Content Strategy Sample Deliverables

Recommended Content Strategy: Decision-Maker Focus

Role	Organizational Role	Platform Buying Decision Role	Key Concerns
VP of Product	• Responsible for P&L of product or business line • Will drive digital transformation, new services for product line, respond to competitive threats	• Ultimate decision maker • Will drive budget, roadmap, business vision • Knowledgeable about platform decisions, works closely with Chief Architect	• Time to market • Early returns, demonstrable value • Enable innovation • Quickly adapt to rapidly changing environment • Mitigate security risk
Chief Architect	• Drives and develops IT strategy for the organization • Drives IT standards for organization	• Leading the evaluation and decision-making process, must ensure choice will create sustainable advantage	• Ability to deliver on requirements • Compatibility with existing architecture • Delivery of sustainable advantage • Scalability across systems, endpoints • Security and privacy

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Persona Summary: VP of Product

IoT Platform
Purchase Buyer Role

Drives new initiatives and services by exploiting IoT assets Will be ultimate decision maker and budget holder. Has OT background and experience. Keen interest in leveraging device data to create new services. Views IT strategy as core to business strategy but learning about IT infrastructure and processes.

Works closely with chief architect.

Priority Initiatives:
- Improve customer experience
- Increase operational efficiency
- New revenue streams, business model innovation

Success Criteria:
- Improved business results
- Value from new revenue streams
- Increased customer revenue, reach and loyalty

Perceived Barriers:
- Organizational alignment (LOB & IT)
- Data integration & analytics
- Increased security risk

Decision Criteria:
- Insight from IoT data, information
- Security and privacy protection
- Interoperability across OT systems
- Integration with existing IT infrastructure
- Time to market, value realization
- Cost implementation and management

Information Sources
- Industry peers & experts
- Business publications, conferences, blogs
- Consulting Firms
- Publications, conferences, blogs

Organization Technical Profile
- Enterprise systems
- Mission critical needs
- Open to supported open source

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Key Messages: VP of Product

Buyer Need

IoT Platform Importance

Company X Position

How do I start with IoT and quickly prove value, future possibilities?

Realizing returns from IoT requires a solution that will deliver insight across multiple systems, devices, and environments. It will require a flexible, adaptable, and constantly changing environment. Starting with a plan to integrate, scale, and secure your solutions will help you consistently grow.

Company X's open, proven, secure, and scalable technologies will help you accelerate your initial IoT efforts while you create a solution and an approach that grows with you, so that you can maximize your business goals in the near term without locking into one way of doing things.

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Content Strategy - Sample Deliverable (4 of 5)

Buyer Journey & Content Topics: VP of Product

	Awareness		Consideration		Preference	
	Identification	Requirements	Comparison	Shortlist	Evaluate	Test
Activity	Explore IoT Opportunity		Define IoT Solution		Evaluate IoT Options	
Key Question	*What do I need to consider to unlock value from my IoT assets?*		*How do I evaluate and assess my solution options?*		*Which solutions are meeting/ exceeding expectations and enabling future growth?*	
Buyer Need	Understand IoT opportunities and define business objectives		Define business requirements and business case		Test viability of business case, understand risks	
Content Focus	Best practices today and future trends		Characteristics of a "Future Proof" IoT solution		Evaluating options and required resources	
Potential Topic Areas	Best practices for leveraging IT for OT • Extracting value from IoT data; making sure your data lake is useful • Building for Interoperability • How IoT platforms deliver flexibility, security B2B IoT opportunities • Industry case studies • Future trends and converging technologies		Why open source for IoT • Innovation incorporation • Open source and Company X ecosystem • Building for longevity with IoT; begin with a lifecycle mindset • Integrating IoT and existing systems		• Benchmarking performance and usability • Solution prototype	

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Content Strategy - Sample Deliverable (5 of 5)

RTInsights' Initial Content Development

Primary Target	Content	Awareness	Consideration
VP of Product	📄 Special Report Customer Success	✔	
	▶ Video Vignette (3)	✔✔	✔
Chief Architect	▶ Video Vignette (2)	✔	✔

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For More Information

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