

# Content Development Strategy on Steroids



## **The Client**

Allunac is a mobile application and IT service provider in Montreal, Quebec.

## **The Problem**

Newly established, Allunac was looking for help with accelerating sales growth, establishing a target market and developing a marketing strategy.

## **The Solution**

To define its app development target market, Toledo conducted a brief market study on the industries and market verticals transitioning towards digital solutions due to the Coronavirus pandemic. Our analysis revealed that Entertainment (streaming apps), Business Apps (brand engagement) and Lifestyle (health and wellness) industries provided an appropriate market to target.

Once industry and market verticals were identified, we created detailed buyer profiles (buyer personas) to identify which top 3 stakeholders across small and medium organizations the team needed to engage in a sale. Our findings revealed 3 key stakeholder functions: C-Suite, Sales and Marketing and IT departments.

Our buyer personas enabled us to understand what role each type of stakeholder had in the buyer journey and how we can best map the buyer journey to the content development strategy and derive messaging that spoke to each stakeholder's key challenges and priorities.

Our content development strategy focused on creating weekly content that spoke to each stakeholder and would be posted on the company website and authoritative websites. Given the technical nature of the industry, the IT department was the team we found needed the most convincing in the debate of bringing a third-party OTT provider versus developing a company app with in-house resources.

Our content roadmap outlined key marketing channels and themes to target each stakeholder. For instance, Tech teams would be targeted with webinars, complex infographics, technical checklists and illustrative whitepapers.

## **The Value**

- Allunac has a clear content strategy roadmap to establish thought leadership.
- Client has access to detailed buyer personas to facilitate sales training, sales development and content positioning.
- Client designates Toledo as their consulting firm of choice and partner for the long term.