2nd Annual
B2B Marketing
LEADERS FORUM MELBOURNE 2019

STEFANIE DI TROCCHIO

Digital Content Director

Origin Energy

Hola

[YOUR COMPANY]'s content mission

WHAT?

[OBJ1]

[4-6 words summarising content's role]

[OBJ2]

[4-6 words summarising content's role]

[OBJ3]

[4-6 words summarising content's role]

HOW?

[25-35 words summarising the tactics you will use to achieve the objective, and how your audience will respond]

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FOUNDATIONS

[What are the foundations across all your content? Non-negotiable.]

[What's your content-wide aim? Where will you draw the line?]

FORGET

START
HERE..

Customer view of content

STAGE

Awareness & exploration	Selection & purchase	Support & management
“[customer statement]”	“[customer statement]”	“[customer statement]”

This is the timeline of how our Retail prospects and customers experience Origin content.

CONTENT TYPES

[list every single content type that fits into this stage]	[list every single content type that fits into this stage]	[list every single content type that fits into this stage]

OBJECTIVE Exceptional end-to-end customer comms and content experience.

RECOMMENDED

ONE	TWO	THREE
[top priority for content focus at this stage]	[top priority for content focus at this stage]	[top priority for content focus at this stage]

1. Engage

2. Empathise

3. Explore

4. Execute

/stefanie-di-trocchio

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