

DATA CENTER CONTENT SRATEGY

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Our approach

Based on secondary research performed in these four key areas:

- 1. Existing material.** We reviewed previous content for nuggets of stakeholder knowledge.
- 2. Existing material from third parties.** We examined academic reports, media sources, information disclosed in social media profiles, and other public data.
- 3. Similar audiences.** We identified audiences representative of the xxx audiences and analyzed their demographics, psychographics, and other behavior patterns using market research tools.
- 4. Comparative and aspirational brands.** We took a close look at a few competitive and aspirational brands and analyzed their sites for topic insight.



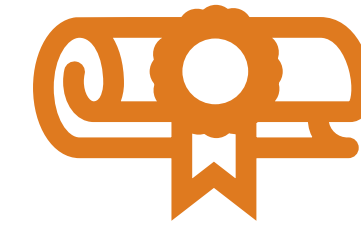
's content
across all platforms is
focused on our primary
marketing goals:

- Build brand value
- Expand brand awareness to new markets and audiences
- Our goal is NOT lead generation

Audiences
believe
thought
leadership
content is ...



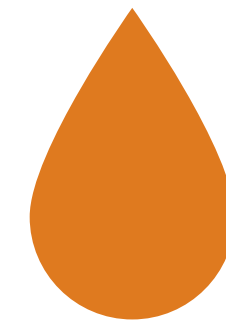
Inspirational content that
drives changes
[60.9%]



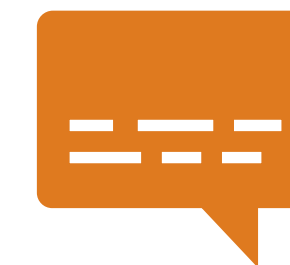
Educational
[46.5%]



Explores industry trends
[39.4%]



Industry research
[36.9%]



Opinion
content/commentary
[32.7%]

What makes great thought leadership content?

Based On:

- Product analytics
- Surveys of customers or partners
- Social listening
- Personal expertise
- Researching your competitors, audience & industry

Developed:

- In collaboration
- In alignment with current affairs or audience interests
- For visual interest
- With a point-of-view
- And, it's marketed it like a product

AUDIENCE

“Content that understands its audience will be good content.
Content that doesn’t can’t be.”

Our content audience

Four core audiences

- Colo SME and Colo+ SME who we already speak well to
- Multi-Location and Enterprise as new opportunities and areas to grow

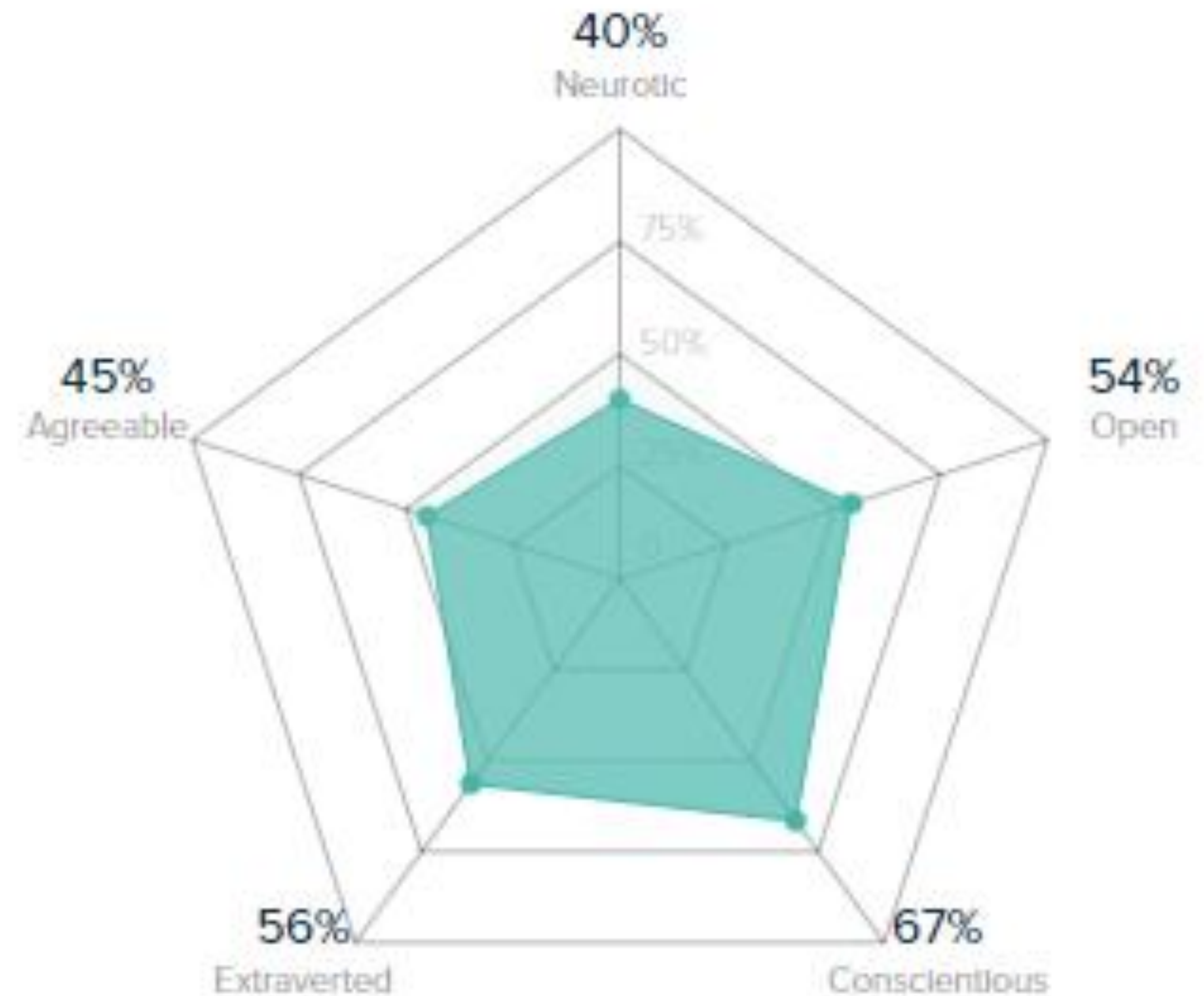
Colo SME	Enterprise
Colo+ SME	Multi-Location/International lenders

Three supporting audiences

- These audiences are also important and essential.
- Our task here is to translate and amplify the brand for these audiences.

Partners
Investors
Media and Influencers

Collectively, their
personality is
“CONSCIENTIOUS”



High Conscientiousness

Conscientious

Dutiful, hard working, organised



- Have a strong, utilitarian argument
- Use duty and tradition to influence them, and likewise commitment
- Similarly, use group loyalty nudges (what they should do for the collective good)
- Use religious leaders and colleagues as messengers
- Present the purchase as a means to happy life experiences with friends and family



WORDING

Be impersonal (e.g., avoid "you", talking about people); talk about time / the future; talk about family, home and work; don't be over-emotional (e.g., swear); be positive and optimistic; avoid negations or negative language.

IMAGERY EXAMPLES

Keywords Sensible Portrait Organised



BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)

STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

EXAMPLE AD



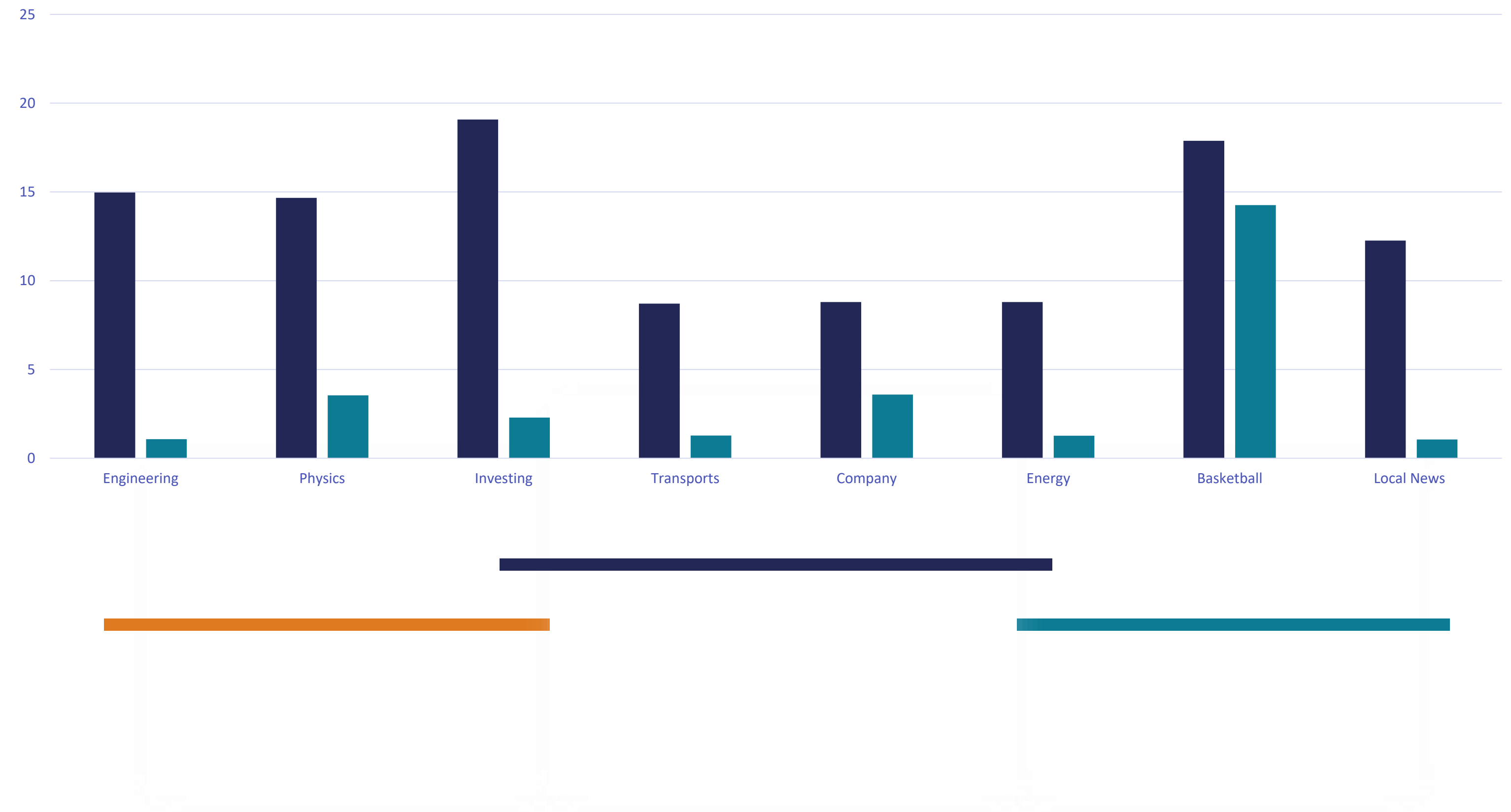
<https://www.youtube.com/watch?v=C06KzLFLLCo>

ILLUSTRATIVE INTERESTS

- Finances
- Work
- Self-Care
- Utilities and Upkeep
- Light Exercise
- News / Current Affairs
- Time Management
- Tradition / Patriotism

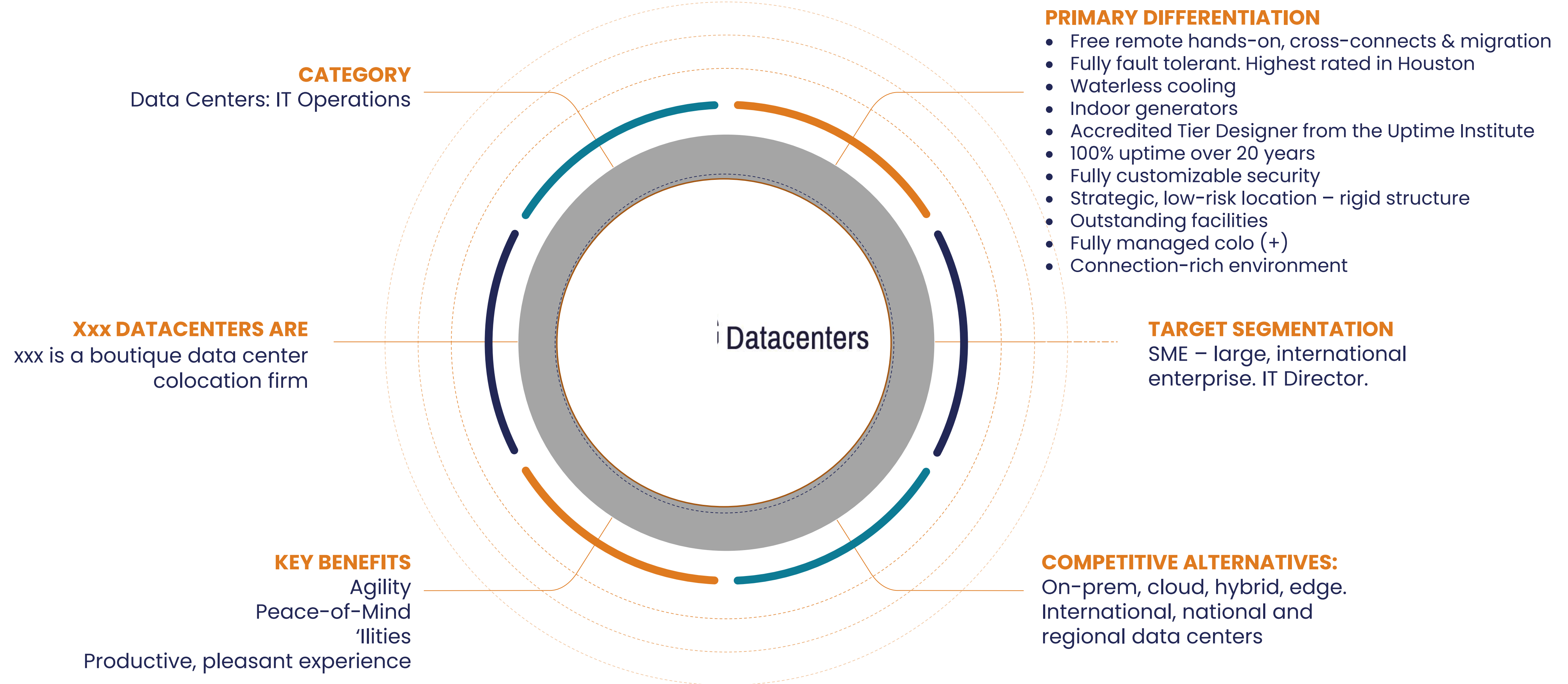
Interests

- Compelling content sits at the intersection of audience interests and SME knowledge
- We tap into topics of interest like physics, ecology, investing, basketball, energy, locality



MESSAGES

Product Positioning





Messaging

Where experience meets reliability

Alternatives:

- Where experience meets reliability for uninterrupted datacenter operations.
- Where experience and reliability come together to deliver exceptional results.
- Experience meets reliability at the forefront of datacenter operations.
- Trust in experience, rely on reliability.
- Unmatched experience and reliability for your critical infrastructure.
- Our expertise meets your needs with unbeatable reliability.
- Count on our experience to deliver reliable datacenter services.



Messaging

- **Short:** We provide an experience you'll love, backed by a perfect uptime record for over two decades.
- **Medium:** At Data Centers, we are committed to providing exceptional levels of uptime, full fault tolerance, and carrier-neutrality backed by our experienced team of certified, trusted professionals to deliver the flexibility, scalability and agility organizations need — all while delivering an experience people love.



Messaging

ORIGINAL Long: At Data Centers, we are committed to providing exceptional levels of uptime, full fault tolerance, and carrier-neutrality backed by our experienced team of trusted professionals to deliver the flexibility, scalability and agility organizations need — all while delivering an experience people love.

Our strategically placed facilities in highly vetted, low-risk locations feature cutting-edge capabilities such as waterless cooling, indoor generators, and infinite fuel sources to provide the highest level of convenience, reliability and uptime for our clients. This has enabled us to provide a perfect record of 100% uptime for over two decades, giving our customers the assurance that their operations will never be interrupted or disrupted.

With all that, you'll never have to visit the data center, but you'll want to. Our certified specialists take the time to get to know you and your business so they can provide support tailored just for you. Plus, our comprehensive services cover everything from migration to cross connects to onsite remote technicians — all at no cost.



Messaging

NEW Long: Where experience meets reliability, you'll find our team at the forefront of datacenter operations. With over 20 years of experience under our belt, we've built a reputation for providing unique experiences that blend exceptional facilities, organizational practices, and unparalleled customer service.

Our approach has proven to be incredibly effective, with a 100% uptime record to date. But we're not content to rest on our laurels – our core commitment is to constantly improve and evolve to ensure that our clients always have the best possible experience.

At our core, we understand that running a successful business is about more than just keeping the lights on. It's about creating a hassle-free experience in every aspect of your operations, from day-to-day interactions to staying online. And that's exactly what we promise to deliver – a seamless, stress-free experience that allows you to focus on what really matters: growing your business.

MESSAGE PILLAR ONE:

Architected and Vetted for Peace-of-Mind

- Disaster proof, redundant power and industry leading uptime that meet the needs of any size business.
- Strategically located in highly-vetted locations, exactly where you need them, fully redundant for reliability and designed for rigidity, our data centers offer an unmatched level of uptime — a perfect 100% over 20 years — providing you peace-of-mind that your critical infrastructure is safely hosted in the most future-proofed data center around.

MESSAGE PILLAR TWO:

Flexibility and Optionality to Maximize Business Agility

- The power and agility to respond quickly and effectively to whatever comes your way.
- Our data center provides the flexibility and agility needed to keep your business ahead of constant change, enabling you to respond rapidly, with on-demand scalability, fast and easy connectivity and a simple path to hybrid cloud services.

ORIGINAL MESSAGE PILLAR THREE:

Redefining the way that you
experience data centers

- Unlock the potential of your strategic vision with tailored experiences delivered with a personalized touch.
- Our world-class team of experienced and trusted professionals, who you'll know on a first name basis, is committed to creating a personalized experience for each customer. We offer fast, easy, and yet reliable solutions tailored specifically to your unique needs. You'll rarely —if ever — need to visit, but you'll want to. And when you do, we guarantee each will be one rewarding and enjoyable experience after another.

NEW MESSAGE PILLAR THREE:

Elevate your data center experience to a new level of excellence.

Alternative language:

- Establishing the benchmark for excellence
- Pioneering unparalleled levels of quality and service
- Raising the bar for exceptional service and performance
- Leading the industry with unparalleled standards of excellence
- Defining a new level of excellence in the data center service space

- Discover a data center that acknowledges your most precious commodity —time— with an unwavering commitment to top quality and personalized service.
- We are defining a new level of excellence in the data center space by recognizing that our customers' most valued commodity is time. That's why we offer a customer experience like no other, with certified specialists who take the time to truly understand your business. Enjoy unparalleled personalized support, typically provided at no additional cost. We'll save you from ever having to visit the data center, but you'll love the experience when you do.

ECOSYSTEM

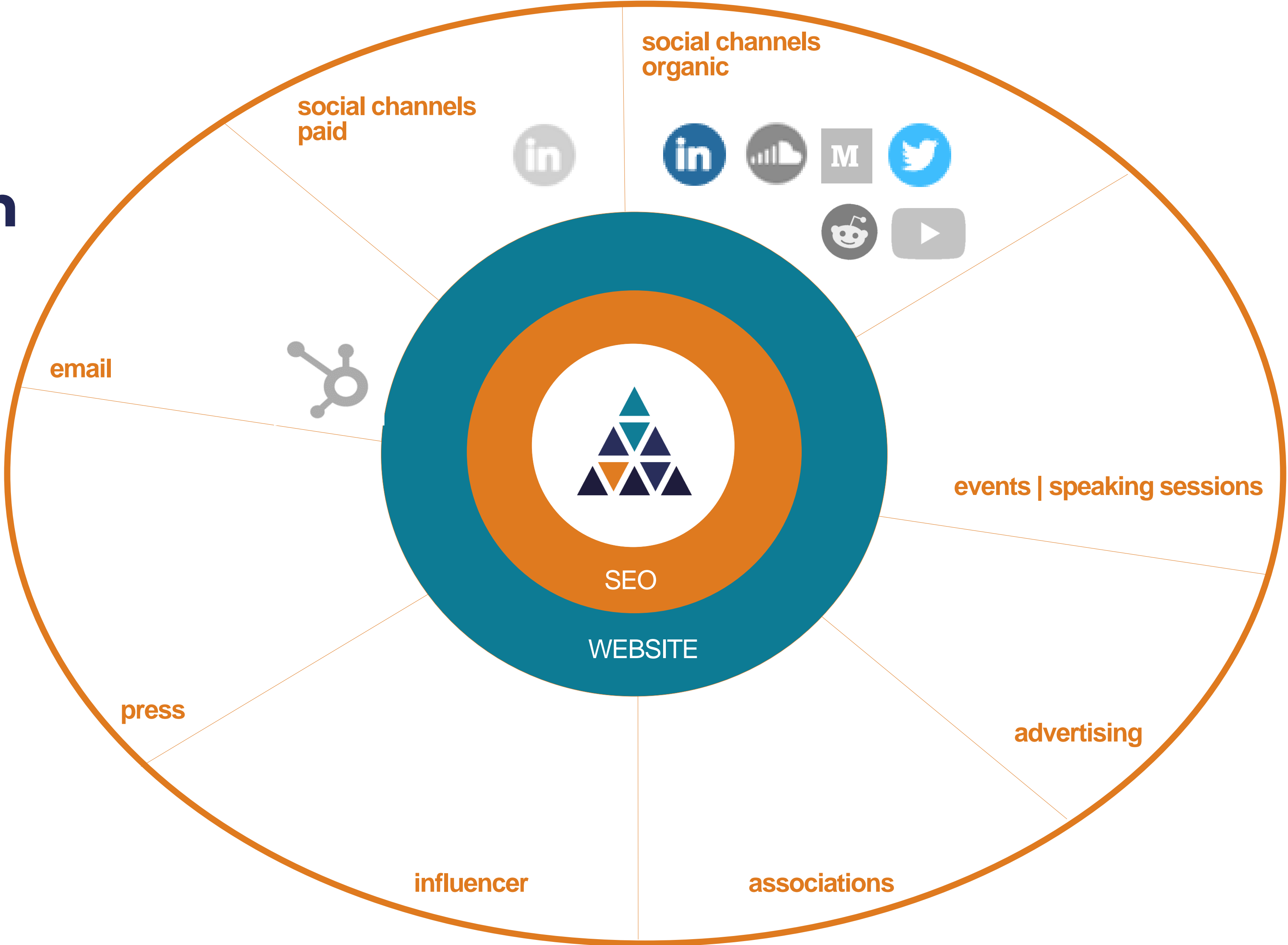
Thought leadership content needs to show up wherever your audience is. Reuse. Repurpose. Reinvent.

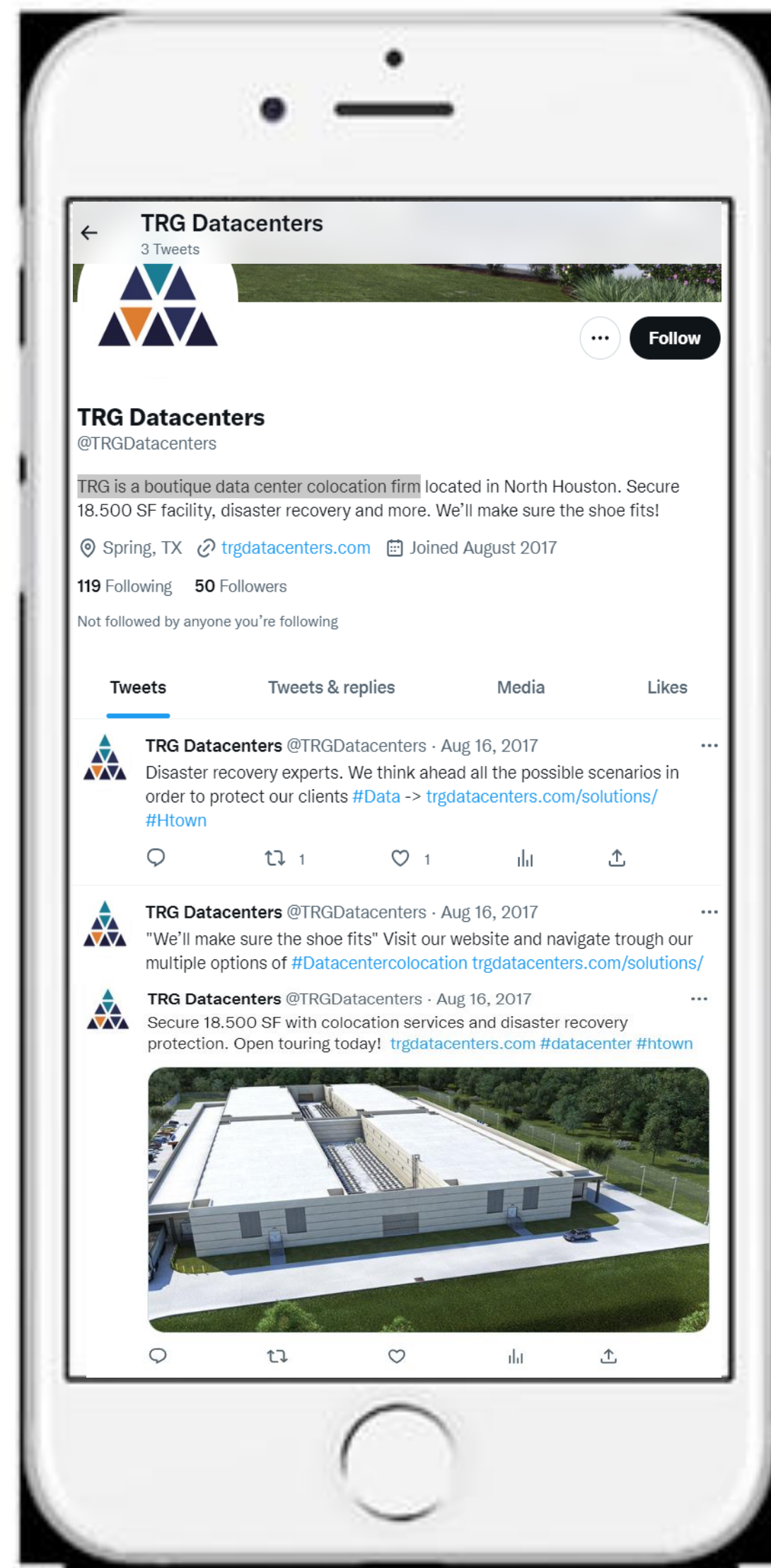


how the ecosystem works

- As a rule, each content channel's audience has specific needs and expectations and seeks content that makes sense for that channel. Therefore, every content channel has an individual strategy. These distinctive strategies all work together to create the XXX content ecosystem.

**audience
ecosystem**





CONTENT ECOSYSTEM

Social Channel Recommendations

LINKEDIN

Posting thought leadership content on LinkedIn is an effective way to build brand awareness with current followers, potential customers and industry influencers. Consider additionally leveraging the post promote feature as it allows you to deliver your message to a highly targeted group of people relatively inexpensively.

SOUNDCLOUD

Consider breaking your thought leadership content into a series of podcasts. The podcast format offers the chance to explore topics in greater depth and is easily promoted on social media channels & as an audio option for your blogs. With 8 out of 10 people stating they prefer audio over text, creating a podcast series is an effective way to reach your highly mobile target audience.

TWITTER

Using hashtags with Twitter allows us to join an ongoing conversation about a specific topic and is therefore seen by people who have raised their hand'le' to self-identify their interest in the topic. Your audience is 9.93x more likely to use the platform than average.

MEDIUM

Medium is a platform specifically devoted to reading and sharing quality articles. By taking advantage of syndication, we can increase the reach of your thought leadership to are people genuinely interested in what you have to say – as well as being shared by other influential individuals. Your audience is 8.55x more likely to use the platform than average.

* The only popular social channels your audience doesn't use more than average are TikTok and Instagram. You may also want to test YouTube or Reddit.

CONTENT ECOSYSTEM

Consider marketing that content across *multiple digital and physical channels* in order to maximize your reach. This diversified approach will help ensure people hear your message no matter *the platform they prefer*, whether it be social media, email, or through other thought leaders in the data center niche. Posting to LinkedIn alone, unless you have an existing large audience, can drastically limit the reach of your ideas and may not reach *all your target audience*.

TRADE PUBLICATIONS & PRESS

Publishing thought leadership content to trade publications is an effective way to raise brand visibility, build credibility and trust among industry peers, and reach a wider audience of decision makers who are interested in the topic at hand.

INFLEUNCER STRATEGIES

Partnering with industry leaders and thought-provoking experts in the field to share their insights and experiences, create relevant content and drive conversations that establish brand visibility, build trust, and drive more awareness

ADVERTISING

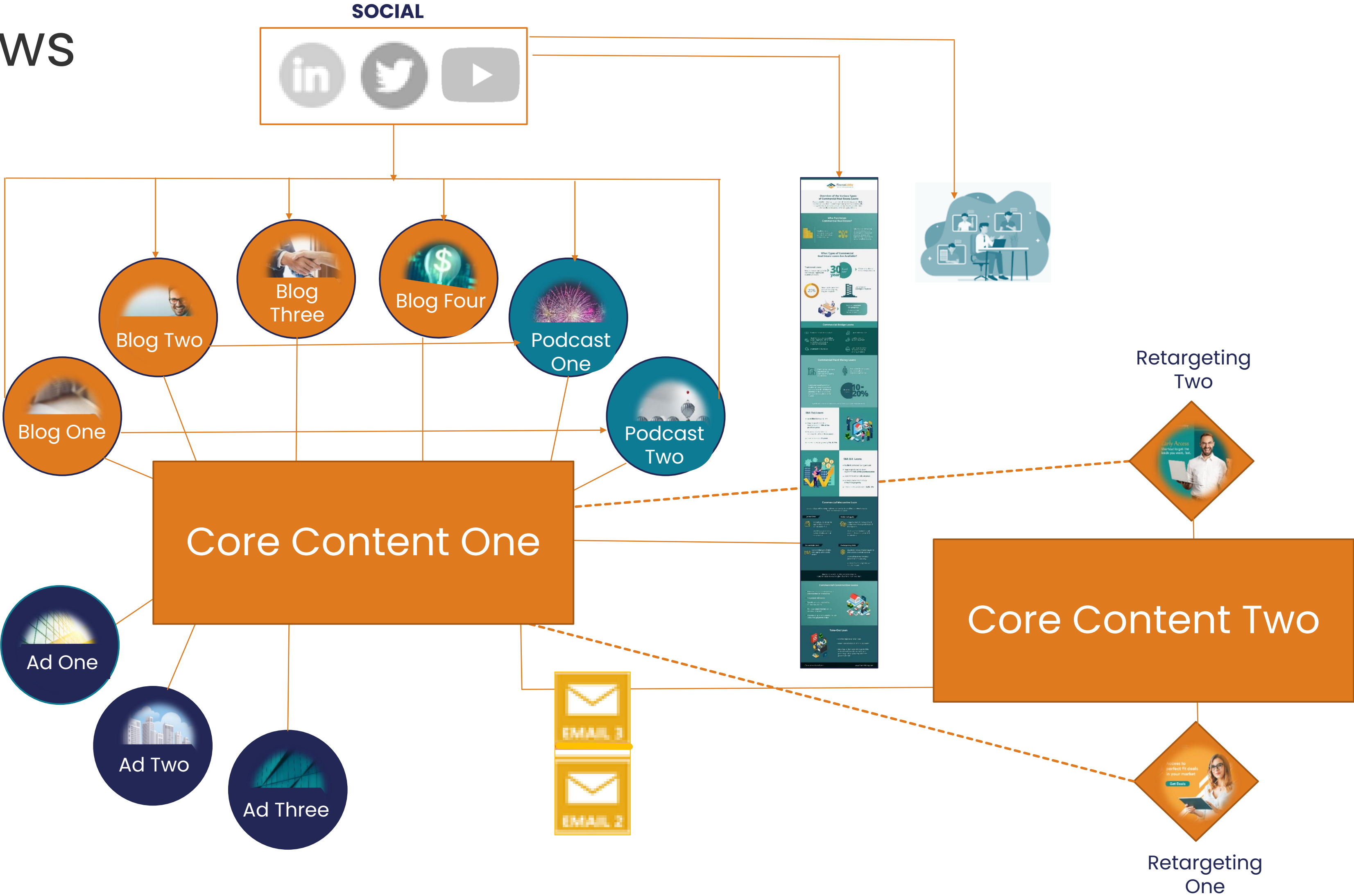
Advertising your thought leadership content in industry publications or social media channels [LinkedIn, Twitter, Reddit, etc..] will help increase the reach of your content, and can be specifically targeted to your aspired audiences, IT director's at large enterprise and multi-site/international facilitates.

SPEAKING SESSIONS | EVENTS

Speaking at conferences about thought leadership topics can help me to immediately start conversations with potential partners, build relationships, and increase my brand awareness by exposing it to new audiences

How content flows

Each piece of content is designed with its own channel and audience in mind, while strategically working together with other pieces of content to maximize reach and engagement across the entire ecosystem.

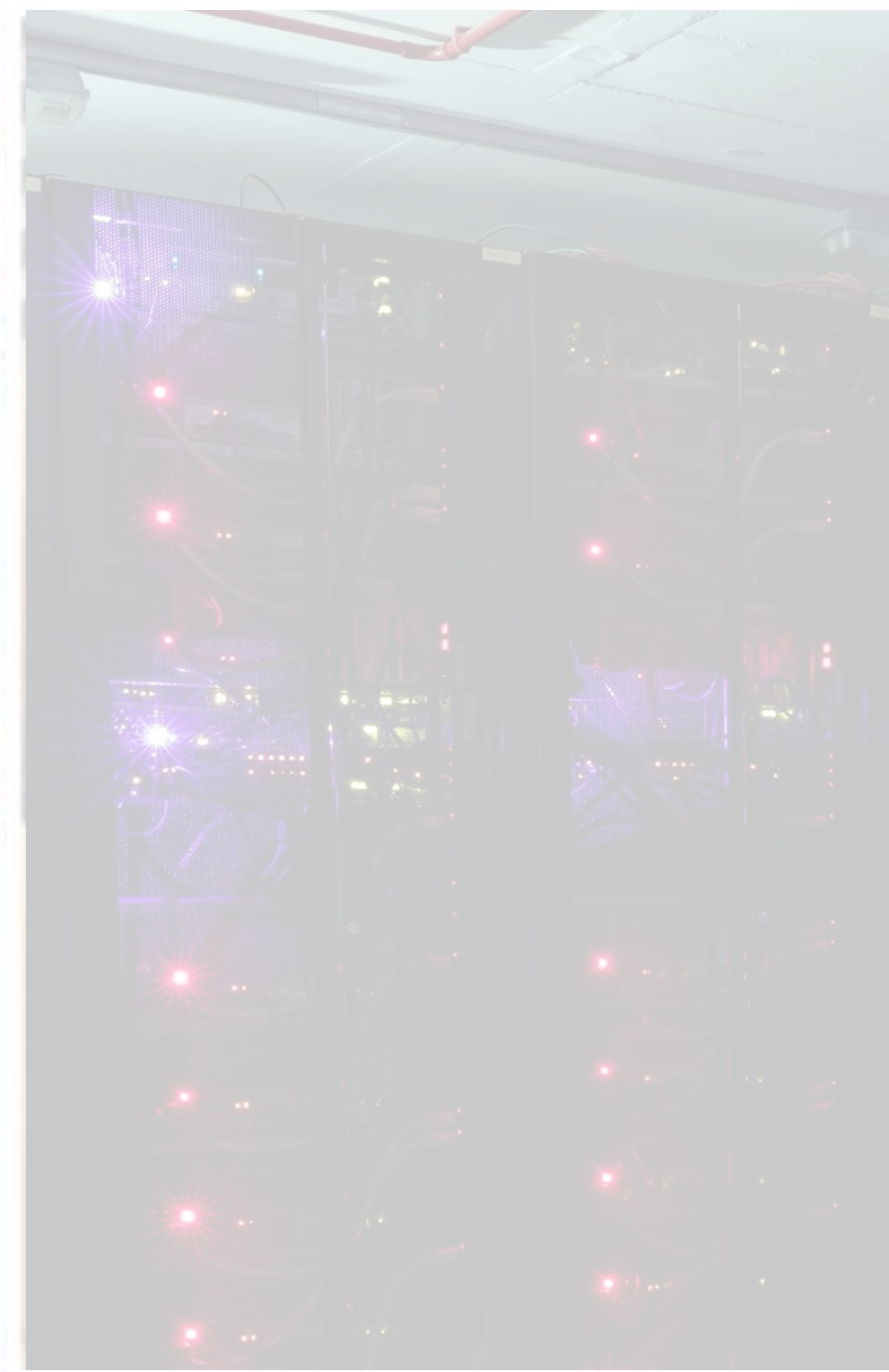


CONTENT STRATEGY

TONE & VOICE

Content will be aligned with the xxx brand tone & voice:

- Short, direct sentences and efficient storytelling underscore the brand's tech-forward approach. xxx won't hesitate to share information or offer to help, but it's calm, not too eager, and never, ever at risk of overselling. We are:
- Straight-forward & to-the-point
- Quietly, but intensely passionate
- Confident but humble
- Professional
- Trustworthy
- And above all, positive





CONTENT NORTH STAR

Our North Star is based on our insights and xxx's ethos and values. It speaks to primary and secondary audiences and informs all content creation:

At xxx, we create thought-leading content that builds awareness of our brand as a leading datacenter authority. Our content will educate, inspire, challenge conventional wisdom, and engage our primary and secondary audiences.

THINK

XXX gives me access to unique insights, authoritative perspectives, and reliable expertise. They are an authority in the industry.

FEEL

A strong sense of engagement, captivation and even be caught off-guard by the dependable, genuine, yet creative insights that we provide, together with our unconventional perspective on data centers, leaving our interactions with a positive and memorable connection to the brand.

DO

Join the discussion by liking, sharing, or commenting with their own perspectives on social media, as well as to follow our brand for future updates. If they would like to stay up-to-date on the latest content, they may join a mailing list so we can send similar future content – however, email will not be required to access the content.

CONTENT PILLARS

xxx's content pillars inform the content across the content ecosystem and are not exclusive to just one channel or audience. These pillars are *consistent with the brand pillars*

RELATIONAL

Establishing a sense of authenticity, transparency and connection which is collectively embodied in the feeling that drives decision making

THOUGHT LEADERS

Proclaiming the essence of ambition and progressive thinking to help communicate a collective sense of stability, longevity and commitment to exceptional excellence.

SIMPLE

Articulate a knowledge of processes and the ability to remove all unnecessary complications reducing the experience down to what is valuable and necessary for an effortless, reliable and delightful experience

ADAPTIVE

Reflect the awareness that each customer is seen and valued as an individual with unique needs that require the flexibility of a customer-centric organization

CONTENT SERIES

The following content series speak to our themes and audiences, inform the editorial approach and create consistency to build brand presence for audiences.

xxx’s content series include:

DIGITAL ACCELERATION

As businesses across industries are responding to the accelerated rate of digital transformation, xxxx datacenters is positioned to provide unique insights into how organizations can better leverage cutting-edge technology and data. This is an opportunity to “entertain”

SUSTAINABLE DATA CENTER

An especially pertinent area for businesses to explore given the importance of sustainability in today's business climate, and as data centers consume significant energy and water resources. This is your opportunity to connect to a broad global audience on the issue of the “day”.

HYBRID + CLOUD

Showcase our deep understanding of this complex area and demonstrate expertise in helping enterprises optimize their hybrid and cloud strategies for maximum efficiency, agility and reliability. This is an opportunity to showcase authority and expertise.

PEOPLE & SKILLS

Our commitment to building a professional team of experts with soft skills, enables us to demonstrate. This is your opportunity to bring your people values to the forefront.

CONTENT SERIES

Digital Acceleration

Core ideas to build on:

- AI: Generative AI in Business [in Action] & it's impact on your data center strategy [video, visualization]
- 7 Ways Generative AI is going to change the game of basketball [infographic]
- Is Generative AI going to change March Madness? [video, article]

Type: Education, explores industry trends

Channels: LinkedIn, Twitter, Medium, Sound Cloud, blog [s], email, landing page

Potential paid distribution: No

Personas: All. International is country specific.

Interests: Basketball

CONTENT SERIES

Sustainable Data Center

Core ideas to build on:

- Data center responsibility when water is restricted [interactive map of U.S. water restricted areas overlaid w/ data centers]
- Power instability [interactive map of U.S. power issues 2021-22 & forecast]
- Preparing IT for ESG reporting [include assessing your colo provider in preparation for ESG reporting]
- Blind spots in data center sustainability [article ex. EV car batteries | auto industry]

Type: Educational, possibly inspirational

Channels: LinkedIn, Twitter, Medium, blog [s], Sound Cloud, email, landing page, influencer, PR

Potential paid distribution: Yes

Personas: All

Interests: Ecology, local news, energy, engineering

Hybrid + Cloud

Core Content Opportunities:

- Right-sizing cloud spend for an uncertain economy [article]
- Cloud repatriation: Why it's the wrong question [article]
- Hybrid Cloud, Public Cloud, Sky Cloud [article]
- Balancing cost and business agility in an uncertain economy [article]
- Energy | Oil and gas and edge computing [ebook]
- SME guide to selection: On-prem, Colo, Cloud, Hybrid Cloud, Edge [ebook]

Type: Educational, Explores Industry Trends

Channels: LinkedIn, Twitter, blog, Sound Cloud, email, landing page

Potential Paid Distribution: No

Personas: Colo+ SME, Colo SME. Oil and Gas would cover enterprise and multi-location

Interests: Business | company. Oil and gas is local

CONTENT SERIES

People & Skills

Core Content Opportunities:

- Understanding data center REITs [in Texas] [guide, eBook]
- X things we'll never consider for robotics or automation in the datacenter [Infographic + video series]
- Data center staffing 2023 | How we're preparing for the Gen Z workforce

Type: Educational. Possible inspirational

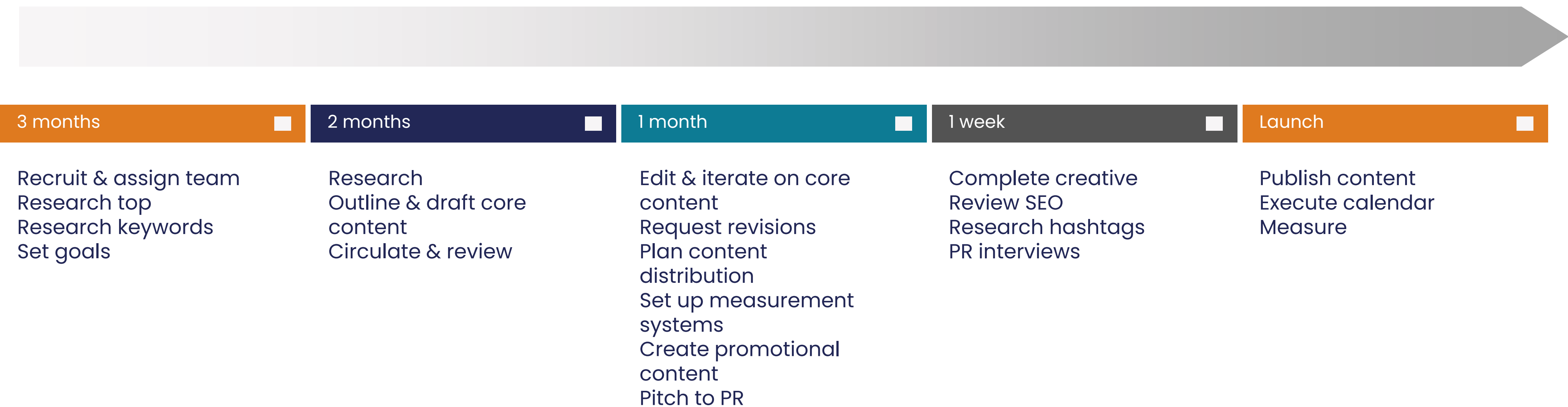
Channels: LinkedIn, Twitter, Medium, blog [s], Sound Cloud, email, landing page, influencer

Potential paid distribution: No

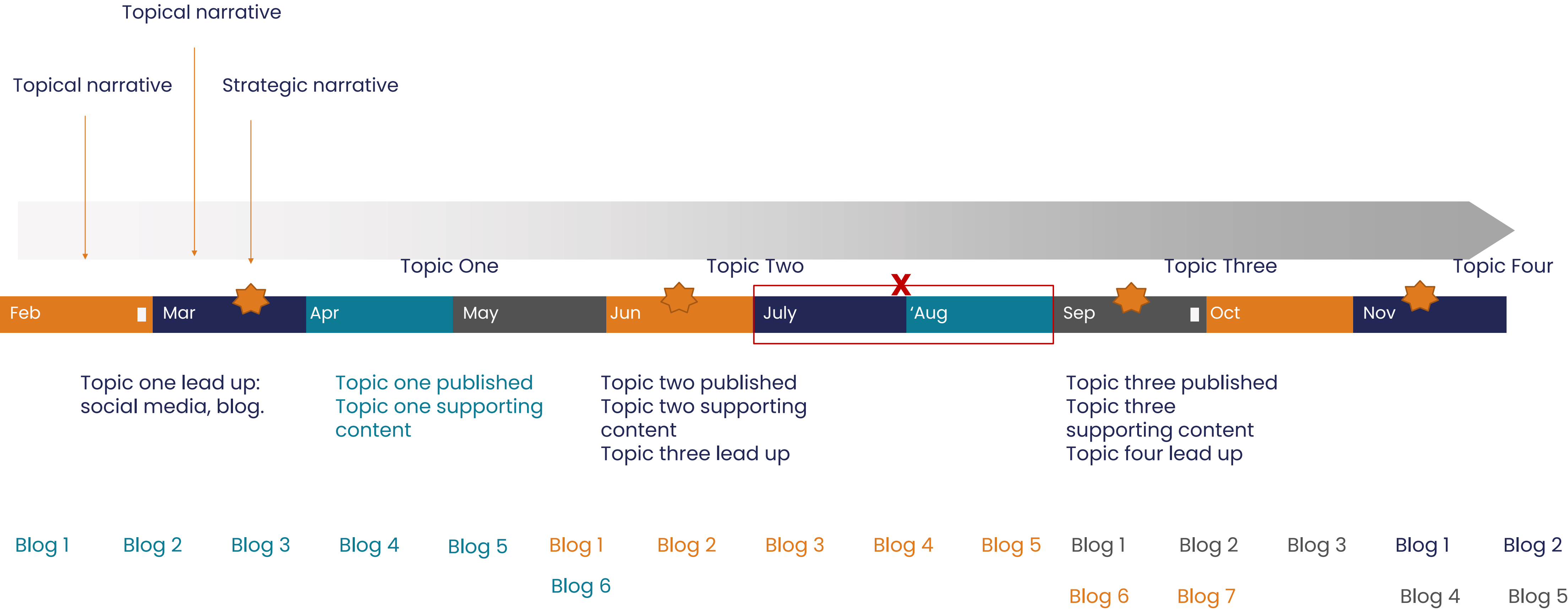
Personas: Colo+ SME, Colo SME, Multi-location/international

Interests: Investing, local

Typical Content Development Roadmap



Content Calendar



CONTENT SERIES

Sample Calendar

TO DO	11 TASKS	ASSIGNEE	DUE DATE	CONTENT CHANNEL	GOAL	AUDIENCE	CONTENT TYPE	AT RISK	APPROVAL STAGE	BUDGET	CONTENT FORMAT	CONTENT TOPIC
✓	Is Generative AI going to change March Madness?		Feb 3	Social Media	BA	Mixed	Thought ...	No	Not Drafted	\$550	Video	Digital Accel...
✓	7 Ways Generative AI is going to change the game of basketball		Feb 8	Website	6% increase	Mixed	Thought ...	No	Ready for Re...	\$3,500	Infographic	Digital Accel...
✓	Twitter post 1		Feb 6	Social Media	30 new followers	Mixed	Thought ...	No	First Draft	\$20	Interactive	Digital Accel...
✓	Twitter post 2		Feb 9	Social Media	30 new followers	Large Enterp...	Brand	No	First Draft	\$20	Quiz	Digital Accel...
✓	LinkedIn post 1		Feb 6	Social Media	25 new followers	Colo SME	Thought ...	No	First Draft	\$20	Interactive	Digital Accel...
✓	LinkedIn post 2		Feb 9	Social Media	25 new followers	Mixed	Thought ...	No	First Draft	\$20	Quiz	Digital Accel...
✓	PR Article 1		Feb 14	Press Article	6% increase	Mixed	Thought ...	Yes	Not Drafted	\$150	Article	Digital Accel...
✓	Medium Post		Feb 6	Article	60 visitors fro...	Mixed	Thought ...	No	Second Draft	\$150	Article	Digital Accel...
✓	Blog Post 2		Feb 14	Blog	350 visits. >50...	Large Enterp...	Thought ...	No	Not Drafted	\$150	Blog Post	Digital Accel...
✓	Podcast 1		Feb 13	Social Media	35 listeners	Mixed	Thought ...	No	Not Drafted	\$50	Audio	Digital Accel...
✓	Email to VIP list		Feb 7	Email	35% open rate	Colo SME	Thought ...	No	Not Drafted	\$100	Email	Digital Accel...

CONTENT MEASUREMENT

KPIs

Once you've established a set budget for content creation and paid media, we recommend setting SMART [specific, measurable, achievable, relevant, time-bound] to track the effectiveness of the effort over time. Sample KPIs include Overall Market Growth, Brand Affinity, Engagement, and Traffic.

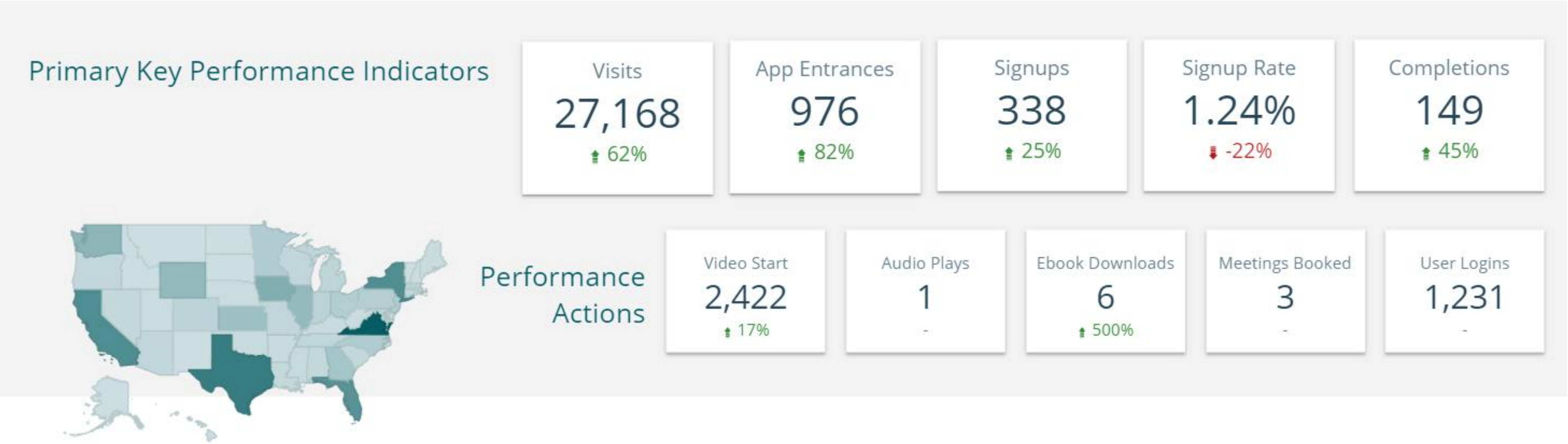
We typically suggest that KPIs:

- Are channel specific
- Are realistic based on past organic and paid performance
- Ladder up to your long-term goals for each channel
- Ladder up to your overall marketing goals
- Ladder up to your business goals




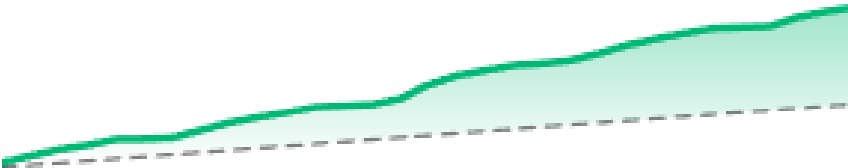



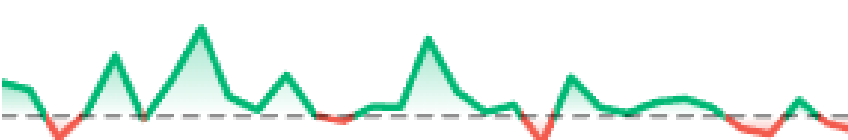


KPIs

KPI	Engagement
Key Metrics	<ul style="list-style-type: none">■ x downloads within x days of publishing■ x% increase in new visitors from x – y■ x% increase in return visitors from x – y■ x % increase in time on page■ Keyword traffic (number, share of market)■ x number of engagement (likes, shares, comments)■ x increase in followers on x channel by x date■ > x % bounce rate from x – x■ CPC

tracking with data studio



tracking with databox

Name	Current value	Performance	Goal value
 Sessions goal	11,938	170% 	7,000 per
 Goal Completion goal	872		352 per
 Goal Completion by Goal / Goal 1: Signup Form Submit goal	227	105% 	215 per
 SignUp Rate Goal	7.3%		6% per
 Bounce Rate Goal	45.4%		65% per

THANK YOU

editorial process

