SOLUTION OVERVIEW

The delivery of content to the portal is critical for an engaging experience tuned to different persona roles and their needs. This solution encompasses all phases of making this happen whether the portal is for partners, employees or customers. It includes:

- Content strategy for different persona productivity.
- Content structure for personalized delivery on the portal.
- Content pairing (curation) with application and program resources to curate a right-time, right resource, right role experience for users, aligned to where they are in their sales or buying journey.
- Creation and implementation of a governance strategy and training program to ensure content and/or resources posted to the portal for the desired engagement.

SOLUTION ELEMENTS

When done correctly, consistently, and continuously, the portal will become part of the small portfolio of essential tools for selected user segments tied to a company's corporate strategy.

Key solution elements are described below.

Content strategy aligned with target user productivity. Different user's needs vary by the role they are in, what they are trying to do, and what content and resources they need at any given time to accomplish their specific task or activity. This element of the solution maps the available content and resources to these needs, typically in the context of a sales or buying journey.

Content structure for personalized delivery on the portal. The 360ecosystems platform is driven by intelligent tagging. This component is critical for implementation of the content strategy in a 360-driven portal. Designing this tagging structure aligned to the critical persona context is critical to ensure the best experience for any user using the portal for a specific task or activity.

Content pairing. This component utilizes critical knowledge of the users' context – their role, their business focus, their needs to achieve success with their task or activity (including critical collaboration teams, communication, and user interface requirements). With this knowledge, a phased portal plan with portal prototyping and engagement objectives is created to begin the user acceptance testing and roll-out.

Governance strategy / training program. A portal is only as good as the quality of publishing and curation. Everyone who contributes and/or curates content, resources, and/or incentives for target personas must understand the associated objectives, rules, and processes for producing a high-quality experience for all. This solution component translates the critical elements of the corporate strategy into a portal rules-of-the-road plan and training program for all portal contributors.

BUSINESS OUTCOMES

Business outcomes are three-fold:

- A high-quality portal that delivers the best possible experience for specific target personas. Measured By: Portal engagement data and user satisfaction polling.
- A content experience that ensures the right content is available when needed for the task at hand for portal users. Measured By: Portal engagement data correlated with user business outcomes.
- High content ROI for contributing marketing and operations teams. Measured By: Reduced content development spend.

TARGET PERSONAS

Target User Benefitted: Chief Revenue Officers, Sales VPs, Partner Ecosystem Chiefs, Major Account Managers, Marketing VPs.

Target Implementers: Portal program managers, partner program managers, major account sales program managers, account-based marketing teams.