

GO OFF AND  
DO SOMETHING  
WONDERFUL

6 MIN READ | CASE STUDY



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01  
REACHING TARGET  
AUDIENCES &  
PROMOTING PRODUCTS  
ACROSS THE FUNNEL

The pace of change across the tech stack is significant, so it is imperative not only to reach IT decision makers (ITDMs) and make them aware, but also to keep them informed and engaged with a full-time nurture program. For Intel, we're doing exactly that. Working with a variety of internal marketers, stakeholders, and several external agency partners, SJR is ensuring that ITDMs know everything there is to know about both vPro and Xeon products.



DIGITAL BROCHURE

02  
FROM AWARENESS  
TO CONVERSION

Working with the Data Center and AI (DCAI) team, SJR put together a Content Franchise plan that would enable Intel to meet ITDMs with the right content for their place in the sales journey.

Starting with Awareness, we built flipbooks for three distinct audiences: Enterprise, Cloud, and High-Performance Computing.

These flipbooks contain a variety of targeted content pieces (articles, video, listicles, infographics, etc.) to raise awareness about the Xeon product and its scalable processors. We also created a wide range of paid media assets to help drive readers to the material.



DIGITAL FLIPBOOK

03  
NURTURING INTEREST

Due to fewer options for employee engagement, maintaining awareness and inspiring interest in a WFH world can be difficult. But there are a range of content options to meet the challenge.

For Intel's vPro product efforts, we developed a quarterly webinar strategy and a monthly email effort. This content enabled us to maintain contact and connection with potential purchasers and to continuously tell the vPro security, stability, and performance stories they're interested in.

Materials feature Intel SMEs and Intel partners such as Forrester and VMware and are aligned to executive talking points and overall creative strategy. Both sets of materials are translated and utilized globally, and the webinar series has a 32% conversion rate.



WEBINAR SIGNUP MATERIALS

SJR'S COHESIVE AND CONSISTENT CONTENT PROGRAM ENABLES INTEL TO, IN THE WORDS OF ITS COFOUNDER ROBERT NOYCE, "GO OFF AND DO SOMETHING WONDERFUL."