

Reimagine Marketing Mix Playbook

Inspiration and Best Practices for Marketing
in a Brave New World



Reimagine the Marketing Mix Playbook

Select a chapter to begin

Chapter 1

**Being Authentic:
Back to the
New Marketing Basics**

Chapter 2

**Putting your Best Foot Forward:
PR, Influencers and
Social Media**

Chapter 3

**Why Content is still King,
and Queen, too!**

Chapter 4

**Choosing the Right Channel
(Pick a Channel,
and not Just any Channel)**

Being Authentic: Back to the New Marketing Basics

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To the SAS Marketer

While this pandemic seems to change all the rules, take heart, our basic marketing principles are still the same.

Take time to understand the customer (and/or prospect) and the journey you want them to take.

Keep a consistent message with clear value to the customer.

Build a multi-channel program with varying activities (but still with a consistent message throughout).

Guide your prospects on their buying journey from the need, to research and finally to the decide phase.

Principles for building marketing plans during a pandemic

Be human, genuine, realistic and authentic.

Join online chats, video blogs and have natural discussions.

Personalize your presentation style.

If everything is a priority, nothing is. Less is more.

Cut through the noise. One extended campaign focused on a core asset is better than several campaigns featuring different assets.

Focus/prioritize to present a cohesive, global view. We are One SAS.

Shine a light on our customers and prospects.

Change your perspective – how can I help my customer tell their story?

Be inclusive. We all have one global cause, one global workforce.

Be a silo buster.

Remove those silos – really. Enough said.

Be smarter with content.

Go bold.

Show don't tell. Data visualization takes center stage.

Spin it. What's (not quite so) old is new again.

Build a new foundation and redefine the customer journey.

Include virtual engagements.

Embrace MarTech stack (tools), budget, reporting, global measurement.

Hinge from the brand campaign or any global, topical initiatives or messages.

Ideas for enhancing the SAS brand

Don't Sell – Solve. Infuse Empathy and Emotion



During times of stress, it's important to communicate peer-to-peer rather than from brand to target customer.

Shift the way you communicate with customers.

Focus on how you can help, be a resource.



Put yourself in your customer's shoes. In this case, Ikea showed how its Landskrona sofa could be transformed into a fort. Fun and helpful to parents looking for creative ways to keep kids occupied during the pandemic.



Think both short term and long-term

How can we signal we are here for the long-term?

How we can evangelize our industry and our category?

Share your contribution on social using #RallyforRestaurants and tag the restaurant, and we'll give \$1 to organizations supporting the community through Toast.org (up to \$250,000)*

RALLY FOR RESTAURANTS

[About](#) [FAQs](#) [Letter to Congress](#) [COVID-19's Impact](#) [For Restaurants](#)

**This is not a movement.
This is a lifeline.**

Your favorite restaurants are suffering as a result of the COVID-19 health crisis. Sales are down across the country, and jobs are at risk. You can help. Support your local restaurant and order takeout, buy a gift card, or rally your government officials to take action so local restaurants have a chance to survive.

Search for the restaurants you love.

Restaurant Name

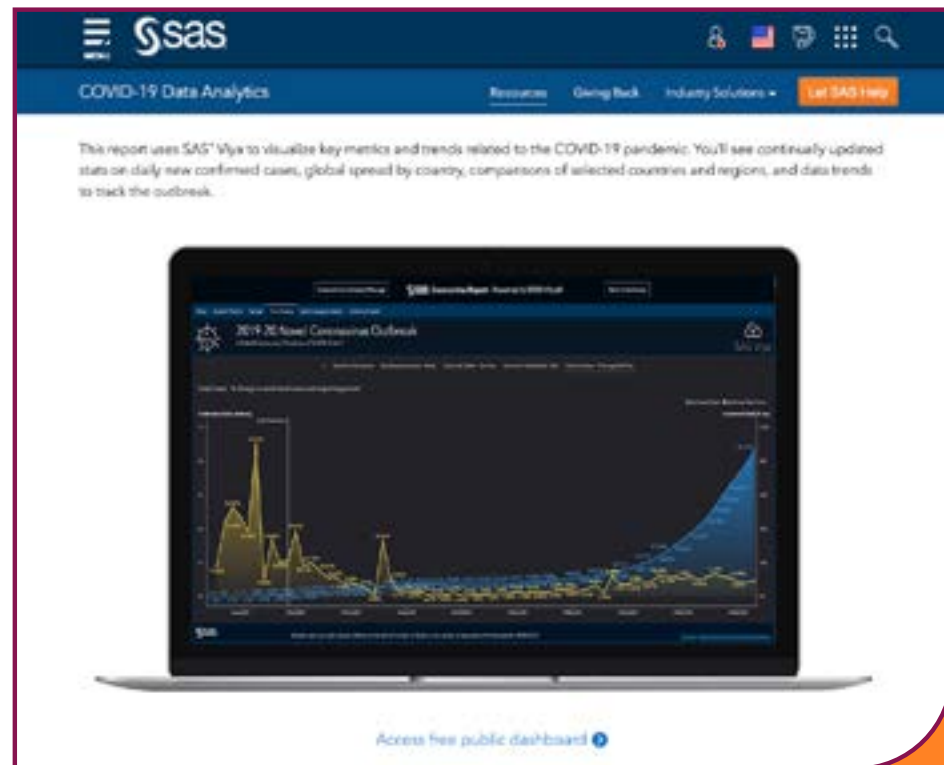
Location

Customers want empathy and value, not sympathy.

What's the difference? Authenticity differentiates.
Give something of value.



In this case, we were able to show our customers we cared about them by giving them free access to the most recent data and analytics about COVID-19. We put SAS software to work to help better understand the metrics and trends related to the pandemic.



Deliver meaningful relevancy in a manageable way.




Don't miss out on an opportunity to use our expertise to deliver meaningful content or tools. In this case Aha media provided Plain Language Cheat Sheets to help communicators get on the same page with pandemic terminology.

Show your people and celebrate your community. Be human.



Showing your people and celebrating your community is a great way to humanize your brand. A small company like Rothy's was able to showcase their designers at home during quarantine to show humanity and empathy - that we're all experiencing similar things.



Get comfy.

[SHOP BAGS](#)

While we settle into staying home, we're sharing what's been giving us a little bit of peace and comfort. We sat down with our Senior Design Manager, Lavion, to find out how he's been filling his days—and asked him to spill what's in his bag while we were at it.

[@ ROTHY'S](#)

Stand out from the crowd – deliver unexpected content.



This creative Getty Museum campaign was fun, engaging and timely - when folks were working from home. It invited consumers to recreate works of art with things lying around the house. Think outside the box for fun ways to engage SAS customers with our brand and/or software.



The image is a screenshot of a tweet from the Getty Museum (@GettyMuseum). The tweet text reads: "We challenge you to recreate a work of art with objects (and people) in your home." Below the text is a numbered list of three steps: 1. Choose your favorite artwork, 2. Find three things lying around your house, and 3. Recreate the artwork with those items. The tweet concludes with "And share with us." Below the text is a grid of four images. The top-left image shows a painting of a white horse in a landscape next to a person in a blue outfit. The top-right image shows a woman in a pink dress standing next to a man in a red coat. The bottom-left image shows a cardboard box and a black trash can. The bottom-right image shows a collection of teacups and saucers.

Getty  @GettyMuseum

We challenge you to recreate a work of art with objects (and people) in your home.

- 1 Choose your favorite artwork
- 2 Find three things lying around your house
- 3 Recreate the artwork with those items

And share with us.



Channels and tactics for building your plan

Account Based Marketing

Content Publishing (third-party)

Content Repurposing

Influencers

Infographics

Interactive Experiences

Podcasts

Social media

Videos

Virtual Events (SAS-hosted)

Virtual Events (Third-party)

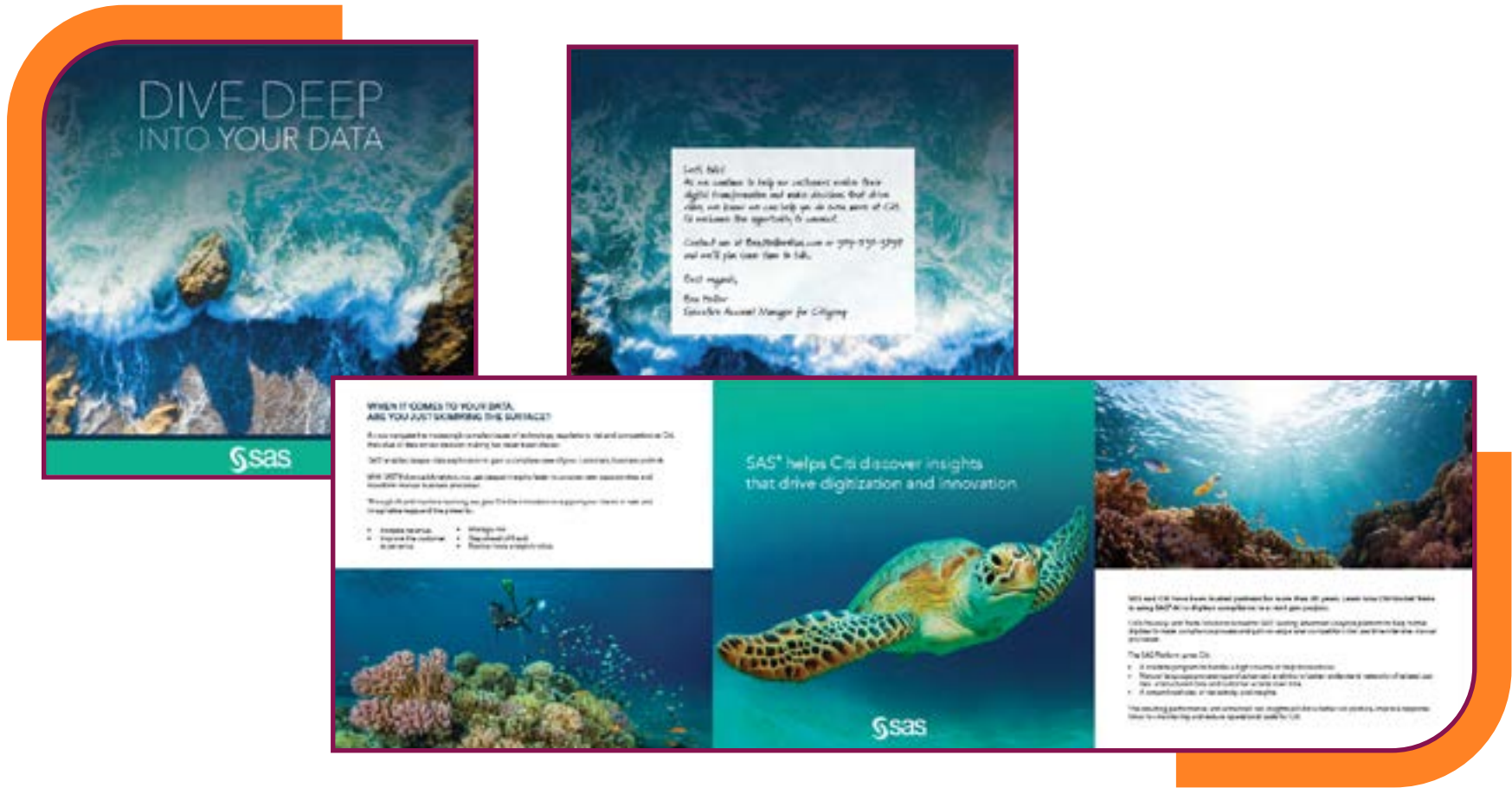
Webinars



Account Based Marketing (ABM)

- GTMs should connect with the ABM marketing network and the rest of the core team. Encourage collaboration to ensure created materials are a fit for all goals.
- This connection will bridge siloes and align strategy and content to tie back to campaign goals.
- GTM and ABM – look for collaboration opportunities. Create content that can be personalized by industry and/or pain point and across channels.

ABM campaign examples



Direct mail to 96 key executives at Citi highlighting their challenge with getting insights from their data lake. Resulted in 3 meetings scheduled.



ABM Direct Mail

Partner with ABM to execute direct mail campaigns.
Be highly targeted.



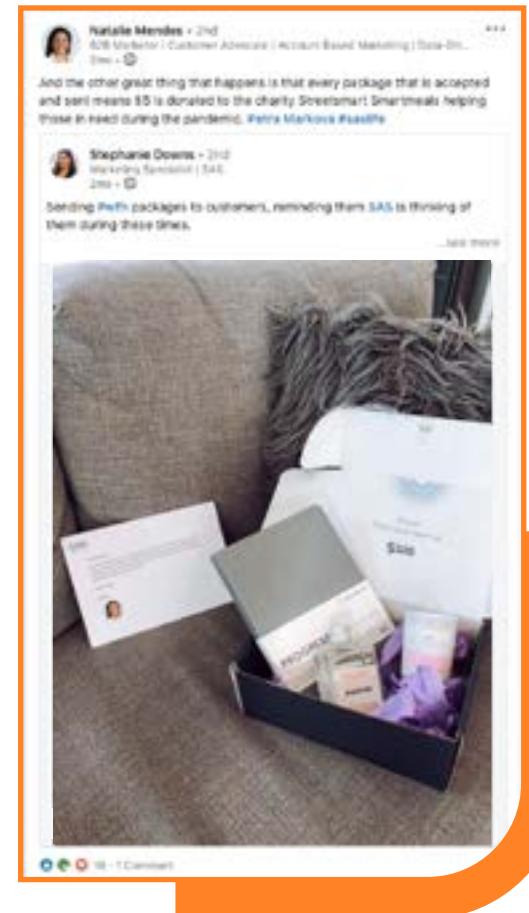
Video Direct Mail



The WFH box
Message on the lid as they open it
“Enjoy! From your team at SAS”



Sales follow-up and engagement is necessary.





ABM Websites and Email

sas

We're here to help you realize more value in your data

As organizations navigate the increasingly complex issues of technology, regulations, risk and competition, the value of data-driven decision making has never been clearer.

SAS has more than four decades of experience solving data challenges big and small across the globe. As we continue to help our customers evolve their digital transformation and make decisions that drive value, we know we can help you do even more at Citi.

Watch Citi at SAS[®] Global Forum: Transforming Trade Finance Through Machine Learning and Natural Language Processing

Financial crises (and AI risks-based model laundering) risk the industry billions annually. Citi has partnered with SAS and Citi for a new initiative to improve performance around trade, finance, risk and compliance.

We're investing in the future

We're built our experience on listening to our customers. Over the next three years we are investing \$1 billion in AI as part of our continued effort to provide the best analytics in the world, and expand our open technology with more speed, openness, interoperability and ease of use.

Learn how SAS is driving innovation with AI

Let's Talk!

Would you like someone from our dedicated SAS Citi account team to contact you about how we can help solve your business challenges? Yes, just click below to schedule a 1-to-1 today.

[Schedule a 1-to-1](#)

SAS Knowledge Hub for Citi

Created by SAS for Citi

Register once to unlock the Hub

Welcome to the SAS Knowledge Hub created especially for Citi. Here we show you the way forward through innovative technology, a digital mindset and a content mix so you can better understand and thrive with analytics from start to finish across the entire bank. [More Info](#)

SAS Citi Account Team

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Citi Highlights

- Self-Service Analytics: Empowering your business with data-driven insights.
- How to get a regular Citi gift for you.
- Business Intelligence: The power of data.

sas

SAS Knowledge Hub for Citi

Created by SAS for Citi

Register once to unlock the Hub

[More Info](#)



Customized webpage highlighting Citi content, SAS initiatives and topics, initiatives Citi cares about.

LinkedIn promotion: 30k impressions, 1100 engagements, 3.68% engagement rate, 9 conversions.

Series of emails.

Content Publishing (Third Party)

- Secure ongoing relationship with a third-party channel, such as Medium.com, to publish SAS perspectives and thought leadership. This mixture of SAS assets and published material goes directly in the channel - engaging new audiences and traffic to sas.com.

Content Repurposing

- Take the best content from last 6 months and consider if there could be a “reboot factor” to it (COVID or other timely updates).
- You could follow up with those who attended a webinar or downloaded an asset to say,
“You found this content interesting before, but COVID has changed pretty much everything. We decided to see how COVID changed this topic. Take a look.”

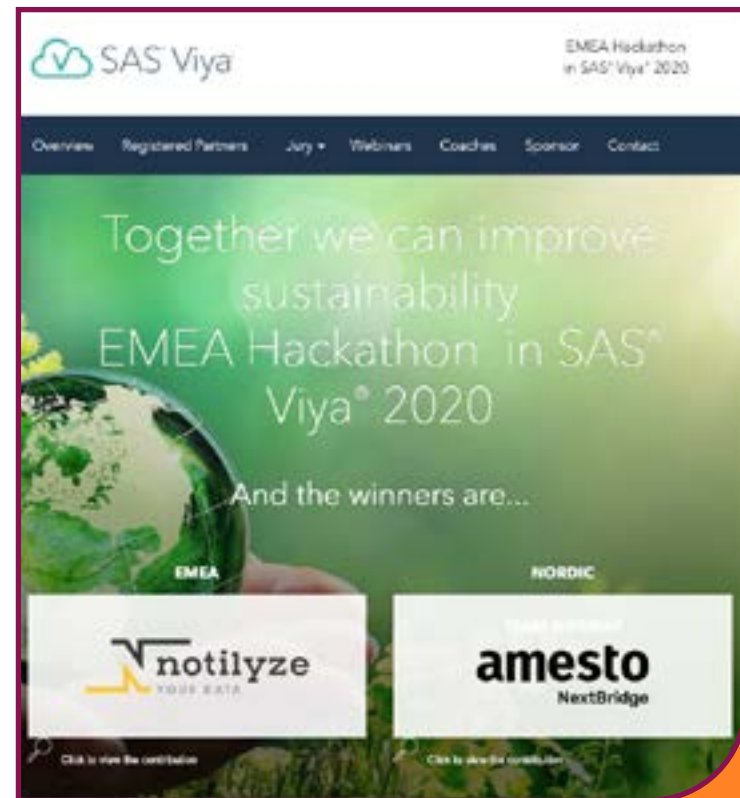
- Use existing assets in new ways. Integrate our best existing storytelling into GTM by approaching it differently.

For example, use a Data4Good story for a GTM area. Use an email to tell the story of Wildtrack, then pivot to, *“If AI can save an endangered species, what could it do for your business?”*

Be sure the email isn't obviously a bait-and-switch. Focus on the opportunity to introduce ourselves in a compelling way.

Interactive experiences

- Globalize interactive experience agreements with third-party contracts.
- Revisit hackathons to create virtual, global experiences.
- Leverage partner network in audience, use case and execution.



Influencers

- Identify influencers focused on campaign components/themes (i.e. trust) vs. the technology viewpoints they promote. Partner in an interesting way.
- How do we globalize and refine? Consider the development of a consistent strategy for defining influencers, identify geo-level targets, enhance engagement for campaign support and align on best practices for ongoing promotion and relationship building with any net-new contacts the influencer sends our way.

- Consider how the influencer pool changes as a result of the pandemic. Remember to provide monitoring and oversight of influence opinions expressed on their channels. This is not a set-it-and-forget-it tactic. Think about your comfort level with aligning with them.



A key component of IBM Z's GTM strategy was leveraging world-renowned expert and award-winning author Rachel Botsman on the new era of trust and technology. She was identified for her alignment to the existing IBM campaign narrative, The Trust Economy – and to generate interest.

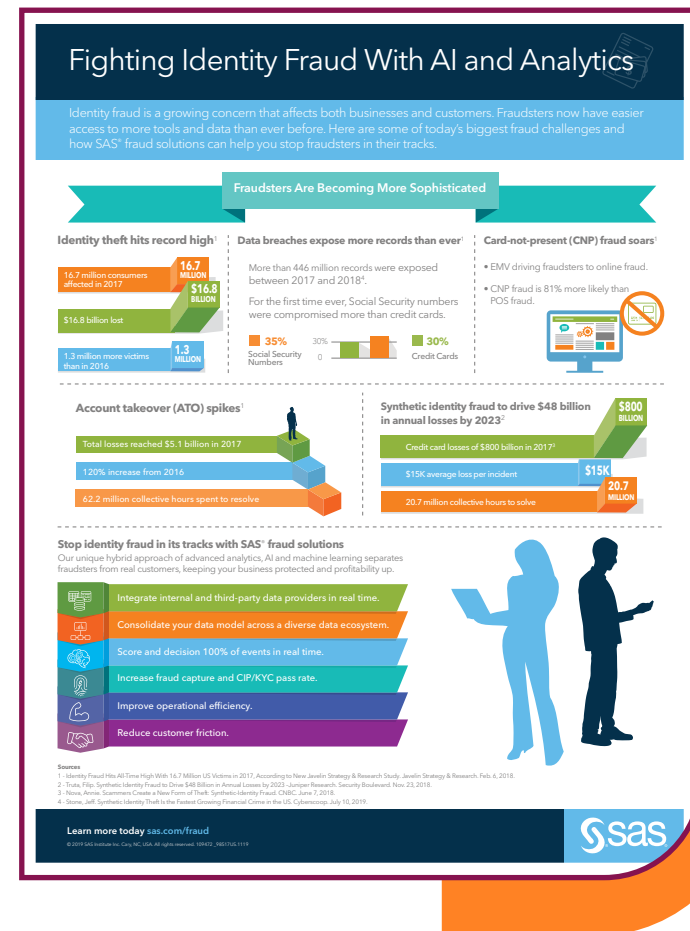


Infographics

- Make more visually engaging and storytelling in nature.



Infographics are a great way to repurpose content in a fresh and appealing way. With the growing demand for bite-sized information and visual content, infographic marketing is a popular format for digital content marketing.



Podcasts

A corporate workgroup is focused on this effort; stay tuned for more details.

Social media

- Revisit/reboot social selling (LinkedIn Elevate, Boolean searches, look for alignment to our inflection points) .
- Streamline channels and expand access to LinkedIn Sales Navigator.
- Utilize more interactive means to engage customers through organic and paid social, including animated banners, GIFs embedded as tiles, etc.



Social Media

SAS Software @SASsoftware · Aug 24
Ready for some matinee 🏀 action? The @OrlandoMagic are back at it in the playoffs this afternoon.

Ready to learn more about how the Magic use SAS not only on the court, but to provide fans (once they're back) with a great experience?

2.sas.com/6017GWJd1

THE ORLANDO MAGIC
0:12 | 173 views

SAS Software @SASsoftware · Sep 8
SAS has been working with @IIASAVienna to use our #AI platform - plus human classification - to make an impact in the Amazon rainforest deforestation. Check out how far we've come in a few months, and help out right from your couch! 2.sas.com/6016GSNij

JUST BY EXPLORING
SATELLITE IMAGERY
OF THE AMAZON.

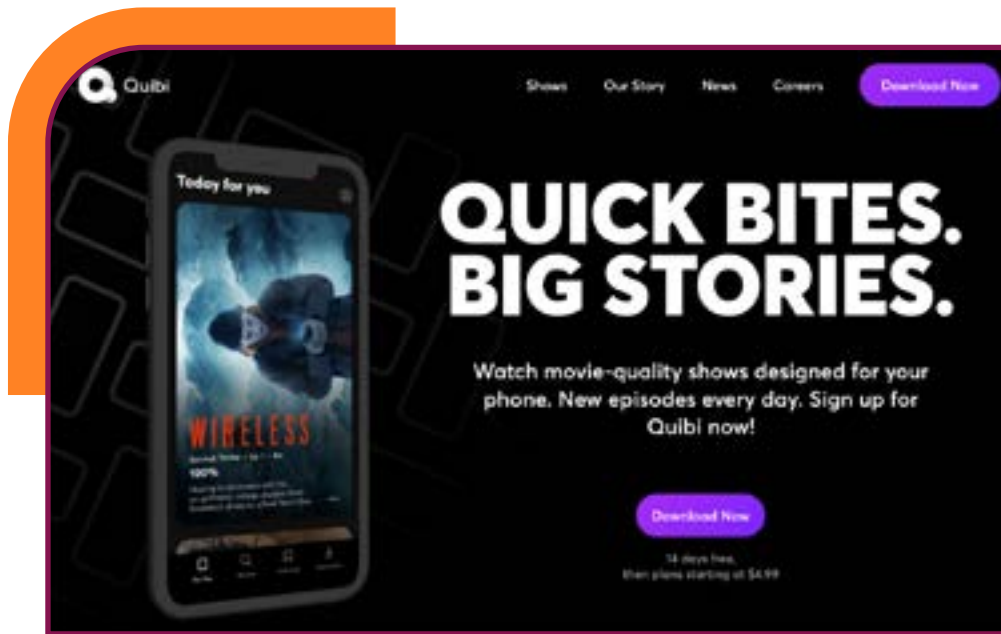
0:02 | 204 views

Video & animations

- Embrace short, animated approach to telling our stories.
- Consider partnering video writers with writers in C2 – and work with marketer to create better video scripts.
- Quibi or Instagram Reels for digestible video asset.



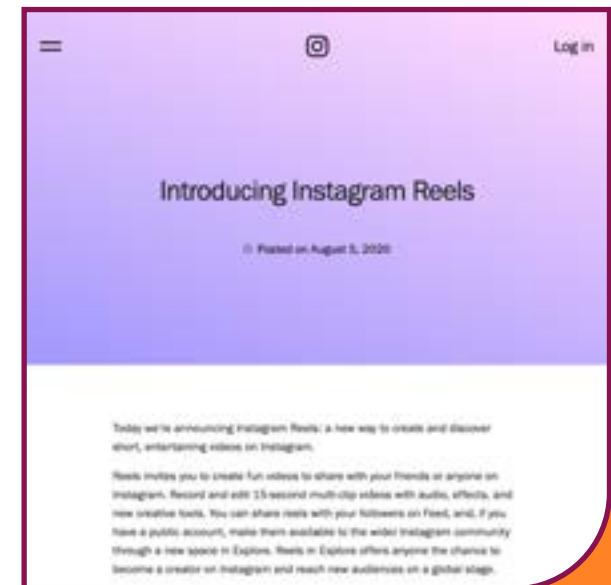
Video - Quibi and Instagram Reels



Consider creating for quibi - an app promoting movie-quality shows designed for the phone.



Instagram Reels (some have called this a competitor to TikTok)



Virtual events (hosted)

- Assess your content: How much do we have? Can it be divvied up? Can it be transitioned into an already highly utilized format, i.e. YouTube?

For more information on Virtual Events, please visit the Marketing Insights page to access our Virtual Events Playbooks.

- Consider segmentation for a longer shelf life: Can the content be revealed in segments or seasons (i.e. Netflix style)?
- Ensure promotions are sensitive. Use language that is empathic, caring, conveys “in-the-same-boat” mantra. Also ensure tone and delivery are authentic.

- Can an existing platform be used? Example: SAS Global Forum “hijacked” the SAS Users YouTube channel with resounding success. This transformed an already popular platform and elevated it.
- Be explicit about the experience – don’t promote it as a “virtual” event that goes live on a particular day/time, then have everything pre-recorded. Also label each experience based on format (video vs. audio only vs. slides).
- Think about the experience of those watching on-demand - make sure they’re not having to endure the same intro-outro every time.

Virtual events (third-party)

- Is it an established event or is this a new platform/offering for the vendor?
- Can they guarantee leads/registrations? Are the appropriate opt-ins / contact permissions in place to allow for follow-up and ongoing lead nurture?
- Is there a virtual booth that can include SAS branding, documents for download and/or links for additional engagement?
- Is there chat functionality so participants can ask questions and be a part of the experience? Before you commit, ask yourself, do I have staffing to support this to ensure a great CX?

Webinars

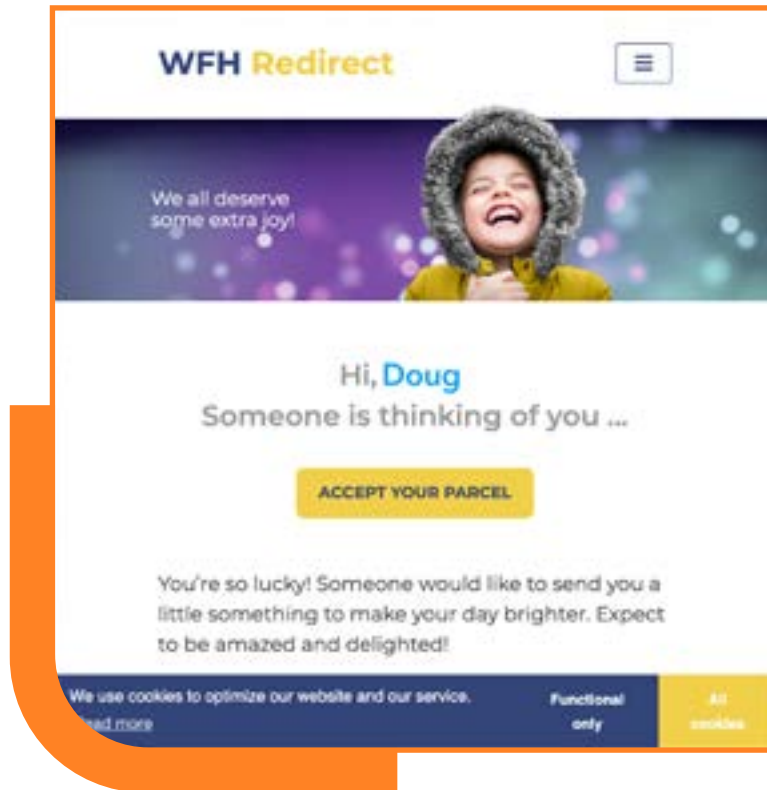
- Please contact the ON24 webinar representative in your geo to learn more about using ON24 for your webinar: Asia Pacific: Vinod Shamdasani, Canada: Suzette Giron, EMEA: Daniel Poulsen, Latin America: Simone Bervig and US: Dean Shaw.

To begin planning your webinar, just use the webinar creative brief.

- Take emphasis away from “live” at set date/time, market with empathy and get people to register so that they can consume at their leisure. This is just a nuance in the way we write but sends a powerful message.
- Record semi-live and promote “live” instances for each time zone.

Personalization

- Where applicable try to personalize communication and content, whether industry to persona or regional personalization.



According to recent findings by Salesforce in its second annual State of the Connect Consumer report, almost 75% of business buyers expect vendors to personalize engagements to their needs. That desire gives you an opportunity to build relationships before the sales process even begins.

Putting your Best Foot Forward: PR, Influencers and Social Media

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To the SAS Marketer

Integrated Marketing Communication = Strategy Over Checklists

Now is the time to be strategic. The last thing marketers need is another checklist of activities to fuel random acts of content generation. It's time to abandon that approach

Consult us, not a menu. Communications strategies and tactics should never be listed on a menu for teams to self select. In other words, what you see in this section of the playbook are ways that our Global External Communications Team is being innovative. Unless you are a trained PR professional, don't try these suggestions alone! We are here to consult with and advise you on the tools and strategies most appropriate your initiative or objective.

Ready for a consultation? Contact xxx.

It's Time to Put Our Best Foot Forward

- **Quality over quantity.** We've got to put better quality, more focused content on our social channels and owned properties.
- **Double-down on video strategy.** Content to share during events needs to be packaged as snackable, well-produced videos, optimized for SEO and supported with paid promotion where appropriate.
- **Choose channels that directly connect with our audience.**

Examples: Reddit, Twitch and others. This should be a very strategic, planned deployment.

PR & Influence Relations

- **We're not afraid to try new things.** We're piloting two new newswire capabilities:

Multi-channel news release example: [CSR Report](#)

Story/thought leadership brief Example: [Highlights from a Steve Bennett Insights article](#), reimagined and repackaged

- **We can help you build strategic relationships.** Invite key journalists/editors by inviting them to moderate be a guest at an SGF session or a webinar or panel. (\$\$\$ Honorariums required.)

- **Let's go big with thought leadership.** Think about high-level, strategic sponsored opportunities to build thought leaders or subject matter experts

Examples: Forbes Technology Council, inside BIGDATA's Gold Partner program.

- **Get behind paywalls.** It's a good strategy to license strategic earned content that publishes behind paywalls.

Example: American Banker feature Axxess Financial slashing fraud 80% in 90 days w/ SAS. It was a great customer success/testimonial, but it was stuck behind a subscriber paywall, limiting our ability to promote. We recently [licensed a reprint](#). (More than 140 shares since last week, generating 684 clicks, >200K impressions)

- **Explore uses for AR and VR.**
- **Let's talk ABM with influencers.**
- **Consider Always-On influencer marketing.** This is where we commit to partnering with influencers rather than one-off hit-and-run campaigns.
- **Go virtual.** Do virtual media tours and one-off virtual media engagements.
- **Give them visuals.** Liaison with the Corporate Creative team to help us with the creation of visuals, multi-media, etc. that will make the story even more enticing to media outlets.

- **Use what we've got.** Apply SAS[®] capabilities to public (and private) data sources to tease out pitch-worthy insights/stories.
- **It's pie in the sky, until it's not. Ask what if questions, dream big.** What if we offered a streamlined analytics package to key media outlets for free?



Example: New York Times could use SAS to forecast/predict COVID, election or economic trends, etc. Or maybe a RaaS package where the outlet sends SAS their data for analysis and we send it back.

Social Media is a Cocktail Party

You're hosting a party for people you'd like to get to know better.

Do you:

- Shout, "BUY MY PRODUCT!" at all your guests?
- Ask every guest for a business card before you talk to them?
- Speak more than you listen?
- Only talk about yourself?
- Serve only foods (content) you like?
- Fail to respond when your guests speak to you?



Deliver Value through Content

- For social media to elevate our influence, we must have high-value content that resonates with our followers.

Tough Love Question #1: Would I care about this if I didn't work here?

Tough Love Question #2: Is this interesting enough to share this with a peer or colleague?

Tough Love Question #3: Am I in the right place?

- Social media content should always:
Educate, Entertain and Engage



Deliver Value through Content

SAS Software @SASSoftware

Data scientists, programmers, senior leaders + more. Check out the skills our world-class women bring to the field. #WomeninAnalytics #goals

2.sas.com/6011EU2PF

World-class women in analytics

Tap into Relevant Moments

Leverage Our Experts

SAS Blogs

Polygons, pi, and linear approximations

Show SAS in Action

SAS 854,402 followers

Gain insights from our visualizations of COVID-19 cases and trends. [#COVID19 #healthanalytics](http://j2.sas.com/00401LCMj)

Using SAS Visual Analytics to track COVID-19

142 - 3 Comments - 5,138 Views

Like Comment Share Send

Influencers are “Guests of Honor”

What Makes an Influencer?

- Authority - a true subject matter expert
- Engagement - able to move audience to action
- Thought leadership - moving the needle in their area of expertise

What do Influencers Deliver?

- Content Creation

- Insights articles
- Blog posts
- Press mentions
- Infographics
- Videos

- Lead Generation

- Webinars
- Research

- Amplification

- LinkedIn Live sessions
- Social media promotions
- Newsletter inclusion
- Podcasts



Influencers are "Guests of Honor"

They make our party more interesting.



Dit, volupti incium ero cus et, cuptiunt
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Why Content is still King, and Queen, too!

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To the SAS Marketer

Best Practices in a Brave New World

There's a lot of noise out there.

And everyone thinks they are unique. So here are some strategies to generate great content or help bring attention to it.

Location, location, location.

Sadly, it doesn't matter if you have the best content in the world if no one can find it.

In real estate, location is everything. For content - it's findability.

That means Search Engine Optimization (SEO), and you need to pay to play. If the content is important, you should lead with SEO and a strategic SEO/Paid channel approach.

Recycle and Reuse.

Ask yourself, how could I use or improve content I already have?

One way to repurpose existing content is to tailor it to fit a specific channel.

- Webinars are a great source of content.
- Figure out which content is the best fit for each channel and then atomize content into different formats, including blogs, infographics, social tiles, videos and industry-specific content.

Don't be a litterbug. Create content only as part of an entire campaign strategy (paid/earned/owned). It's got to fit the journey. Ask yourself where each piece of content fits in the customer journey? What is your customer's journey?

Incorporate third-party validation whenever possible:

- Use cases.
- Customer quotes.
- Analyst reports.

Use outside-in approach to all content.

Ask yourself, what is the business problem we are trying solve?

Operationalize content.

Create content that can be modified for use by multiple GTMs

Be a silo buster!

Create content for a topic that bridges internal silos.

Examples: Supply Chain: MFG, CPG, Retail, Life Sciences

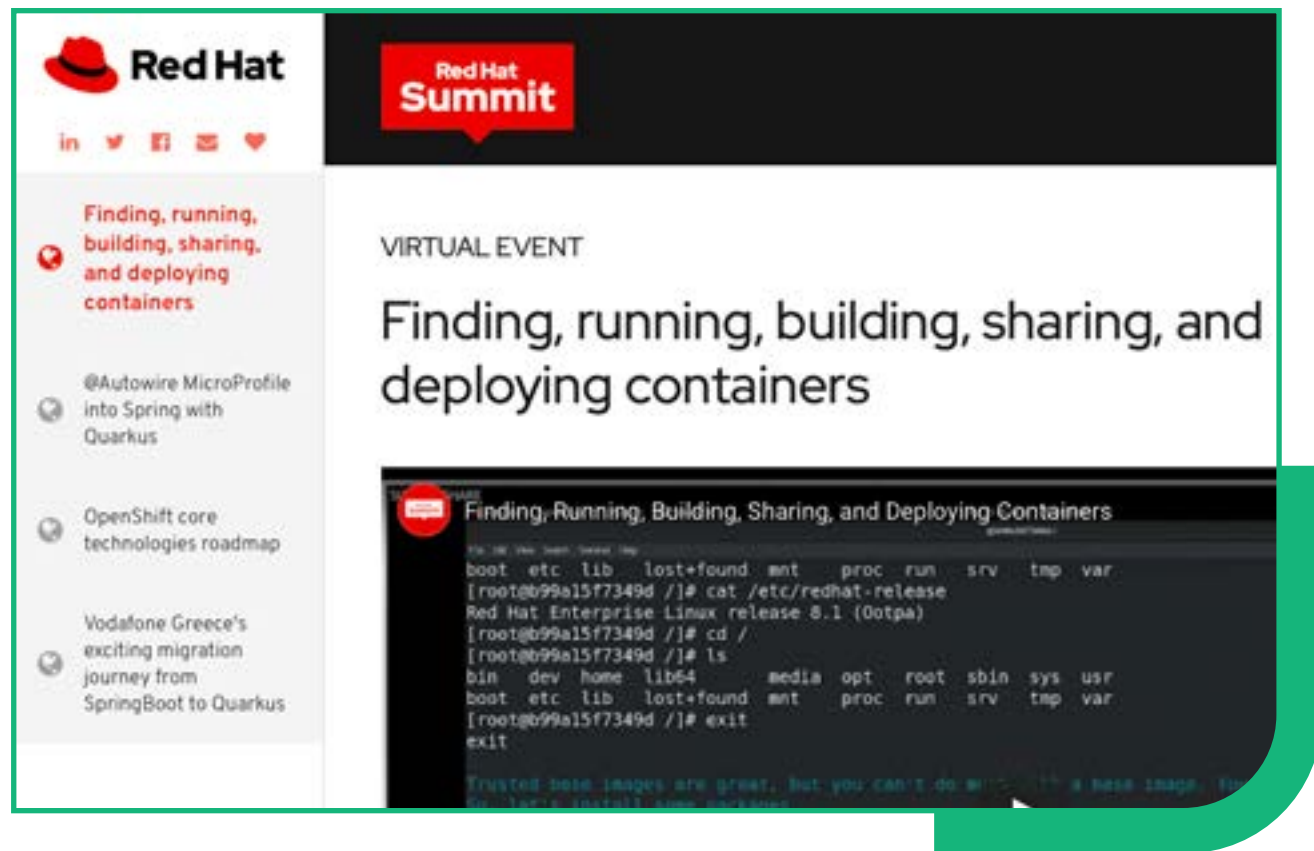


Questions to ask before you create new content

- How does the asset fit into the overall campaign strategy?
- What is the goal of the asset? Awareness? Demand generation?
- If the goal is demand gen, how will the registration data be collected and how will it be uploaded to Orion?
- What is the total cost to create and promote the asset?
- Is training needed to utilize the asset?
- How will the asset be promoted?
- Can the asset be used in paid channels?
- Can the asset reside on sas.com?
- Who is the target audience? Is this type of content appropriate for your target audience?

Content formats worth pursuing

- Multi-Offer landing pages. Register for one asset and receive that asset plus many more.



The image shows a landing page for a Red Hat Summit virtual event. The page features the Red Hat logo and 'Red Hat Summit' branding at the top. A sidebar on the left lists several related topics, including 'Finding, running, building, sharing, and deploying containers', '@Autowire MicroProfile into Spring with Quarkus', 'OpenShift core technologies roadmap', and 'Vodafone Greece's exciting migration journey from SpringBoot to Quarkus'. The main content area is titled 'VIRTUAL EVENT' and features the event title 'Finding, running, building, sharing, and deploying containers'. Below the title is a terminal window screenshot showing a Linux shell session with commands like 'cat /etc/redhat-release' and 'ls', and their corresponding outputs.

Red Hat

Red Hat Summit

in

Finding, running, building, sharing, and deploying containers

@Autowire MicroProfile into Spring with Quarkus

OpenShift core technologies roadmap

Vodafone Greece's exciting migration journey from SpringBoot to Quarkus

VIRTUAL EVENT

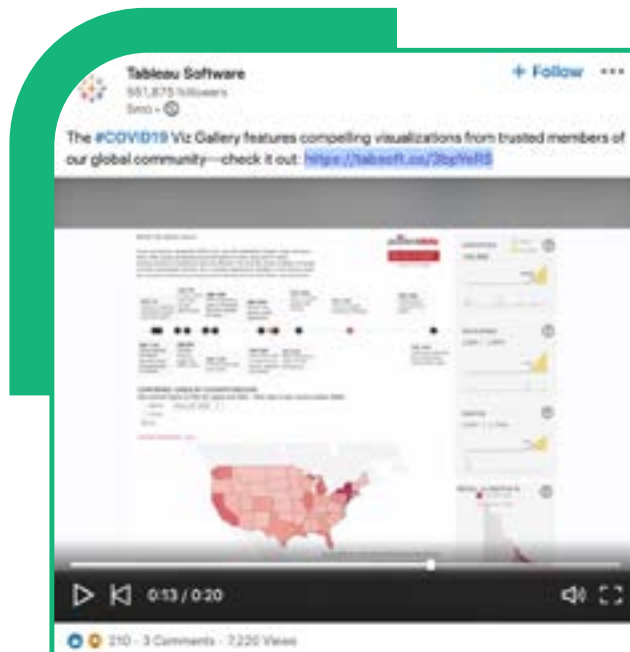
Finding, running, building, sharing, and deploying containers

```

[root@b99a15f7349d ~]# cat /etc/redhat-release
Red Hat Enterprise Linux release 8.1 (Ootpa)
[root@b99a15f7349d ~]# cd /
[root@b99a15f7349d /]# ls
bin  dev  home  lib64  media  opt  root  sbin  sys  usr
boot  etc  lib  lost+found  mnt  proc  run  srv  tmp  var
[root@b99a15f7349d /]# exit
exit

```

- Podcasts
- Short form video (:6/:15/:30) for social promotion.
- Content by topic vs. SAS Internal silos
 - ie: Supply chain content that is relevant to CPG, MFG, Retail and Lifesciences.
- Interactive Social Tiles



- Interactive/experiential videos



The screenshot shows a video player interface. At the top left is the 'RAPT' logo. Below it is the title 'Deloitte' and the subtitle 'Will You Fit into Deloitte' - Gamified interactive recruitment experience'. The video thumbnail features a play button icon with the text 'WILL YOU FIT INTO DELOITTE' overlaid on a background of a modern building. Below the video is a quote from Logan McMillan, Creative Director at Snorkel, praising the video's slick design and mobile compatibility. At the bottom, there is a section titled 'Deloitte's goal - interactive recruitment video' which explains the goal of educating potential candidates in a light-hearted and interactive way.

RAPT

Deloitte

'Will You Fit into Deloitte' - Gamified interactive recruitment experience



“ It's a slick, clean player to the viewing public and is equally as clean and well put together on the backend, but the fact that it works natively on mobile was the deal maker for us.

Logan McMillan
Creative Director, Snorkel

Deloitte's goal - interactive recruitment video

Educate potential candidates of Deloitte's Graduate Recruitment campaign about the company's culture and various service lines in a light hearted, innovative, and interactive way, transforming what are usually dry and boring recruitment videos.

- Video embedded in eBook (with pages that flip)



- Gamification for a specific topic or event

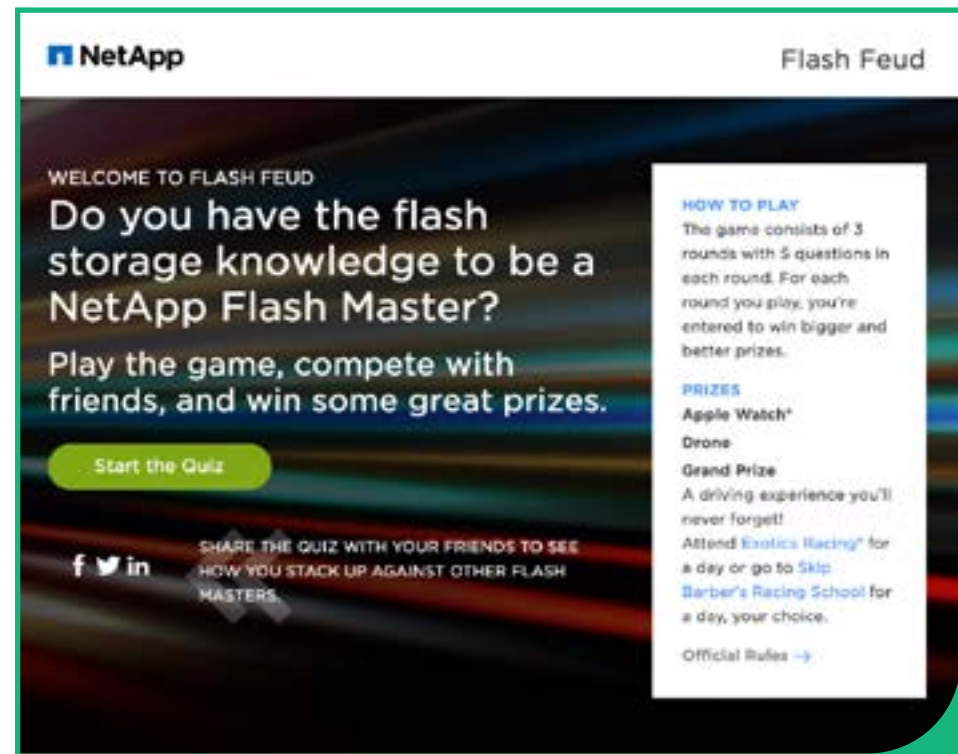


- Interactive experiences



eBooks

Quizzes



Why make more? How to Improve Existing Content.

Do we need new content formats, or can we improve content we have?

Has the existing content been:

- Optimized for SEO.
- Optimized for specific channel promotion.
- Optimized for a specific target audience.
- Updated with design features to make content more readable.

Atomize content with a plan:

- What is the organic social strategy?
- What channel(s) will be used to promote the atomized content?
- Who is the target audience for the content?
- Can content be customized for industries?

**Can the content be promoted by other GTM lead? Globally?
Have paid, earned and owned media teams been included?**

Choosing the Right Channel

(Pick a Channel, and not Just any Channel)

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To the SAS Marketer

It's not rocket science. It's basic marketing.

But the success or failure of your campaign depends how well you know your customer. And from there, it's all about how tightly your marketing strategy and objectives are aligned to the behavior of that customer.

Channel selection is crucial to success. Different audiences demand different channels. And each channel brings something to the mix.

In this chapter we'll help you:

- Recognize the importance of taking an integrated marketing approach to planning.
- Gain ideas for content investment areas.
- Define and differentiate between owned, earned and paid media and advertising channels.
- Develop a mobile-first mentality.
- Better understand key terms and channel types.

Step 1: The Plan

Integrated planning involves:

- Refining the work beyond the plan on a page.
- Collaborating on possible marketing strategies with other marketing disciplines other than digital.
- Exploring discipline specific opportunities or tactics and potentially funding those from any available budget source if needed.
- Defining responsibilities to ensure all planning and execution has clear ownership and accountability.

Step 2: Creating the right content, for the right channel

Key content investment areas:

- Refining the work beyond the plan on a page.
- Collaborating on possible marketing strategies with other marketing disciplines other than digital.
- Exploring discipline specific opportunities or tactics and
- potentially funding those from any available budget source if needed.

- SEO optimization
- Keyword and hashtag identification
- Visually compelling and interactive content.
- Video, podcasts.
- 3rd party produced content that can be atomized and re-purposed.
- More atomization of existing long form content assets.

Step 3: Determine the right level of channel amplification. Owned, Earned and Paid Approaches

Start with Owned Media Channels

Questions to ask:

- What execution can be enabled by our owned channels (web, social media, YouTube, blogs, influencers) and our owned data?
- What may still need to be added to the execution mix?
- What gaps do we have in our owned data and what 3rd party partnerships could help fill those gaps.

Then move onto Earned Media Channels

Questions to ask:

- What relationships and media opportunities can we leverage?
- Do we need to enter a pay-to-play arrangement with media or third parties?

Then move to Paid Advertising

Questions to ask:

- Do we have the budget required?
- Do we have strong differentiation and offers?
- Do we have enough insight and targeting criteria to achieve scale in paid digital advertising and to effectively intercept the target audience?

Step 4: Developing a mobile-first mentality

? Questions to ask to ensure mobile first design/creative:

- What execution can be enabled by our owned channels (web, social media, YouTube, blogs, influencers) and our owned data?
- Do I have a clear message with focus on the product or service?
- Do I have a prominent call to action (CTA) that inspires action?
- Does my CTA language fit the customer stage?
(find info from sarah)



46% of our SAS.com audience consumes content on mobile devices. Design content and campaign creative for small screens first, then scale the design ideas up to larger formats.

- Do I have slides animation or other forms of animation to increase ad effectiveness?
- Does my video have a brand link with overt logo presence throughout or at least is at start and finish?

Is my video compelling with quick movements and transitions?

Can I reimagine storytelling by surfacing the benefit early?

Dos and Don'ts

- Don't rely on audio to land your message.
- Don't go too long, shorter videos are better.
- Do use text overlay on social videos as most are played with sound off.
- Do make sure your page loads quickly. The faster the load time (under 3 seconds is ideal) the more conversions. Google can help us do the math, for example decreasing load time from 7 seconds to 3 seconds equals a 10% increase in conversions.

Step 5: Know your channel terminology

Connected TV

Streaming content is very popular, and the connected TV provides a new opportunity for 15 and 30 second video content to reach this audience. People also have a higher tolerance for ads while streaming. Connected TV examples are Smart TVs, Apple TV, Roku, Tivo and via gaming consoles like Xbox and PlayStation.

Sequential Messaging

Sequential messaging, otherwise known as sequential advertising or sequential retargeting, is a marketing technique which uses a sequence of ads to tell a story. These ads appear across multiple devices such as smartphones, tablets and computers to guide a target audience member seamlessly through the conversion process.

Digital out of home

Sequential messaging, otherwise known as sequential advertising or sequential retargeting, is a marketing technique which uses a sequence of ads to tell a story. These ads appear across multiple devices such as smartphones, tablets and computers to guide a target audience member seamlessly through the conversion process.

Digital out-of-home media, or DOOH media, refers to digital media that appears in environments accessible to the public. This includes digital billboards and outdoor signage, as well as networks of screens found in businesses like malls and healthcare providers.

Here are a few of the places that often make use of DOOH media:

- Shopping malls and retail stores
- Movie theaters and arenas
- Medical waiting rooms
- Airports, train stations and bus shelters
- Beside major roadways

Emotional Targeting

Emotional targeting is when a marketer communicates to the target market using powerful emotional triggers. Emotional targeting takes place on two levels; It is about understanding audience's emotional triggers and then implementing your insights in your website.

Virtual Hackathon

Virtual Hackathons should be considered as another channel to explore. When running or participating in virtual hackathons: a challenge is defined, and multiple teams work to solve the problem. These experiential events are a compelling ways to showcase local, in-country expertise - a terrific foundation for services marketing; but it's also a way to generate indirect awareness about SAS.

Augmented Reality, Virtual Reality

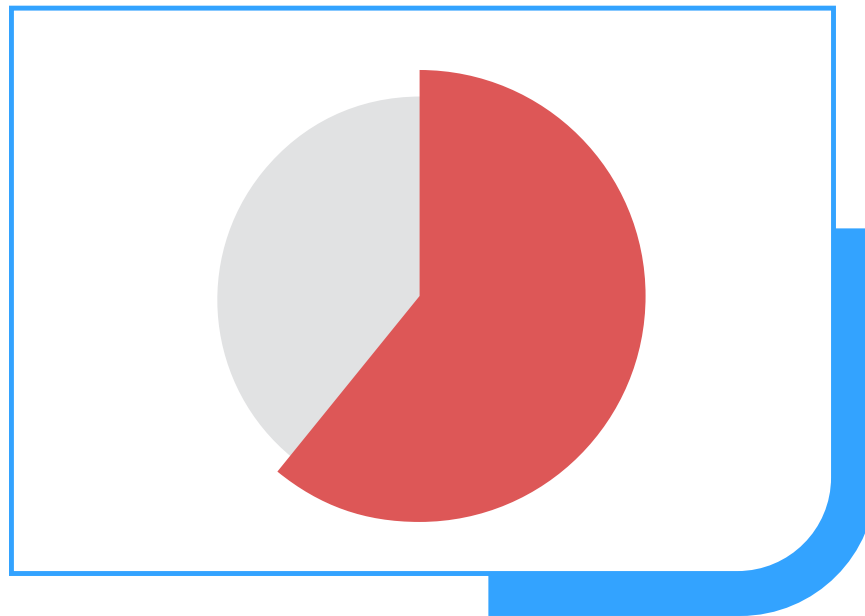
Augmented reality (AR) and Virtual Reality (VR) bring new opportunities to the table. With physical events being cancelled we see new and creative ways to engage with audiences through AR (e.g. mostly in the B2C with for instance Snapchat and Instagram filters) and VR.

Other Tactics and Considerations

- Organic Social efforts - to be developed as an integrated part of the approach.
- OTT (over-the-top advertising)/OLV (online video).
- How do we connect channels to our efforts in social selling?

Notes of caution

- Paid Digital budgets are finite and need to be prioritized.
- Geo Digital teams also have finite capacity and are responsible for several elements of digital that vary by Geo and are beyond just paid digital advertising.



Digital Channels and Opportunities

Search Engine Optimization (SEO), Voice Search and Content

Content Marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

With content marketing, the focus is on SEO. And a future growth focus around voice search.

Alexa and Google



SEO Benefits

Outside of resourcing and structure, it's:

- Free.
- Has huge reach we're missing out on, and do not need to invest in paid spend to reach.
- Owned.
- Scalable.
- Easily distributed globally.
- No barrier to entry.
- Growing. The number of potential people you can reach will only continue to grow, especially in a post COVID world.
- Attracts more highly engaged, proactive people/searchers/potential customers than other push channels.

Search-Related Strategies

Paid Search

Paid search is a form of digital marketing where search engines allow advertisers to show ads on their search engine results pages (SERPs). Paid search works on a pay-per-click model, where you do not pay until someone clicks on your ad. The ads are displayed in response to search queries.

Top 5 global search engines:

- Google
- Yahoo
- Yandex
- Bing
- Baidu

Paid search results are ads we pay for in order to rise above the organic results in the fastest way possible.

Search Engine Marketing (SEM)

We invest money into SEM in order to boost traffic to sas.com when someone types an inquiry using specific keywords.

Our ability to win the auction to rank in the top ad positions is based on quality score. There are several factors that go into quality score. Each search engine changes their algorithm but some similarities among engines: ad copy relevancy, keyword relevancy, website quality/relevancy, CTR, website load time, and your historic performance on the engine.

What makes paid search great is that it is intent-based advertising. People see our ads because they are actively looking for a solution to a problem. This sort of audience is usually ready (or almost ready) to make a purchase.

Paid Social Media

Like SEM, paid social media advertising uses the pay-per-click (PPC) payment model. Unlike organic social media, paid social ensures that our ad will be seen by the chosen audience, paving the way for increased leads, website traffic, and sales. Through paid social, we can identify a set audience based on specified options, like gender, location, age and preferences.

Top social media platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn
- WhatsApp
- WeChat
- SnapChat
- Reddit



Paid social ads show up when people are on a social media platform like Facebook, YouTube, Twitter or even Reddit. Unlike paid search, your audience isn't actively looking for a solution to a problem. In this way, paid social is more aligned with traditional forms of advertising such as display ads, billboards or TV commercials.



Instead of waiting for customers to come to SAS, we are highlighting a need and offering SAS as the solution. The hope is that people will resonate with our message and decide to buy from SAS.

Display & Programmatic Advertising

Display advertising is defined as banner ads (text or graphic) that appear on websites or social media platforms. SAS refers to display advertising as website banners and puts social banners in the paid social family. Display can be static or rich media, desktop or mobile, and have a variety of IAB standard sizes. There are three types of display ads: retargeting, acquisition, and brand awareness. The different roles vary depending on the goal of your campaign.

Programmatic advertising is the automated buying and selling of online advertising. SAS uses MediaMath and DV360 (Google) platforms for programmatic buying. Programmatic buying can be used for everything from display banners to digital out of home (DOOH) to connected TV.

Targeting tactics are used to segment audiences using data so that advertisers only pay for ads delivered to the right people at the right time and depend less on the “**spray and pray**” method of digital advertising.



Types of Data to Collect

Intent Data: Intent data is behavioral information collected about an individual's online activities, combining both topic and context data.

The collection of behavioral signals that help interpret B2B purchase intent. The term is commonly used to imply observations of anonymous online activity but can also be seen wider.

Topic Data: When you search for something or visit a website, you are expressing an interest in that topic. For example, people who read this article are expressing some level of interest in “intent data.”

Context Data: Context is all about gaining insight into who the person is that’s taking the action in question.

Intent data can be acquired through different partners. We’re highlighting some of the solutions these partners have developed leveraging such data.

Tools for collecting intent, topic and context data

TechTarget Priority Engine is a platform tool which will detect early purchase intent insights on Named Accounts and Targeted Industries. It collects information on contacts involved in early purchase insights. SAS authorized User will download from "Priority Engine Platform" information about the list of contacts having triggered the purchase intent signal.

Bombora collects anonymous 3rd party behavioral data. That's data about people visiting other websites that you don't own, but indicate some relevance (e.g. Forbes.com for business professionals). Their IP addresses are collected by vendors like Bombora.

Third Party Sites

Examples of third-party sites include Quora, Reddit, GitHub – there are a plethora of third-party sites we can use to drive traffic to our website and raise awareness.

Cloud Banking Blog Series

- £1900 investment.
- 4 Blogs created, mapped to messaging matrix.
- Hosted on SAS Blogs, pitched by local PR agency.

Resulted in **20** individual pieces of coverage.

