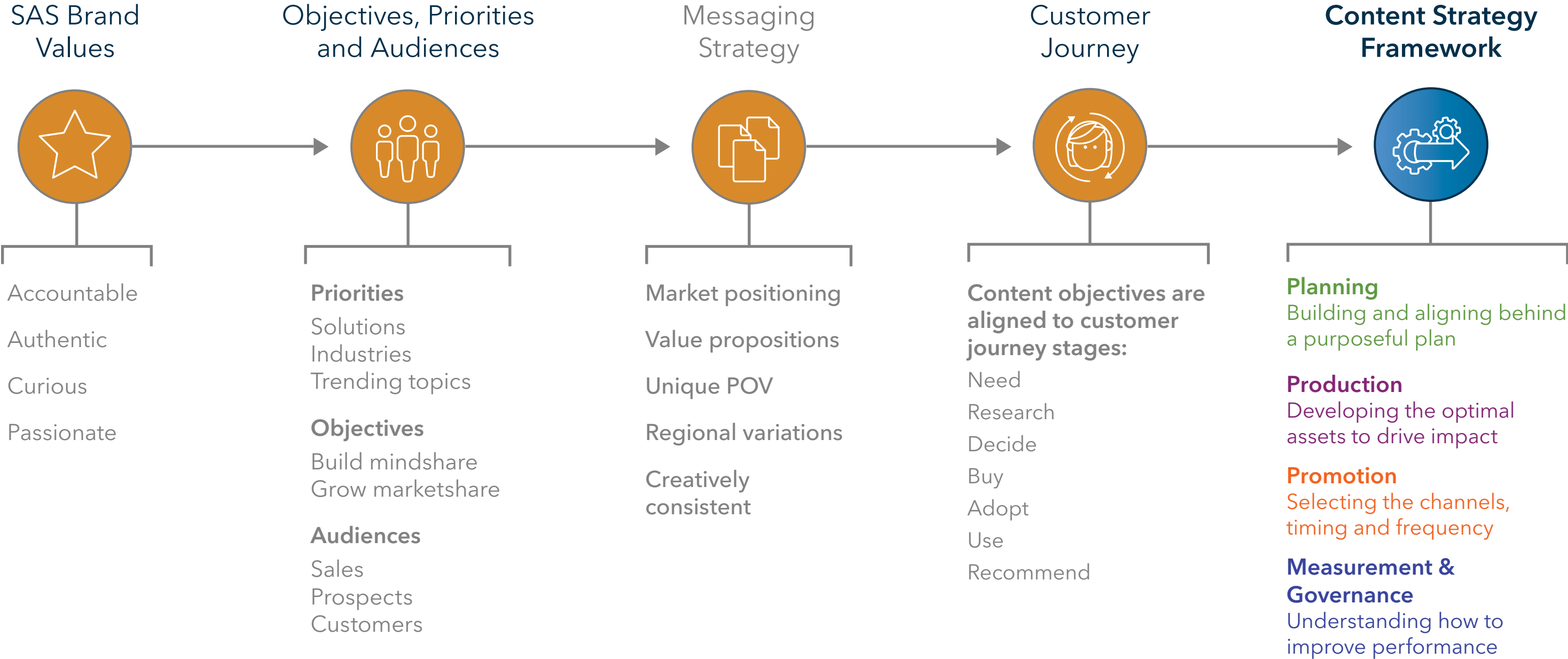




Content strategy framework

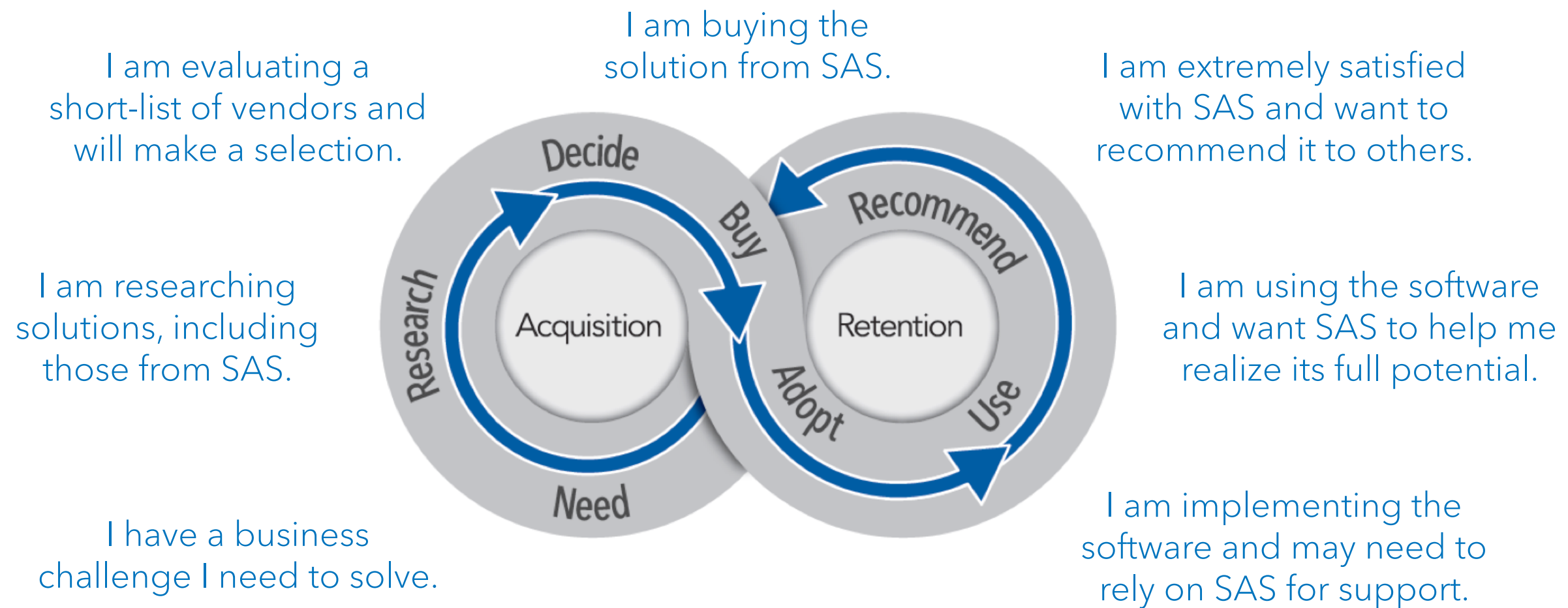
Everybody loves a framework – they’re not only fun to draw, they’re useful to remind us that the work we do as individuals is part of a bigger, very important picture.

Content strategy in context



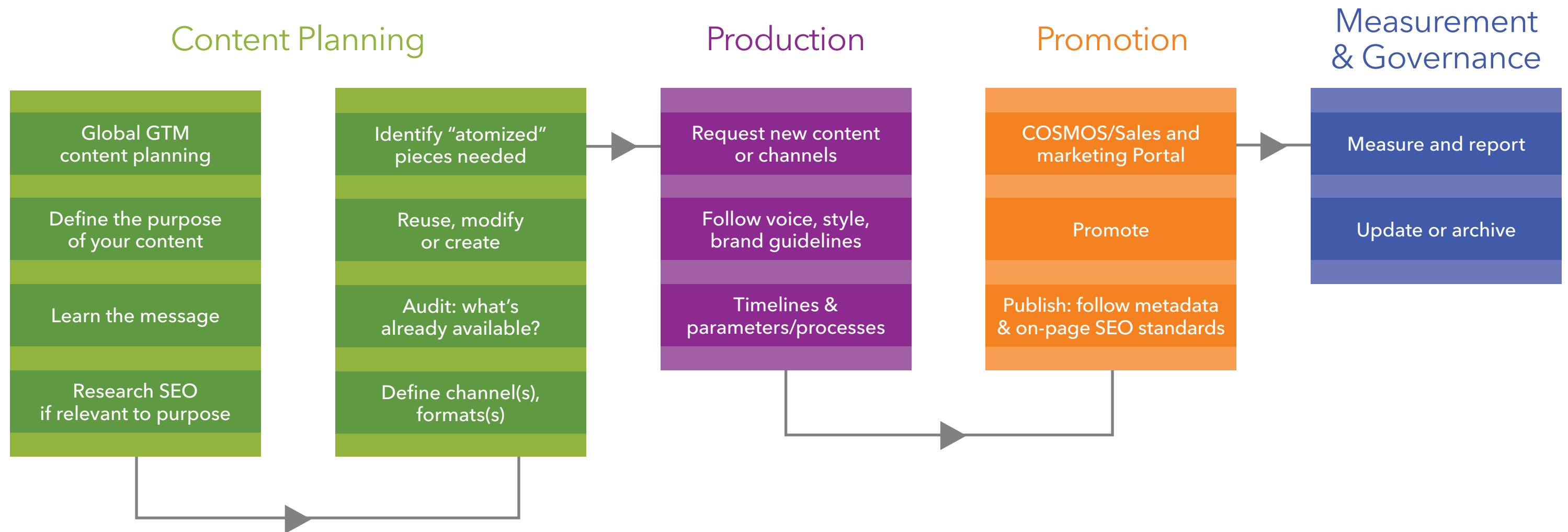
Aligning on the customer journey

In SAS worldwide marketing, we've adopted a customer journey model that helps us align our activities, messages, channels and content to the stages that our customers travel through during acquisition and retention.



Content strategy framework

The content strategy components then start to create a general process by which content is created.





Content planning

Content objectives, SEO, channels,
content audits, finding content

Global GTM content process

Driving revenue through content

1

US/Corp Core GTM

- Company priorities
- Messages/themes
- Objectives & targets

Global GTM Team

- Bi-weekly
- 4 global GTM leads + 4 content leads
- Global alignment

2

Content AUDIT

US content marketer maintains audit for global recommended assets + full US content plan

3

Recommended assets + translation + gap analysis

- US content marketer + GTM lead recommends global campaign assets, including geo content considerations for Global GTM Team validation
- Identify top 2-3 for translation
- Recommended assets are loaded into GMS asset portfolios by US content marketer
- Geos & regions determine additional content needed

Note: This is an ongoing process

4

Build/Buy/Curate

- Atomization
- Plan new assets
- Responsibility for new content creation should be discussed and decided Global GTM Team.
- Goal:
 - 80% content for global use
 - 20% geo/regional

Note: This is an ongoing process

5

Geo communication

- Geo and regional adoption of recommended global assets from Global GTM Team
- Add geo/regional content and share with Global GTM Team

Defining the purpose

Content should enable a business objective and should, even more specifically, lead to a specific desired action that is part of a larger plan. In general, we tend to produce content for three main business needs:

Build awareness / mindshare

- Need, research stages of the customer journey
- Topics driven by search trends and competitive spaces we might not have software offerings for yet
- Measure reach, content conversion, and SERP

Drive leads & enable sales

- Research, decide, buy stages of the customer journey
- Topics driven by sales & marketing priorities; includes external & sales enablement content
- Measure leads, pipeline, revenue

Support customers

- Adopt, use, recommend stages of the customer journey
- Topics driven by customer-facing business functions
- Measure content consumption, sharing, engagement

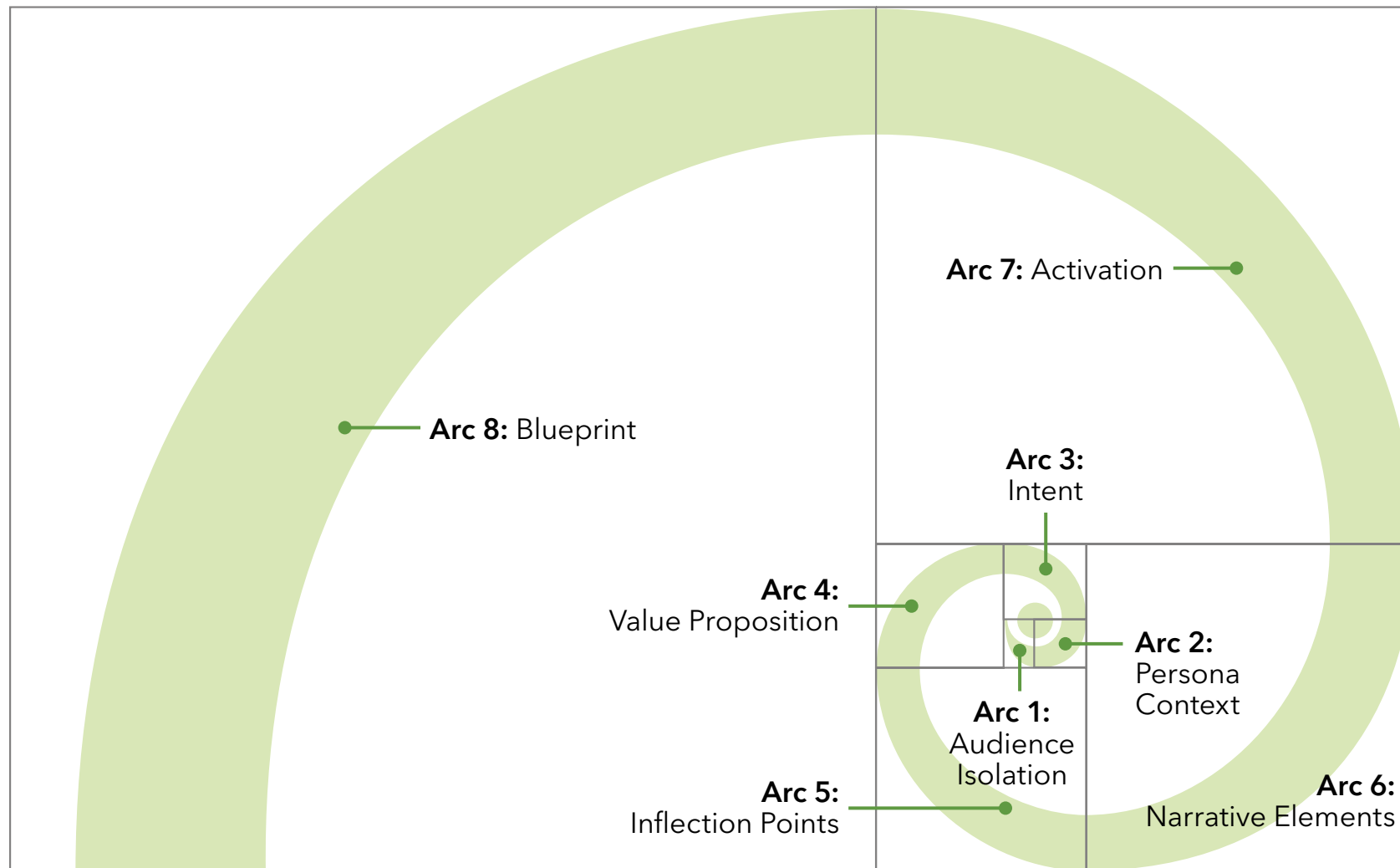


SAS messaging framework

SAS is currently re-evaluating its messaging processes based on industry models and best practices. In the meantime, product and initiative messaging for externally facing content is maintained by the primary product marketing manager. [Check the Sales & Marketing Portal for contact names.](#)

The SiriusDecisions Messaging Nautilus

A logical, sequential methodology for creating audience-centric b-to-b messaging



Arc 1: Audience Isolation

Isolate the target market segments, down to the buyer persona, for an offering.

Arc 2: Persona Context

Define the buyer persona attributes the messaging will be conducted for, and internalize those insights

Arc 3: Intent

State the messaging intent by demand type.

Arc 4: Value Proposition

Craft the core value proposition for the buyer persona.

Arc 5: Inflection Points

Catalog the persona's information requirements by phase.

Arc 6: Narrative Elements

Build the narrative elements - the raw materials. Use the right words.

Arc 7: Activation

Construct a content planning template.

Arc 8: Blueprint

Populate the messaging source document for delivery to content creators and activators.

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The intersection of messaging and search engine optimization (SEO)

Messaging

Think of this as your long-term retirement/investment plan
Messaging takes into account:

- Target audience research
- Competitive research
- Market opportunity
- Initial SEO research
- Updated 1-2x/year

SEO

Think of this as your checking account that you monitor more often.

- Allows us to target/refine message to real-time search terms
- Key terms are updated 1-2x/year, monitored & reported monthly/quarterly
- Long-tail (more detailed) terms are researched ongoing as content is created

The importance of SEO

60 – 90% of traffic to SAS content is found through organic search. SAS has a global organic SEO strategy, resources and tools that are important components of content strategy. Aligning our targeted keywords, optimizing content for those keywords, and using those pages according to best practices will help SAS, quite literally, show up our competitors.

Keyword alignment

Maintaining SAS' official list of English language keywords is a centralized function managed from SAS HQ. English language SEO efforts should be aligned to this practice. See "How to work with SAS SEO keywords."

Resources

- > [Current keyword priorities](#)

On-page SEO practices

If you author content in AEM or Wordpress, on-page SEO practices are critical to helping optimize your content for your selected keyword.

Resources

- > [SEO writing best practices](#)
- > [Blog/Wordpress SEO writing best practices](#)

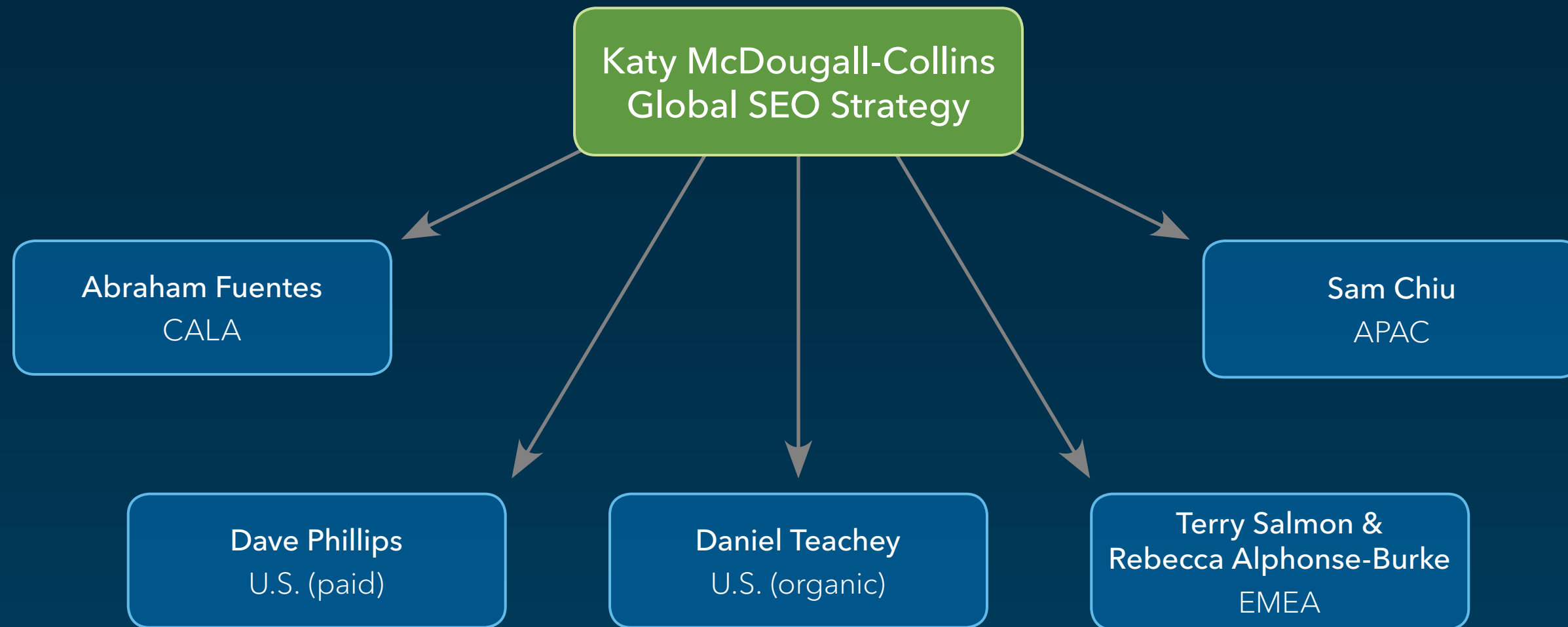
How to work with SAS SEO keywords

Writers can now create the content optimized for the keywords using on-page SEO best practices.



1. Steps 2 - 9 apply to English language content.
2. Check the latest keyword spreadsheet found on the previous page to make sure the keyword topic or keywords you have in mind are not already listed.
3. Reach out to Katy McDougall-Collins for a kickoff call/meeting.
4. Marketers and Katy will decide on 3-5 "seed keywords" for each topic. These need to be the most important and relevant to the topic/theme/product that you think someone will search in Google
5. Katy will use SEO keyword tools to create lists for each topic and include metrics for keywords including monthly search volume, competitiveness, and popularity
6. We will all meet again. In this meeting we will run through all the keywords and assign Relevance Scores to each keyword
7. We will agree on Primary and Secondary keywords for each new product page, topic, or theme
8. Keywords will be added to the master keyword sheet
9. Writers can now map these keywords to a new or current page
10. Global SEO contacts will work with Katy on local language strategies.

Global SEO contacts



Types of SEO keywords and content

There are different levels of keywords that get assigned to different types of pages. Here's an example:

Primary keywords

- High volume, very competitive
- Primer or software pages
- > [Data management](#)

Secondary keywords

- Less volume, less competitive
- Software pages or Insights
- > [Data governance software](#)

Longtail keywords

- Niche or technical topics
- Insights articles, blogs, communities.sas.com
- > [What is a data governance framework?](#)

Selecting channels

Digital marketing requires us to be much more mindful, much earlier in the process, of the channels on which our content will be published. SAS distributes content through “owned” communications channels that we manage and govern, “paid” channels that are managed by third parties, and “earned” channels that we influence, but don’t manage or pay for. Here are some examples:

Owned channels

- Blogs.sas.com
- www.sas.com
- Communities.sas.com
- SAS’ corporate social media channels
- Support.sas.com

Paid channels

- Search engine marketing (aka “paid search”)
- Content syndication
- Digital display advertising
- Paid social media

Earned channels

- Media coverage about SAS
- User-generated social media content
- Cooperative/contributor publishing on media sites

Channel guide: SAS-owned channels

Channel	Description
Insights on www.sas.com	<ul style="list-style-type: none"> Journalistic, corporate approach to marketing priorities. IT'S NOT ABOUT THE PRODUCT. HIGHLY SEARCH OPTIMIZED for short- and long-tail keyword search Managed & self-published in AEM by editors
Product, solution, industry info on www.sas.com	<ul style="list-style-type: none"> Delivers core SAS product messaging Content is highly governed via request & review process
blogs.sas.com	<ul style="list-style-type: none"> Recent reader research indicates it's a primary destination for technical content and bridge to communities.sas.com Conversational, exploratory, personal approach to broader range of topics, some experimental & emerging. Time-bound content platform for rapid publishing around events
Support.sas.com	<ul style="list-style-type: none"> Product support content for SAS Administrators, programmers, statisticians, scientists & students
Communities.sas.com	<ul style="list-style-type: none"> Small number of communities highly managed by community managers; rest are peer2peer Most discussions initiated by customers; CM's also trigger with content
Documentation.sas.com	<ul style="list-style-type: none"> Software product documentation highly managed by SAS Publications Division
Social media	<ul style="list-style-type: none"> Post & share 3p and SAS thought leadership on LinkedIn Post content designed for sharing & advocacy-building (LinkedIn posts, FB, Twitter)
Email	<ul style="list-style-type: none"> Used for lead-gen lead nurturing

Paid channels

Channel	Description
Display Advertising	<ul style="list-style-type: none">• Recommend mostly ungated assets that drive to gated assets• Videos, ideally 15-30 seconds max• Infographics/visual content• Interactive content like quizzes, surveys or assessment tools• Insights articles that drive to recommended/cornerstone assets• Software demos/trials• Customer Stories (text or video)• In case of gated offering: white papers/research reports/ebooks/excerpts no longer than 7 pages
Paid Search	<ul style="list-style-type: none">• Recommend mostly gated assets• Assets must be relevant and specific to the identified keyword, and should incorporate that keyword especially in the title and subheadings• SAS and 3rd party white papers, research reports, book excerpts, ebooks• In case of ungated offerings: primer pages, analyst reports
Paid Social	<ul style="list-style-type: none">• Recommend mostly ungated assets that drive to gated assets• Blog posts and Insights articles• Social tiles, infographics/visual content• Interactive content like quizzes, surveys or assessment tools• Videos: Designed for autoplay/audio optional experience (at minimum, the first ~5 seconds of the video will most likely be viewed without any sound); short entertaining videos (max 2 mins.; ideal is 15 seconds or less) for Need phase; longer informative videos (2-5 mins) can be high impact for customers in the research or decide phases• Customer Stories, news (press releases, analyst report announcements)• Event, webinar promos
Content Syndication for Lead Generation	<ul style="list-style-type: none">• Recommend mostly gated assets (ie, gated on sas.com, but gate removed to facilitate registration directly via vendor)• White papers, research reports (esp high-value globally recognized 3rd party assets)• Book excerpts• ebooks• Analyst reports (based on permissions)

Mapping channels to journey stage & content types

Customer journey	Objective/purpose	Channel	Recommended content (to promote via the channel)
Need	<ol style="list-style-type: none"> 1. Attract search traffic to sas.com on priority initiative topics - organic 2. Attract search traffic to sas.com on priority initiative topics - paid 3. Discuss emerging topics 4. SME brand building 5. Drive awareness of SAS with new audiences 	<ol style="list-style-type: none"> 1. Insights primer pages on www.sas.com 	<ol style="list-style-type: none"> 1. Search-optimized display copy; white papers, videos, customer stories, analyst reports 2. Gated: SAS and 3rd party white papers, research reports, book excerpts, ebooks; Ungated offerings: primer pages, analyst reports 3. Gated related white papers 4. Links to www.sas.com pages (ungated) 5. Videos, infographics, quizzes, surveys or assessment tools, Insights articles, demos/trials, customer Stories (text or video), In case of gated offering: white papers/research reports/ebooks/excerpts
Research	<ol style="list-style-type: none"> 1. Deliver facts about SAS products 2. Corporate & executive messages 3. Drive awareness of SAS with new audiences 4. Attract search traffic to sas.com on priority initiative topics - paid 	<ol style="list-style-type: none"> 1. Product, solution, industry info on www.sas.com 2. Blogs.sas.com 3. Display advertising 4. Paid search 	<ol style="list-style-type: none"> 1. Ungated white papers, ungated customer stories, analyst reports, webinars 2. www.sas.com ungated pages. 3. Videos, infographics, quizzes, surveys or assessment tools, Insights articles, demos/trials, customer Stories (text or video), In case of gated offering: white papers/research reports/ebooks/excerpts. 4. Gated: SAS and 3rd party white papers, research reports, book excerpts, ebooks; Ungated offerings: primer pages, analyst reports, webinars
Decide	<ol style="list-style-type: none"> 1. Drive conversions to GTM key assets 2. Drive conversions to GTM key assets 3. Deliver facts about SAS products 4. Drive conversions to GTM key assets - paid 5. Drive conversions to GTM key assets - paid 	<ol style="list-style-type: none"> 1. Insights on sas.com 2. Product/industry pages on www.sas.com 3. Product/industry pages on www.sas.com 4. Paid social 5. Paid content syndication 	<ol style="list-style-type: none"> 1. Gated white papers, research papers, webinars 2. Ungated fact sheets, ungated white papers, webinars 3. Link paid social to ungated Insights articles with gated assets or other gated sas.com landing pages with gated assets 4. Link paid social to ungated Insights articles with gated assets or other gated sas.com landing pages with gated assets

Mapping channels to journey stage & content types (continued)

Customer journey	Objective/purpose	Channel	Recommended content (to promote via the channel)
Buy	1. Product requirements, specifications	1. Product, solution, industry info on www.sas.com	1. Ungated fact sheets
Adopt	1. Welcome customer & share resources 2. Instruct customers in using SAS (static) 3. Instruct customers in using SAS (interactive) 4. Instruct customers in using SAS (static)	1. Email 2. Support.sas.com 3. Communities.sas.com 4. Documentation.sas.com	1. Getting started pages on support 2. Text & video tutorials, code samples - directed by Documentation lead 3. Community managed interactions; Solutions; Articles 4. Professional documentation
Use	1. Help customers expand usage of SAS products (static) 2. Help customers expand usage of SAS products (interactive) 3. Help customers expand usage of SAS products (interactive) 4. Instruct customers in using SAS (static)	1. support.sas.com 2. Communities.sas.com 3. Blogs.sas.com 4. Documentation.sas.com	1. Text & video tutorials, code samples - directed by Documentation lead 2. Community managed interactions; Solutions; Articles 3. SME blog posts responding to customer needs, managed through blog editors 4. Professional documentation
Recommend & share	1. Corporate topics/messages 2. Corporate topics/messages 3. Syndicate/share GTM & corporate content 4. Syndicate/share GTM & corporate content	1. blogs.sas.com 2. Insights on sas.com 3. Social media channels - organic 4. Social media channels - paid	1. Product, corporate, culture posts managed by blog editor, with links to sas.com 2. Emerging topics, business & technology trends, articles promoting GTM assets 3. Follow social content best practices via GTM and regional social leads 4. Follow paid social content best practices via global digital team

Reuse, modify or create?

You've identified your content need/purpose, analyzed your SEO, your channels, your audience...now you need content:



Step 1

See what content US/global GTM is using (audit).



Step 2

If this doesn't meet your needs, or to access additional content, use the GMS asset library to see what else is available.



Step 3

Use the GMS marketing planning tool to see what's in progress.

GMS → Research → Marketing Planning tool.



Step 4

Find creative ways to repurpose existing content or, if you must, begin the request process to create something new.



Step 5

Adding content to COSMOS ensures it shows up in the GMS Asset Library.

This makes content more available for OTHERS to REUSE IT!

How to find existing content

Before creating new content, determine whether something already exists that can be used or modified. Here are some ways to do that:

Review the GTM content audits

The US content marketing team maintains audits of all recommended content for GTM campaigns.

> [View US GTM content audits](#)

The Sales & Marketing Portal will show you what sales is using to position SAS.

The GMS Asset Library shows you content available for sharing externally, from:

- COSMOS (collateral, customer stories, etc)
- Brightcove (videos)
- Blogs.sas.com
- Insights articles from sas.com

...and more sources added regularly

> sww.sas.com/gms

↳ Asset Library (filter by topics)

How do I find content in progress?

In addition to using GMS to find content that is finalized and ready for use, you can find out what content is in progress as well:

Marketing collateral, success stories & Insights articles

Using GMS → Research → Marketing Planning tool, select the filters that apply to what you're looking for, and you'll see content in progress.

NOTE: This feature of GMS is getting additional development work! Expect to see improvements here in 2017/2018.

Blogs

Because of the fluid nature of blogging, and the fact that we have over 200 bloggers at SAS globally, blog posts in progress are much more difficult to find.

The best approach is to contact the owner/editor of the blog that discusses the topic you're interested in to inquire whether there are posts planned around the topic.

Third party content

Third party content (white papers, research papers, etc.) are typically managed through the go-to-market teams. Contact the GTM lead for the topic you seek.

Sometimes this content is entered into GMS before it's available, so you might be able to see what is planned using the Marketing Planning Tool.

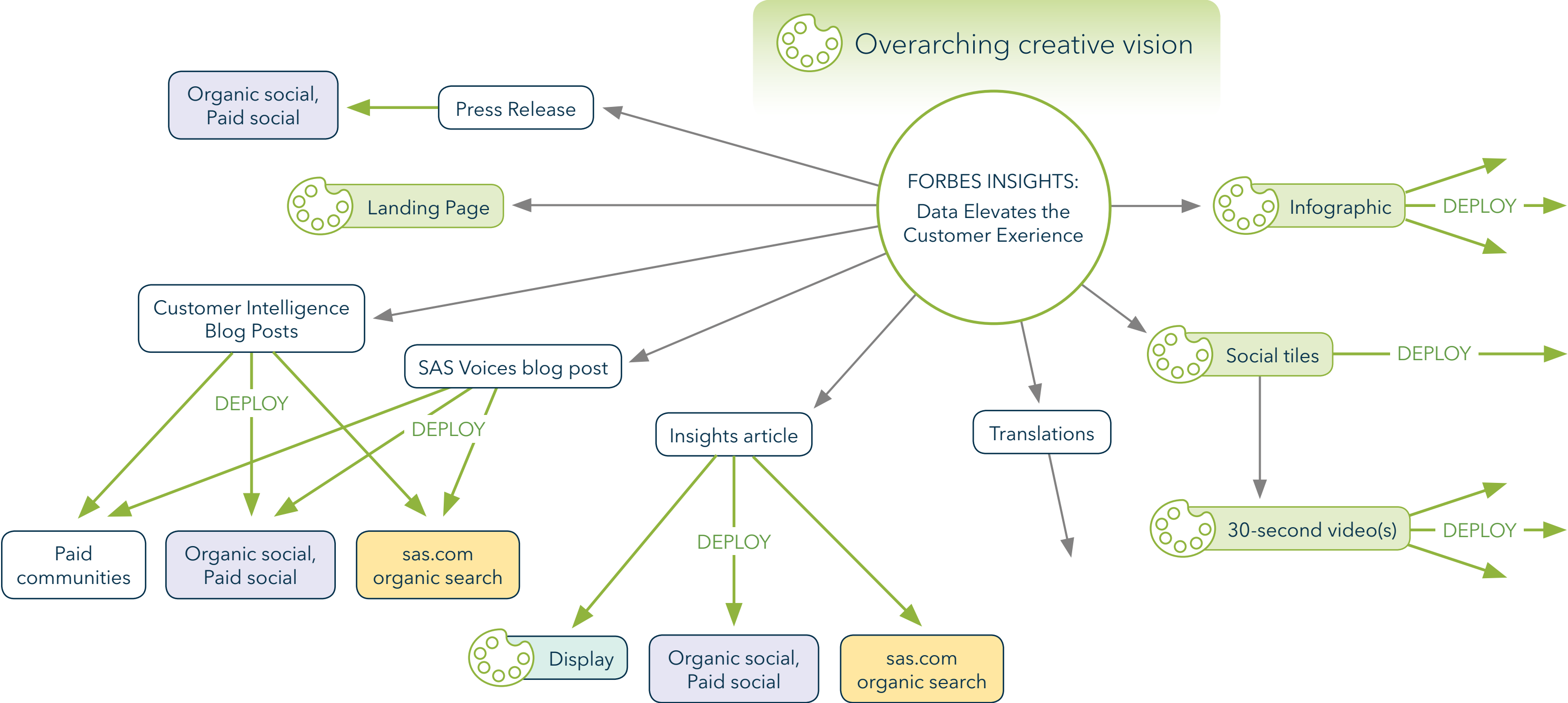
Video

Using GMS → Research → Marketing Planning tool

Under Deliverable Type, select audio/video deliverables, and you'll see content in progress.

"Atomize" your content: maximize your content and channels

Content atomization is the practice of breaking a large piece of content into smaller, related "atoms" that are optimized for different channels. These atoms promote the larger, original piece of content.



Sample channel portfolios

In general, your content goals should fall into one of four main objectives: Thought leadership, sales enablement, lead generation, or customer support. Here's what your channel publishing strategies might look like:

Thought leadership

OWNED

- Insights primer pages on www.sas.com
- Insights on www.sas.com
- LinkedIn posts (via your personal acct)

EARNED, via PR

- Media coverage
- Bylined articles

PAID

- Paid search
- Display advertising

Sales enablement

OWNED

- Sales & Marketing Portal

Lead generation

OWNED

- Product, solution, industry pgs on www.sas.com
- Insights on www.sas.com

PAID

- Display advertising
- Paid search
- Paid social
- Paid content syndication

Customer support

OWNED

- Email
- Support.sas.com
- Communities.sas.com
- Documentation.sas.com
- Blogs.sas.com

A word about SAS customer support channels

SAS has several channels to provide customer support content that each have different purposes and characteristics. Here's a summary content strategy for those channels:

support.sas.com

- Content is highly managed by topic/product technical lead and Online Strategy & Services
- Reflects product tasks and resources known to be highest priority

Blogs.sas.com

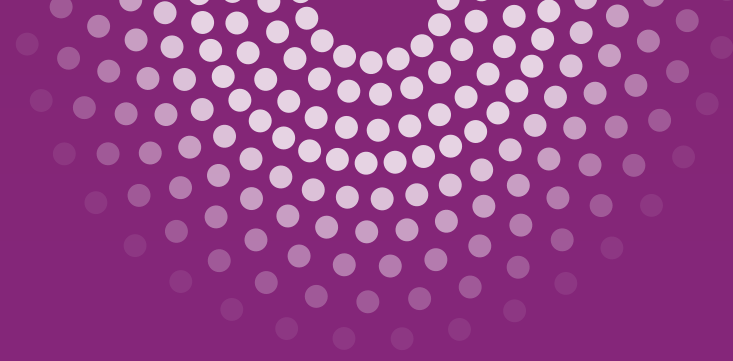
- Posts are submitted and reviewed at the discretion of the blog owner/editor
- Style is more conversational
- How-to content that expands SAS users' product techniques

Communities.sas.com

- Interactive Q&A discussion forum format
- Technical, how-to content
- Content must relate to specific products & topics covered by individual communities

Third party channels

- SAS interacts with popular third party technical sites such as GitHub, Quora, and Reddit.
- Contact Chris Hemedinger for more information on how to engage with these channels



Content production

Requests, templates, voice, processes

Requesting new content



MANDATORY

Most requests for new marketing content that will require headquarters resources can be made via GMS. Geo- or regional-specific content might also be created via in-country resources. Those processes are not addressed here.

Global go-to-market campaign content

Whether using in-house or agency resources:

1. Connect with the GTM team for the initiative prior to requesting new content.
2. For in-house requests submit a request via...
 - GMS →
 - Integrated Marketing →
 - Deliverables →
 - New

www.sas.com content

For new or updates to product, solution, or industry pages, submit a request via...

- GMS →
- Integrated Marketing →
- Deliverables →
- New →
- Web Content

Customer support content

Contact Gary Meek or Larry LaRusso to help determine the appropriate content type & channel.

Video

- Submit a request via...
 - GMS →
 - Integrated Marketing →
 - Deliverables →
 - New or Update →
- Audio/Video

Third-party marketing content



MANDATORY

Marketing content acquired through paid programs, sponsorships, etc.

1. Third party content purchases that are intended to support go-to-market programs should be discussed and agreed upon with the GTM team for the initiative prior to finalizing any agreements.
 2. All third-party content that SAS has rights to distribute **MUST** be registered in COSMOS so that it is visible for reuse and translation by other offices.
- > [Use these instructions for entering content into COSMOS.](#)

Templates & brand resources



MANDATORY

Maintaining the look and feel of the SAS brand is important to consider in all that we do. The SAS brand team has a catalog of resources available to drive consistency in the voice, design, and personality of our content.

Company values & templates

> [Company Values Guide](#)

High-level overview of the SAS brand visual identity

> [SAS Brand Creative Guide](#)

Advertising, event, and collateral templates

- Insights publishing guide
- Collateral guide

> [Templates & Guidelines](#)

The SAS voice: Tone, style guide

> [SAS Voice Guidelines](#)

For agencies

Agencies can access these resources [via this link](#).

Content will be rejected if agencies don't follow these standards.

The SAS Voice: do's and don'ts

One of our company values is authenticity – which we can express through our content when we use simple, everyday language. This eliminates confusion, builds trust, and also helps our content better function across languages and cultures.

Below are a few tips. You can read more about how to apply the “SAS voice in the [10-Step Guide to Conversational Writing](#).

Be Clear

- Avoid idioms or references to country-specific phrases, sports teams, and slang.
- Avoid jargon. Describe benefits in plain, concrete language that means something specific to your target audience.

Be Concise

- Use bits of text, bulleted points and streamlined messages that will pique interest

Be Compelling

- Add numbers, percentages, stats or specific examples that demonstrate credibility.

Requesting a new channel

Blog/blog content on blogs.sas.com

If you are a new blogger for SAS, or are exploring the idea, please read [this helpful resource](#) to learn more about what is involved.

Once you're ready, submit a request via the [Corporate Social Media request form](#).

Community on communities.sas.com

SAS employee participation is the bedrock of our vibrant communities.

If you are interested in contributing to communities.sas.com, or you think a new community topic is worthy of a new space, [this resource](#), which includes guidelines, policies, and contact names, can get you started.

Third party blog or web site

The decision to launch a blog, web site, or other digital program on platforms other than sas.com has many implications.

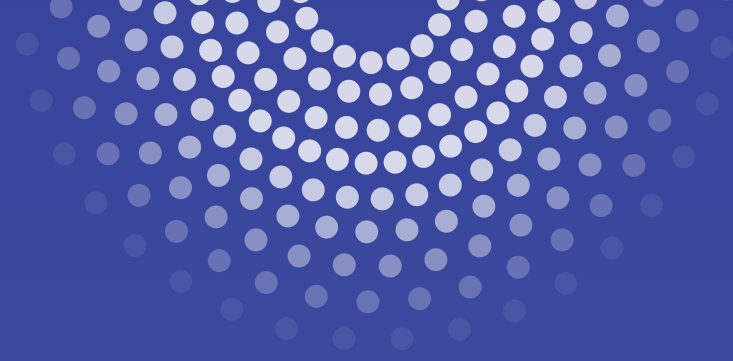
When considering a lead-generation program that involves a third-party company off of sas.com, contact the relevant **go-to-market group** for consideration and alignment.

Do not stand up blogs or other content syndication platforms outside of sas.com without a content strategy discussion with your **geo content lead**.

Social media account

No new social media accounts that represent SAS can be created without the permission of the global social media manager.

Submit these requests using the [Corporate Social Media request form](#).



Measurement & governance

Current content reporting



Digital marketing requires us to be much more mindful, much earlier in the process, of the channels on which our content will be published. SAS distributes content through “owned” communications channels that we manage and govern, “paid” channels that are managed by third parties, and “earned” channels that we influence, but don’t manage or pay for. Here are some examples:

Campaigns

- Marketing campaign teams can report pipeline & revenue impact by campaign asset
- We can determine that in general, white papers convert at a higher rate than other content types

Channel

- Paid digital channels (paid social, paid search, content syndication, digital advertising) can report on top-performing assets
- Owned channels such as blogs, communities, and sas.com can provide engagement and conversion reporting.
- Platforms such as Sprinklr and VoiceStorm can provide social sharing & engagement reporting

GMS

The GMS Asset Library provides limited reporting on an individual asset (views, clicks, registrations)

Global content measurement roadmap

NOW

- Pageviews
- Opens/clicks
- Impressions/clicks
- Likes, comments, shares
- Video duration viewed
- Individual channel performance

- Registrations
- Leads
- Contacts

- Revenue impact at campaign/asset level
- Revenue impact by digital at channel level

Consumption
Sharing
Engagement

Conversion

\$

NEXT GEN

- Customer journey impact
- Content optimization
- Integration of organic + paid impressions

- Organic + paid conversion
- Pathing
- Cross-channel impact/relationships
- Comparative channel performance

- Aggregate content performance
- Attribution (paid & organic)
- Content scoring

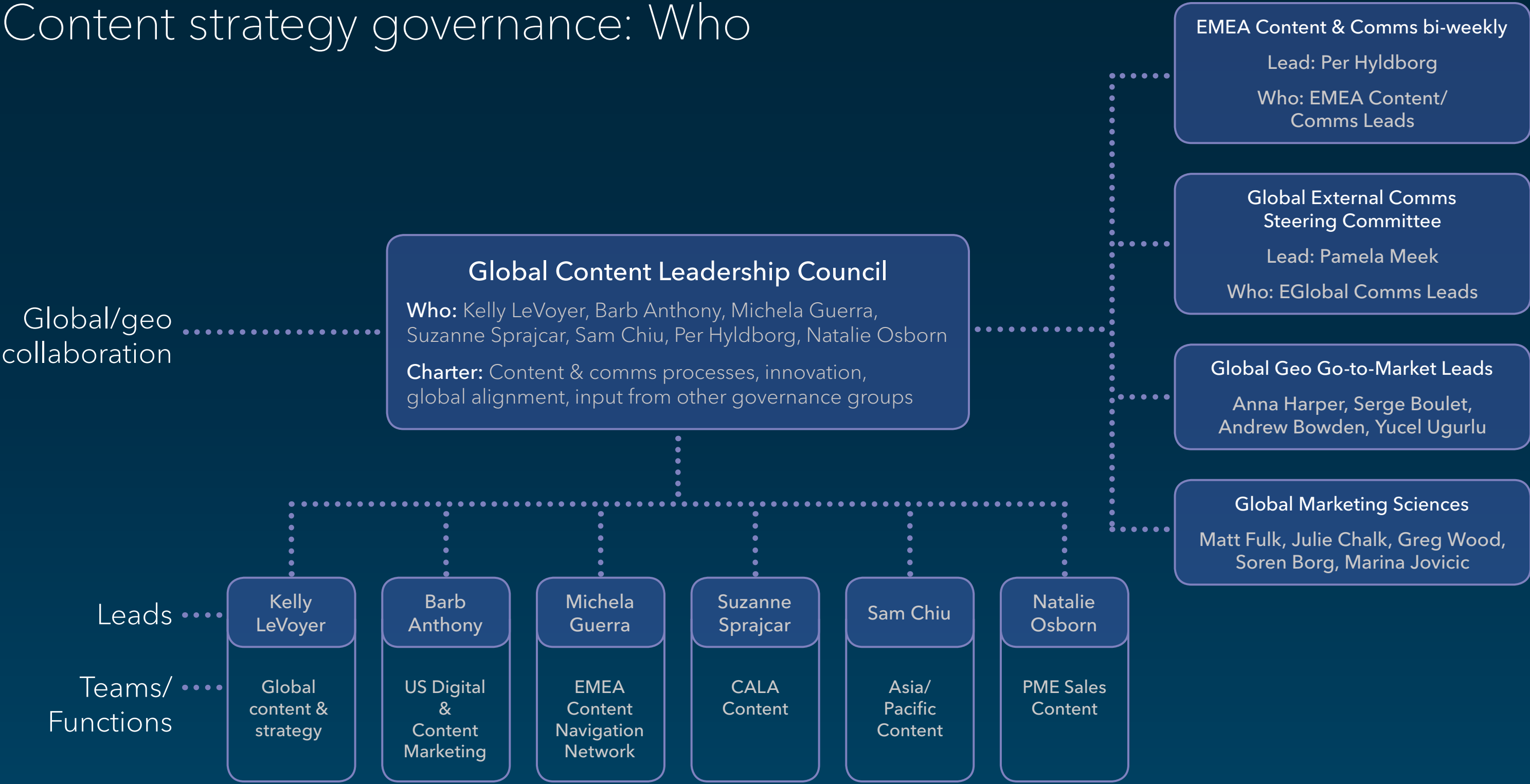
Leadership & collaboration: How we stay connected



Global content leadership council

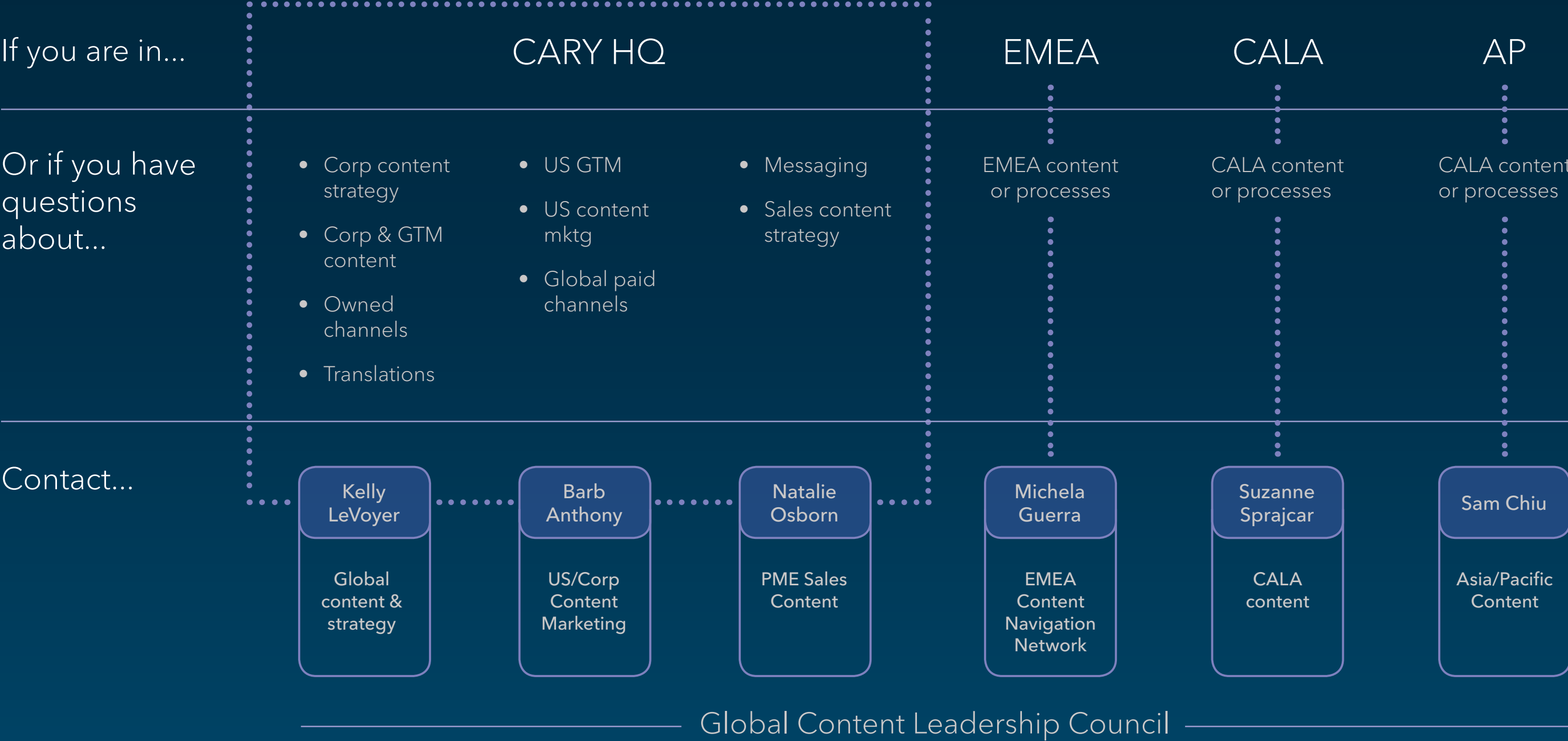
- **Charter:** Set & communicate policy & processes, elevate best practices, address compliance issues, drive innovation.
- Members bring issues for resolution in & communicate policy out
- Expands to include leads from additional functional units (e.g. CES) as content strategy expands.
- Members also represent other governing bodies, for cross-pollination:
 - » EMEA Content & Communications, EMEA Content Navigation network (Per Hyldborg, Michela Guerra)
 - » Messaging Review Board (Natalie Osborn, Kelly LeVoyer)
 - » Global GTM Framework (Barb Anthony via Anna Harper)
 - » Global Digital Advertising Team (Barb)
 - » Sales Content Review Board (future - Natalie)
 - » Video Review/Calibration (Barb)
 - » External Comms global steering committee (Kelly, Pamela Meek)

Content strategy governance: Who



—— Team members participate in GTM core/service teams ——

Content strategy governance: How to escalate an issue



Content strategy governance: How you engage and how we take action

Requesters

- Find your escalation lead/path
- Surface your question or issue & urgency level
- Council will review & the appropriate lead will respond according to urgency

Global Content Leadership Council

Who: Kelly LeVoyer, Barb Anthony, Michela Guerra, Suzanne Sprajcar, Sam Chiu, Natalie Osborn

Charter: Content & comms processes, innovation, global alignment, input from other governance groups

Council members

- Apply content strategy policy to requests
- Respond to inquiries/requests from your region
- Modify or create additional policy as needed
- Communicate policy to your region