A three-page excerpt from our 13-page Best Practice Guidebook:

Building an "Everyone Helps" Content Ecosystem

NATIONAL INSTRUMENTS™

Best Practice Guidebook

Building an "Everyone Helps" Content Ecosystem

National Instruments

INDUSTRY
Test, measurement, and embedded systems

REVENUE (2013)
$1.17 billion USD

🔑 **Applicability to Executive Functions**

Challenge

Marketing encourages employees from throughout the company to produce digital content and share it with customers. However, the high volume of content leads to numerous challenges in organization, consistency, branding, and quality.

Solution

Marketing develops a content marketing "ecosystem"—a system of people and processes—which serves as the foundation for National Instruments' current and future digital content marketing efforts.

⚙ Solution Components

1 Audit Existing Content »

2 Assess Customer Needs »

3 Organize Customer Needs »

4 Segment Content Creation »

5 Implement Brand Standards »

6 Build a Content Review Process »

✅ National Instruments Key Lessons Learned

- Structure the content ecosystem around a cross-functional team of contributors, editors, and experts
- Focus content on users' needs at each stage of the buying cycle

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Contents

NATIONAL INSTRUMENTS™

HEADQUARTERS	Austin, Texas, United States
GEOGRAPHIC FOOTPRINT	Global
OWNERSHIP	Public
EMPLOYEES (2014)	7,100

Business Results

- Increase in lead generation
- Boost in online revenue
- Decrease in project discovery phase duration
- Increase in online engagement

Resources Required

- Senior-level buy-in and oversight
- Dedicated, cross-functional team of five staff from the web team, Corporate Marketing, and Product Marketing
- Four months to complete a pilot project using the Mental Model visualization process

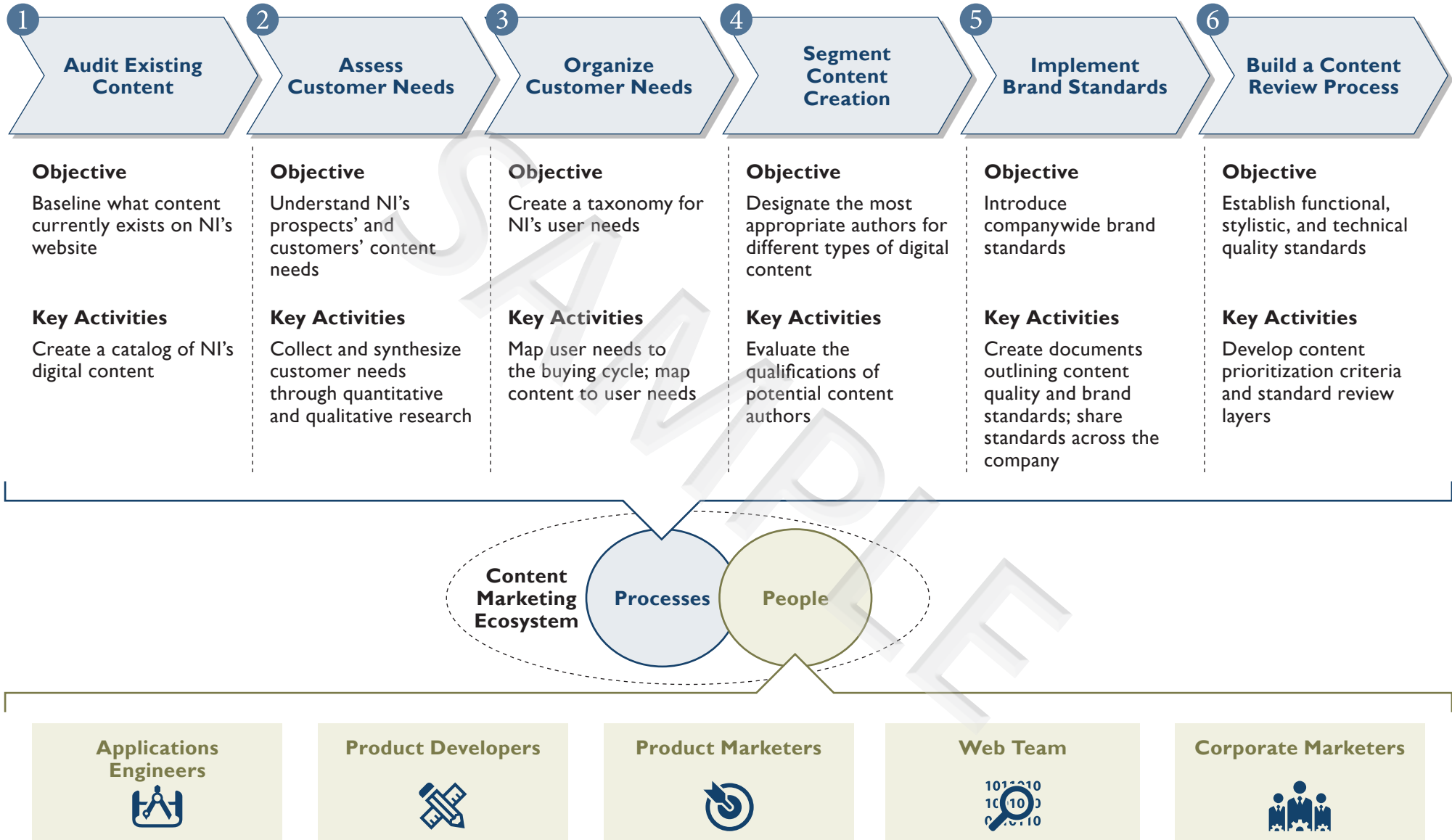### Contact the Growth Team Membership™ (GTM)

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Source: National Instruments; Growth Team Membership™ research.

National Instruments' (NI's) content "ecosystem" is the foundation of its digital content marketing efforts

Building a Content Ecosystem

1 Audit Existing Content	**2** Assess Customer Needs	**3** Organize Customer Needs	**4** Segment Content Creation	**5** Implement Brand Standards	**6** Build a Content Review Process
Objective Baseline what content currently exists on NI's website	**Objective** Understand NI's prospects' and customers' content needs	**Objective** Create a taxonomy for NI's user needs	**Objective** Designate the most appropriate authors for different types of digital content	**Objective** Introduce companywide brand standards	**Objective** Establish functional, stylistic, and technical quality standards
Key Activities Create a catalog of NI's digital content	**Key Activities** Collect and synthesize customer needs through quantitative and qualitative research	**Key Activities** Map user needs to the buying cycle; map content to user needs	**Key Activities** Evaluate the qualifications of potential content authors	**Key Activities** Create documents outlining content quality and brand standards; share standards across the company	**Key Activities** Develop content prioritization criteria and standard review layers

Content Marketing Ecosystem — Processes · People

Applications Engineers   Product Developers   Product Marketers   Web Team   Corporate Marketers

Source: National Instruments; Growth Team Membership™ research.

Please contact us to learn how to access the full Best Practice Guidebook or for information on Growth Team Membership.™

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