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</tr>
</tbody>
</table>

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

### Questions?

Visit [www.sas.com/sasbrand](http://www.sas.com/sasbrand) Contact [sas.brand@sas.com](mailto: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.
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.”

“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

SAS Brand Values
- Accountable
- Authentic
- Curious
- Passionate

Objectives, Priorities and Audiences
- Objectives
  - Solutions
  - Industries
  - Trending topics
- Priorities
  - Build mindshare
  - Grow marketshare
- Audiences
  - Sales
  - Prospects
  - Customers

Messaging Strategy
- Market positioning
- Value propositions
- Unique POV
- Regional variations
- Creatively consistent

Customer Journey
- Content objectives are aligned to customer journey stages:
  - Need
  - Research
  - Decide
  - Buy
  - Adopt
  - Use
  - Recommend

Content Strategy Framework
- Planning
  - Building and aligning behind a purposeful plan
- Production
  - Developing the optimal assets to drive impact
- Promotion
  - Selecting the channels, timing and frequency
- Measurement & Governance
  - Understanding how to improve performance
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.

- I am researching solutions, including those from SAS.
- I am evaluating a short-list of vendors and will make a selection.
- I am buying the solution from SAS.
- I am extremely satisfied with SAS and want to recommend it to others.
- I am using the software and want SAS to help me realize its full potential.
- I am implementing the software and may need to rely on SAS for support.
- I have a business challenge I need to solve.
The content strategy components then start to create a general process by which content is created.

Content Planning

- Global GTM content planning
- Define the purpose of your content
- Learn the message
- Research SEO if relevant to purpose
- Identify “atomized” pieces needed
- Reuse, modify or create
- Audit: what’s already available?
- Define channel(s), formats(s)

Production

- Request new content or channels
- Follow voice, style, brand guidelines
- Timelines & parameters/processes

Promotion

- COSMOS/Sales and marketing Portal
- Promote
- Publish: follow metadata & on-page SEO standards

Measurement & Governance

- Measure and report
- Update or archive
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

2. **Global GTM Team**
   - Bi-weekly
   - 4 global GTM leads + 4 content leads
   - Global alignment

3. **Content AUDIT**
   US content marketer maintains audit for global recommended assets + full US content plan

4. **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

5. **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

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

Note: This is an ongoing process
## 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:

<table>
<thead>
<tr>
<th>Build awareness / mindshare</th>
<th>Drive leads &amp; enable sales</th>
<th>Support customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Need, research stages of the customer journey</td>
<td>- Research, decide, buy stages of the customer journey</td>
<td>- Adopt, use, recommend stages of the customer journey</td>
</tr>
<tr>
<td>- Topics driven by search trends and competitive spaces we might not have software offerings for yet</td>
<td>- Topics driven by sales &amp; marketing priorities; includes external &amp; sales enablement content</td>
<td>- Topics driven by customer-facing business functions</td>
</tr>
<tr>
<td>- Measure reach, content conversion, and SERP</td>
<td>- Measure leads, pipeline, revenue</td>
<td>- Measure content consumption, sharing, engagement</td>
</tr>
</tbody>
</table>
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.
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.”

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

> Current keyword priorities
> 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.
Content planning

Global SEO contacts

Katy McDougall-Collins
Global SEO Strategy

Abraham Fuentes
CALA

Dave Phillips
U.S. (paid)

Daniel Teachey
U.S. (organic)

Sam Chiu
APAC

Terry Salmon & Rebecca Alphonse-Burke
EMEA
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

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
</tr>
</thead>
</table>
| Insights on www.sas.com | • 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  
• Articles are more evergreen, less driven by time-sensitive, temporary events  
• Articles are ungated, most often link to gated GTM assets. Better for promoting via social media. |
| Product, solution, industry info on www.sas.com | • Delivers core SAS product messaging  
• Content is highly governed via request & review process  
• Links to relevant fact sheets, solution briefs, customer stories, etc.  
• High search optimized for product terms |
| blogs.sas.com | • 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  
• More self-service & scalable publishing platform  
• Posts are ungated, link to gated assets |
| Support.sas.com | • Product support content for SAS Administrators, programmers, statisticians, scientists & students  
• Key content types include video & text tutorials, code samples, Tech Support notes, system requirements |
| Communities.sas.com | • Small number of communities highly managed by community managers; rest are peer2peer  
• Most discussions initiated by customers; CM’s also trigger with content  
• 90% of traffic from organic search |
| Documentation.sas.com | • Software product documentation highly managed by SAS Publications Division |
| Social media | • Post & share 3p and SAS thought leadership on LinkedIn  
• Post content designed for sharing & advocacy-building (LinkedIn posts, FB, Twitter)  
• Syndicate support content on Twitter |
| Email | • Used for lead-gen lead nurturing  
• Subscription e-newsletters |
## Paid channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
<th>Content Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display Advertising</strong></td>
<td>• Recommend mostly ungated assets that drive to gated assets</td>
<td>• Insights articles that drive to recommended/cornerstone assets</td>
</tr>
<tr>
<td></td>
<td>• Videos, ideally 15-30 seconds max</td>
<td>• Software demos/trials</td>
</tr>
<tr>
<td></td>
<td>• Infographics/visual content</td>
<td>• Customer Stories (text or video)</td>
</tr>
<tr>
<td></td>
<td>• Interactive content like quizzes, surveys or assessment tools</td>
<td>• In case of gated offering: white papers/research reports/ebooks/excerpts no longer than 7 pages</td>
</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td>• Recommend mostly gated assets</td>
<td>• SAS and 3rd party white papers, research reports, book excerpts, ebooks</td>
</tr>
<tr>
<td></td>
<td>• Assets must be relevant and specific to the identified keyword, and should incorporate that keyword especially in the title and subheadings</td>
<td>• In case of ungated offerings: primer pages, analyst reports</td>
</tr>
<tr>
<td><strong>Paid Social</strong></td>
<td>• Recommend mostly ungated assets that drive to gated assets</td>
<td>• Customer Stories, news (press releases, analyst report announcements)</td>
</tr>
<tr>
<td></td>
<td>• Blog posts and Insights articles</td>
<td>• Event, webinar promos</td>
</tr>
<tr>
<td></td>
<td>• Social tiles, infographics/visual content</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Interactive content like quizzes, surveys or assessment tools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 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</td>
<td></td>
</tr>
<tr>
<td><strong>Content Syndication for Lead Generation</strong></td>
<td>• Recommend mostly gated assets (ie, gated on sas.com, but gate removed to facilitate registration directly via vendor)</td>
<td>• ebooks</td>
</tr>
<tr>
<td></td>
<td>• White papers, research reports (esp high-value globally recognized 3rd party assets)</td>
<td>• Analyst reports (based on permissions)</td>
</tr>
<tr>
<td></td>
<td>• Book excerpts</td>
<td></td>
</tr>
</tbody>
</table>
## Mapping channels to journey stage & content types

<table>
<thead>
<tr>
<th>Customer journey</th>
<th>Objective/purpose</th>
<th>Channel</th>
<th>Recommended content (to promote via the channel)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Need</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Attract search traffic to sas.com on priority initiative topics - organic</td>
<td>Insights primer pages on <a href="http://www.sas.com">www.sas.com</a></td>
<td>1. Search-optimized display copy; white papers, videos, customer stories, analyst reports</td>
</tr>
<tr>
<td></td>
<td>2. Attract search traffic to sas.com on priority initiative topics – paid</td>
<td></td>
<td>2. Gated: SAS and 3rd party white papers, research reports, book excerpts, ebooks; Ungated offerings: primer pages, analyst reports</td>
</tr>
<tr>
<td></td>
<td>3. Discuss emerging topics</td>
<td></td>
<td>3. Gated related white papers</td>
</tr>
<tr>
<td></td>
<td>4. SME brand building</td>
<td></td>
<td>4. Links to <a href="http://www.sas.com">www.sas.com</a> pages (ungated)</td>
</tr>
<tr>
<td></td>
<td>5. Drive awareness of SAS with new audiences</td>
<td></td>
<td>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</td>
</tr>
<tr>
<td><strong>Research</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Deliver facts about SAS products</td>
<td>Product, solution, industry info on <a href="http://www.sas.com">www.sas.com</a></td>
<td>1. Ungated white papers, ungated customer stories, analyst reports, webinars</td>
</tr>
<tr>
<td></td>
<td>3. Drive awareness of SAS with new audiences</td>
<td>Display advertising</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Decide</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Drive conversions to GTM key assets</td>
<td>Insights on sas.com</td>
<td>1. Gated white papers, research papers, webinars</td>
</tr>
<tr>
<td></td>
<td>2. Drive conversions to GTM key assets</td>
<td>Product/industry pages on <a href="http://www.sas.com">www.sas.com</a></td>
<td>2. Ungated fact sheets, ungated white papers, webinars</td>
</tr>
<tr>
<td></td>
<td>3. Deliver facts about SAS products</td>
<td>Product/industry pages on <a href="http://www.sas.com">www.sas.com</a></td>
<td>3. Link paid social to ungated Insights articles with gated assets or other gated sas.com landing pages with gated assets</td>
</tr>
<tr>
<td></td>
<td>4. Drive conversions to GTM key assets - paid</td>
<td>Paid social</td>
<td>4. Link paid social to ungated Insights articles with gated assets or other gated sas.com landing pages with gated assets</td>
</tr>
<tr>
<td></td>
<td>5. Drive conversions to GTM key assets - paid</td>
<td>Paid content syndication</td>
<td></td>
</tr>
</tbody>
</table>
## Mapping channels to journey stage & content types (continued)

<table>
<thead>
<tr>
<th>Customer journey</th>
<th>Objective/purpose</th>
<th>Channel</th>
<th>Recommended content (to promote via the channel)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adopt</strong></td>
<td>1. Welcome customer &amp; share resources</td>
<td>1. Email</td>
<td>1. Getting started pages on support</td>
</tr>
<tr>
<td></td>
<td>2. Instruct customers in using SAS (static)</td>
<td>2. Support.sas.com</td>
<td>2. Text &amp; video tutorials, code samples - directed by Documentation lead</td>
</tr>
<tr>
<td></td>
<td>3. Instruct customers in using SAS (interactive)</td>
<td>3. Communities.sas.com</td>
<td>3. Community managed interactions; Solutions; Articles</td>
</tr>
<tr>
<td><strong>Use</strong></td>
<td>1. Help customers expand usage of SAS products (static)</td>
<td>1. support.sas.com</td>
<td>1. Text &amp; video tutorials, code samples - directed by Documentation lead</td>
</tr>
<tr>
<td></td>
<td>2. Help customers expand usage of SAS products (interactive)</td>
<td>2. Communities.sas.com</td>
<td>2. Community managed interactions; Solutions; Articles</td>
</tr>
<tr>
<td></td>
<td>3. Help customers expand usage of SAS products (interactive)</td>
<td>3. Blogs.sas.com</td>
<td>3. SME blog posts responding to customer needs, managed through blog editors</td>
</tr>
<tr>
<td><strong>Recommend &amp; share</strong></td>
<td>1. Corporate topics/messages</td>
<td>1. blogs.sas.com</td>
<td>1. Product, corporate, culture posts managed by blog editor, with links to sas.com</td>
</tr>
<tr>
<td></td>
<td>2. Corporate topics/messages</td>
<td>2. Insights on sas.com</td>
<td>2. Emerging topics, business &amp; technology trends, articles promoting GTM assets</td>
</tr>
</tbody>
</table>
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.

**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!
Content planning

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.

---

Content planning
“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.
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:

<table>
<thead>
<tr>
<th>Thought leadership</th>
<th>Sales enablement</th>
<th>Lead generation</th>
<th>Customer support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OWNED</strong></td>
<td><strong>OWNED</strong></td>
<td><strong>OWNED</strong></td>
<td><strong>OWNED</strong></td>
</tr>
<tr>
<td>• Insights primer pages on <a href="http://www.sas.com">www.sas.com</a></td>
<td>• Sales &amp; Marketing Portal</td>
<td>• Product, solution, industry pgs on <a href="http://www.sas.com">www.sas.com</a></td>
<td>• Email</td>
</tr>
<tr>
<td>• Insights on <a href="http://www.sas.com">www.sas.com</a></td>
<td></td>
<td>• Insights on <a href="http://www.sas.com">www.sas.com</a></td>
<td>• Support.sas.com</td>
</tr>
<tr>
<td>• LinkedIn posts (via your personal acct)</td>
<td></td>
<td></td>
<td>• Communities.sas.com</td>
</tr>
<tr>
<td><strong>EARNED, via PR</strong></td>
<td></td>
<td><strong>PAID</strong></td>
<td><strong>OWNED</strong></td>
</tr>
<tr>
<td>• Media coverage</td>
<td></td>
<td>• Display advertising</td>
<td>• Email</td>
</tr>
<tr>
<td>• Bylined articles</td>
<td></td>
<td>• Paid search</td>
<td>• Support.sas.com</td>
</tr>
<tr>
<td><strong>PAID</strong></td>
<td></td>
<td>• Paid social</td>
<td>• Communities.sas.com</td>
</tr>
<tr>
<td>• Paid search</td>
<td></td>
<td>• Paid content syndication</td>
<td>• Documentation.sas.com</td>
</tr>
<tr>
<td>• Display advertising</td>
<td></td>
<td></td>
<td>• Blogs.sas.com</td>
</tr>
</tbody>
</table>
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
Content production

Requesting new content

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

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

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**

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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 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

**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

**Consumption Sharing Engagement**

**Conversion**

**$**
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, Pamel Meek)
Measurement & governance

Content strategy governance: Who

Global Content Leadership Council
Who: Kelly LeVoyer, Barb Anthony, Michela Guerra, Suzanne Sprajcar, Sam Chiu, Per Hyldborg, Natalie Osborn
Charter: Content & comms processes, innovation, global alignment, input from other governance groups

Global geo collaboration

Leads
- Kelly LeVoyer: Global content & strategy
- Barb Anthony: US Digital & Content Marketing
- Michela Guerra: EMEA Content Navigation Network
- Suzanne Sprajcar: CALA Content
- Sam Chiu: Asia/Pacific Content
- Natalie Osborn: PME Sales Content

Teams/Functions

- EMEA Content & Comms bi-weekly
  Lead: Per Hyldborg
  Who: EMEA Content/Comms Leads
- Global External Comms Steering Committee
  Lead: Pamela Meek
  Who: EGlobal Comms Leads
- Global Geo Go-to-Market Leads
  Anna Harper, Serge Boulet, Andrew Bowden, Yucel Ugurlu
- Global Marketing Sciences
  Matt Fulk, Julie Chalk, Greg Wood, Soren Borg, Marina Jovicic

Team members participate in GTM core/service teams
Measurement & governance

Content strategy governance: How to escalate an issue

If you are in...

CARY HQ

• Corp content strategy
• Corp & GTM content
• Owned channels
• Translations

Or if you have questions about...

CARY HQ

• US GTM
• US content mktg
• Global paid channels

EMEA

• Messaging
• Sales content strategy

EMEA content or processes

CALA

• EMEA content or processes

CALA content or processes

AP

• CALA content or processes

Contact...

Kelly LeVoyer
Global content & strategy

Barb Anthony
US/Corp Content Marketing

Natalie Osborn
PME Sales Content

Michela Guerra
EMEA Content Navigation Network

Suzanne Sprajcar
CALA content

Sam Chiu
Asia/Pacific Content

Global Content Leadership Council
Measurement & governance

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