

Fully Aligned: A how-to session with Reader's Choice winner SAP on navigating relevancy, and gaining the buy-in you need from stakeholders at every step

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Aerospace



Automotive



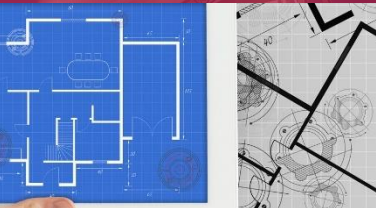
Banking



Chemicals



Consumer Products



EC&O



Healthcare



Higher Education



High Tech



IM&C



Insurance



Legal Services



Life Science



Oil & Gas



Professional Services



Public Sector



Retail



Utilities



Wholesale Distribution



Distinct Industries

A woman with long brown hair, wearing a dark grey sleeveless top, is pointing her right index finger at a large digital display. The display is divided into several sections. The top section shows two line charts with orange and yellow lines on a blue background, with axes labeled from Jan to Dec and values from 0 to 40. The bottom section shows a grid of world clocks for various cities: New York, London, Berlin, New Delhi, Tokyo, Canberra, and Wellington. Each clock shows the date and time, along with the country's flag. The overall scene is dimly lit, with the light from the display illuminating the woman's face and hair.

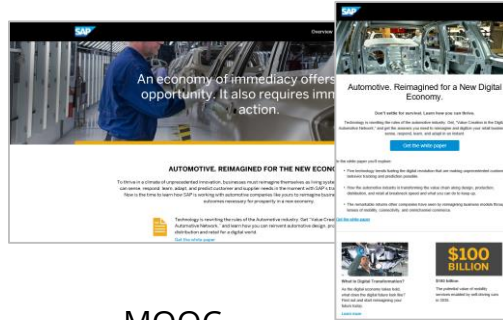
The SAP Customer

The Digital Chop Shop

Whitepapers



Landing Page and Email



TED Talk-Style Video



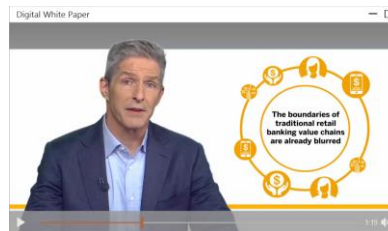
Tele Guide



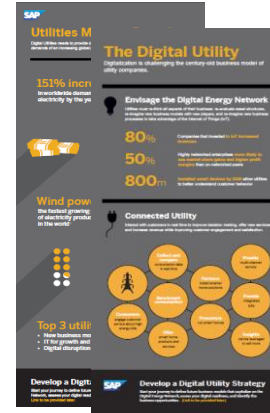
MOOC



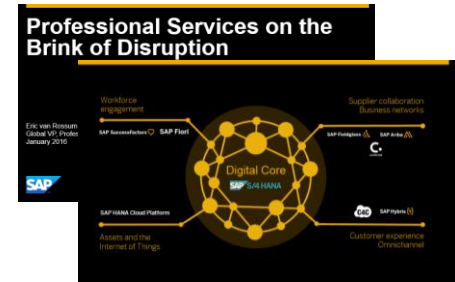
Video Whitepaper



Infographics



Executive Briefing Deck



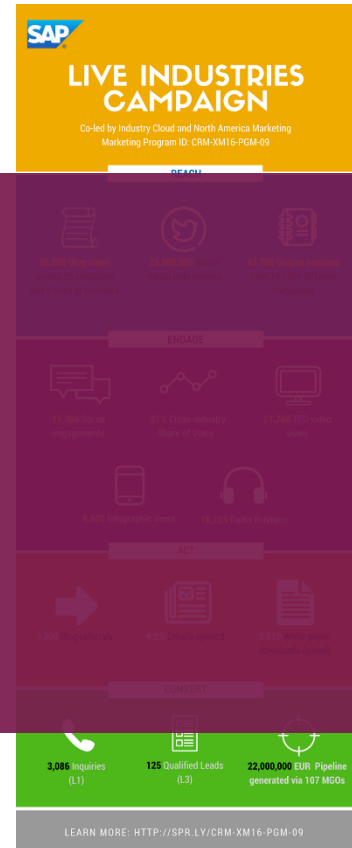
Tapping into in-house talent and subject matter experts



Results as of December 2016

- 96,000+ blog views across 25 industries and 2 lines of business
- More than 21 million social media impressions
- 3,500+ blog referrals
- Nearly 3,000 white paper downloads
- 21,700+ video views
- 21% cross-industry share of voice on a goal of 10%
- 15,300 social engagements
- 16,000 radio listeners
- 3,000+ inquiries
- 125 qualifies leads
- \$23,488,300 pipeline from 107 marketing generated opportunities

So how did we do it?



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Internal Best Practices

Setting up expectations and gaining buy-in



Budget Focus and Campaign Objectives

- Define your budget and campaign objectives up front- **STICK TO IT!**
- Decide what to produce in-house and what to outsource



Creating a Unified Theme

- Create an integrated message for the entire value chain
- Developed a single templated approach—allowed for scale without breaking the bank
- Communicated this approach with all teams involved so everyone's expectations were aligned
- Rigidity is the enemy



UTILITIES. REIMAGINED FOR THE NEW ECONOMY.

To thrive in a climate of unprecedented innovation, businesses must reimagine themselves as living systems. Utilities can deliver resilient, smart, secure, and greener customer and stakeholder needs in the moment with SAP's transformational digital solutions. Now is the time to learn how SAP is working with utilities pioneers like you to reimagine products, services and delivery methods to produce the dynamic outcomes necessary for prosperity in a new economy.

The digital world is reimagining power generation, transmission, distribution, and retail. Get "The Digital Energy Network" and learn how you can survive and thrive in the digital economy. [Download the white paper](#)

DON'T LET NEW DIGITAL PLAYERS LEAVE YOU IN THE DARK.

The Global Head of Utilities Business Unit for SAP discusses the future of utilities and how legacy players can explore to ensure they don't end up off the grid. Reimagine the industry with him and start thinking about what's possible today.



WATCH, LEARN, AND BE ON THE CUTTING EDGE OF UTILITIES REIMAGINED.



CONSUMER PRODUCTS. REIMAGINED FOR THE NEW ECONOMY.

To thrive in a climate of unprecedented innovation, businesses must reimagine themselves as living systems. Learn how to deliver resilient, smart, secure, and greener customer and business needs in the moment with SAP's transformational digital solutions. Now is the time to learn how SAP is working with the consumer products industry to reimagine business and produce the dynamic outcomes necessary for prosperity in a new economy.

In a digital world, the consumer is key in shaping. Get "Value Creation in a Digital Economy" and learn how you can adapt to survive. [Download the white paper](#)

IN A NEW AGE, PROFITABLE GROWTH ISN'T ABOUT WORKING BETTER, IT'S ABOUT WORKING DIFFERENT.

The CIO of SAP's industry business unit, consumer products, shares observations about the value of delivering personal experience in the age of the consumer. Reimagine the industry with him and start thinking about what's possible today.



WATCH, LEARN, AND BE ON THE CUTTING EDGE OF CONSUMER PRODUCTS REIMAGINED.



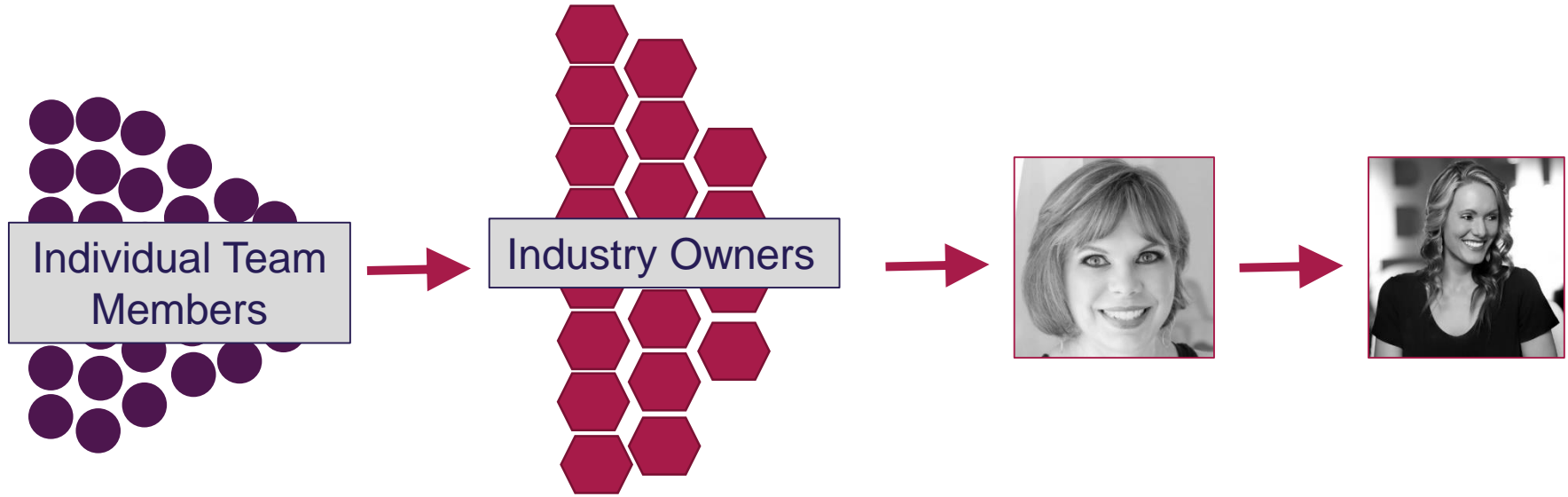
Execution and Time Management



Role assignment, Ownership and Autonomy

- Each industry had an owner
- Industry owner responsible for all relationships with SMEs and other team members
- Holistic industry owners vs. Owners of content types
- All documents kept on collaborative site for version control
- Consistent reviews to avoid hold-ups

Communication is key



Customer-facing best practices

(how to optimize what they will see,
and make it look easy)

Find a balance between creativity and managing time



Timeline be damned!

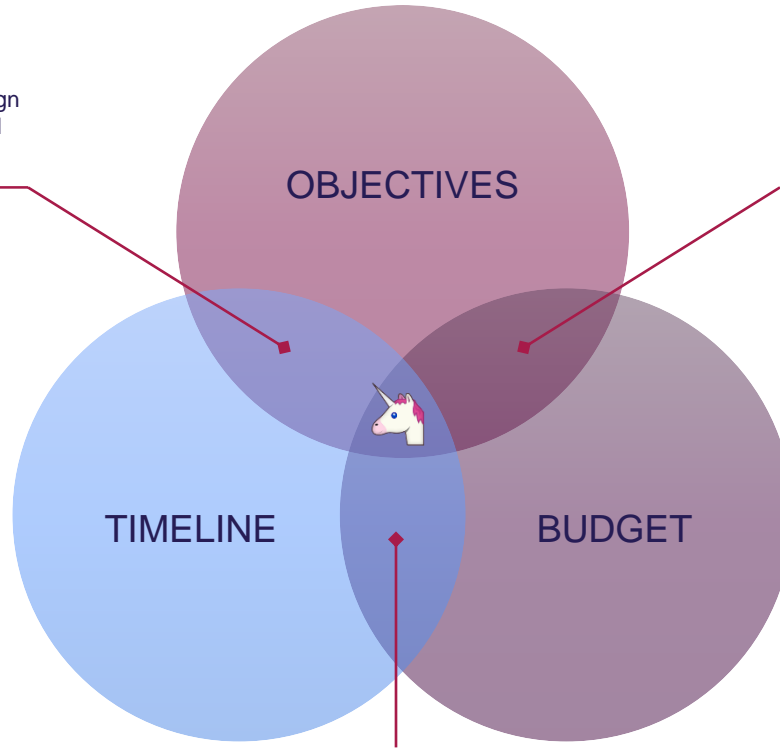
- Video whitepapers
 - Wanted to appeal to busy executives
 - Turned 30-page whitepapers into 4-minute videos
- Virtual forum
 - Envisioned a full-day forum with industry tracks, demo lobby and third-party keynotes



Not every idea is a good idea

ASK: Is the idea adding to the campaign in a meaningful way? Aka, will the ROI offset the scope creep?

ASK: Are there creative ways to gain efficiencies? Is this new idea strong enough to replace a different element of the campaign? (thus a reallocation of time vs. an addition)



ASK: Does the idea lend better to a phase II campaign? Is it worth exploring as a complementary project? Outline KPIs

Evolve or perish

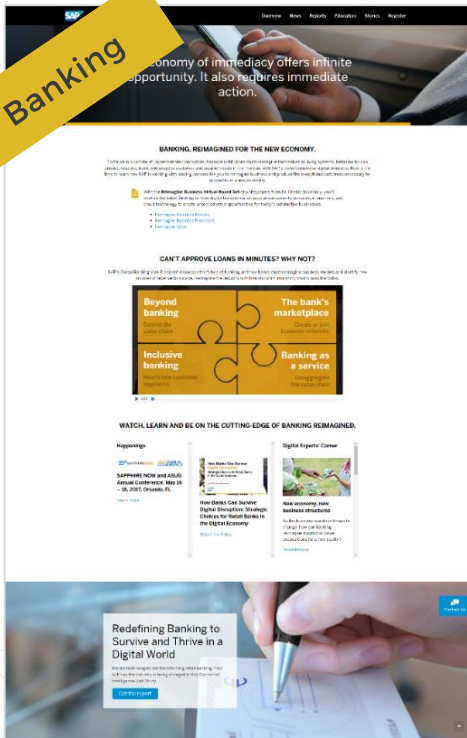
- Stay nimble
- Don't rely on the blueprint of what has already been done
- Provide value for customers while still meeting deadlines and benchmarks



Global focus with a local flair

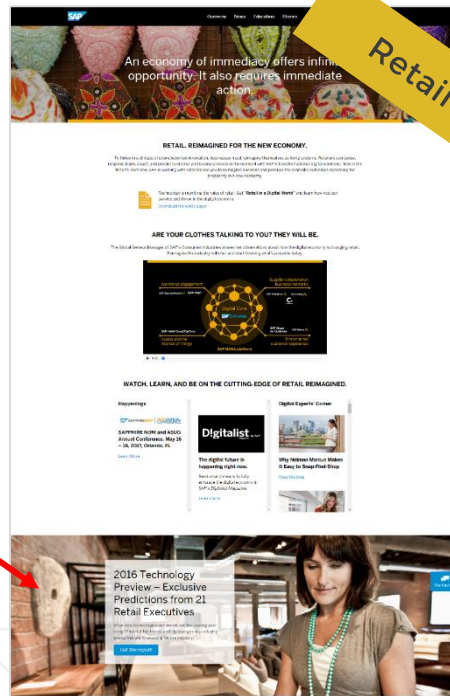
- Use the template but avoid creating cookie cutter pages
- Make sure your brand has integrity, avoid looking vanilla

Banking



Inserted a section that led to a separate site

Retail



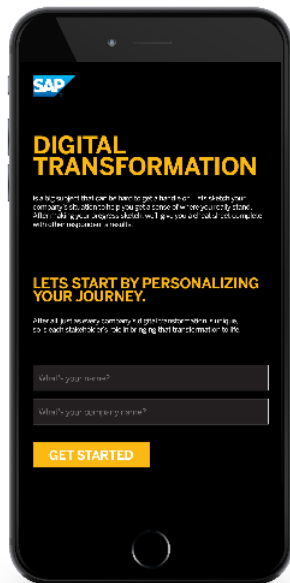
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Top Takeaways

- Reiterate hard work but keep it in perspective
- At the same time, remember you have stakeholders to answer to
- Find different ways to get this great campaign in people's hands
- Treat everyone like they're human, it results in a more transparent and fun partnership
- Give people the authority to do their jobs and get out of their way!



What's next?





DIGITAL TRANSFORMATION

is a big subject that can be hard to get a handle on. To help sketch your company's situation to help you get a sense of where you are and how you're making progress, we'll give you a cheat sheet complete with all the key elements and their results.

LETS START BY PERSONALIZING YOUR JOURNEY.

After all, just as every company's digital transformation is unique, so is each stakeholder's role in bringing that transformation to life.

GET STARTED



Thank You

Ginger Shimp, SAP America

Thank You

Anna Heidecker, KERN

