

CASE STUDY / ALLSCRIPTS CONTENT MARKETING

Healthcare information technology company Allscripts wanted to refine the overall content strategy for their organization and better align the Marketing department's content creation efforts. Together with the Marketing department, we helped the organization establish and articulate their content strategy, align their business unit, and educate the team on the key principles of efficient content creation.

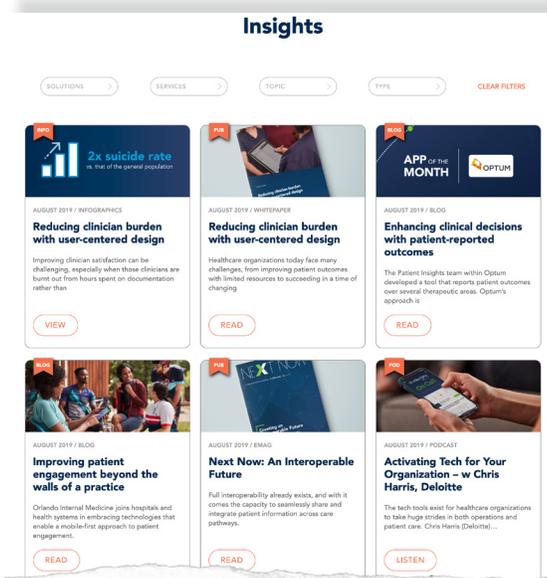
THE CHALLENGE

While many organizations today struggle with not having enough content, Allscripts actually had plenty. However, that content was largely not utilized and not built with an overarching strategy in mind. Different units within Marketing were creating and publishing strong content, but that content was built around different topics with no alignment between them. Allscripts needed an overarching strategy to vet new content ideas and ensure that only ideas that made sense for the particular time and topic were created.

WHAT DID PEARSON DO FOR ALLSCRIPTS?

First, we worked with the Marketing teams to create and execute a thought leadership agenda that included four key topics of focus for the year. This thought leadership agenda showed what Allscripts wanted to own with their Marketing efforts, so they could more effectively demonstrate their expertise to prospects and clients. With that agenda created, we were able to help the department better align their efforts and ensure that each piece of collateral proposed and created fit into at least one of the four topic areas in their thought leadership agenda.

With a strategy in place for future content creation, we then turned to the existing content that Allscripts already had. Allscripts had a bevy of content already in existence, including brochures, datasheets, solution briefs, whitepapers, eBooks, podcasts, videos and customer case studies. We then helped the organization repurpose their existing content to support the story they were trying to tell with their thought leadership agenda. We also helped them re-organize the content logically so Sales could find it more effectively, helping to improve its utilization.



With our help, Allscripts has been able to organize their content according to their thought leadership agenda, making their collateral easier to find and more useful to Sales and customers.

As part of this existing content audit, we worked to identify any content gaps. A few topics had less existing content than others, and certain types of collateral—like video—had fewer samples. We created a list of recommended collateral to create based on those gaps. With our help in writing, design and execution, Allscripts was able to quickly address gaps in their collateral within a month.

While the thought leadership agenda and content audit were critical, it was also important to help the team leverage their work across departments more effectively. At an on-site Marketing workshop, we taught a “pillar approach” that would help leverage existing work across teams rather than starting from scratch on each piece of content. This strategy first chose a core piece of content, then showed how to create almost endless executions from that core piece. With this strategy, Allscripts could more effectively streamline their efforts and improve department efficiency.

WHAT WAS SIGNIFICANT?

Our assistance with content strategy helped the Allscripts Marketing department to establish themselves as thought leaders, improve collaboration between teams, and create a repeatable, efficient process moving forward.

With our content strategy help, Allscripts has been able to:

- Improve coordination and cooperation across the Marketing department
- Provide a clear point of reference to check whether proposed content was strategically sound and fit with desired thought leadership topics
- Make existing content more clearly organized with relevant topics and easier find for Sales, improving utilization
- More efficiently create collateral and collaborate between Marketing teams through the repeatable idea of the “pillar approach”

With our work on content strategy, Allscripts is now certain that all of their current content supports their thought leadership agenda and is easily accessible to Sales—helping to show the organization the value of the Marketing department and providing Sales the content they need to turn prospects into clients.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at www.contextual-selling.com.