

Content Plan

1. **How to segment**
 2. **Who gets what message**
 3. **Content architecture (what you publish + where)**
 4. **Email & lifecycle flows (drips + expansion)**
 5. **Lead gen & demand creation**
 6. **A “north star” narrative that ties it together**
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1. Strategic Segmentation Framework (The Foundation)

We should not lead with product-based segmentation alone—this will feel internally neat and externally confusing. Instead, I'd recommend a **3-layer segmentation model**:

Layer 1: Buyer Context (Primary)

A. Physical-first businesses

- Retail chains
- Restaurants, QSR
- Healthcare systems
- Franchise & multi-location operators

B. Digital-first businesses

- DTC / eCommerce brands
- Performance marketing-led organizations
- Shopify-centric operators

C. Hybrid / Investor-led

- Omnichannel brands
 - Private equity & portfolio ops teams
 - Companies with both physical + digital scale mandates
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Layer 2: Existing Relationship (Critical for rebrand)

This prevents churn and unlocks expansion.

- Legacy Buxton clients
 - Legacy Audiense clients
 - Legacy Elevar clients
 - Net-new prospects (no prior relationship)
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Layer 3: Job-to-be-Done (Messaging precision)

This dictates the actual content angle.

- “Where should we grow?”
- “Who is our customer really?”
- “Why aren’t conversions tracking properly?”
- “How do we unify online + offline behavior?”
- “How do we prove ROI to leadership?”

Key:

Campaigns should be *buyer-context led*, with *product introduced as the enabler*—not the headline.

2. Brand-to-Offering Message Architecture (How We Use Names)

Keep narrative clarity.

Recommended Positioning Stack

Master Brand (Always first):

Audiense

The omnichannel consumer intelligence platform

Offering Descriptors (Selective + contextual):

- *Audience & cultural intelligence* (Audiense)
- *Digital conversion intelligence* (Elevar)
- *Location & market intelligence* (Buxton)

Key: Ensure that cross-capability between each is clearly and concisely stated; example: a digital company needs to know the value of partnering with a company that is one-third

“location - brick & mortar.” Show how this connects and adds tangible value.

- ✓ Avoid positioning as “three tools.”
 - ✓ Position as **three intelligence lenses**—activated as needed.
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3. Content Pillars (What We Create)

Pillar 1: “Understand Your Customer”

(Audiense-led)

Audience:

CMOs (consumer insights, brand strategy, research, product marketing)

Content Types:

- Cultural insight reports
- Audience playbooks by industry
- Persona evolution studies
- Influencer & community intelligence POVs

Key CTA Paths:

- Existing Audiense → “Expand insights beyond social”
 - Buxton clients → “Add cultural + digital nuance”
 - Net new → “See your audience holistically”
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Pillar 2: “Understand Your Market”

(Buxton-led, enterprise-friendly)

Audience:

Real estate, strategy, ops, PE, growth planning

Content Types:

- Location intelligence case studies
- Omnichannel expansion frameworks
Market saturation & opportunity analyses
- Retail + healthcare growth playbooks

Key CTA Paths:

- Buxton clients → “Add digital intelligence”
- Audiense clients → “Activate insights in the real world”

- PE → “One platform across portfolio companies”
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Pillar 3: “Trust Your Data”

(Elevar-led, performance-driven)

Audience:

Growth, paid media, analytics, RevOps

Content Types:

- Conversion loss audits
- Attribution accuracy research
- Server-side tracking explainers
- Privacy-proof measurement content

Key CTA Paths:

- Elevar clients → “Track better. Segment smarter.”
 - Audiense clients → “From insight → revenue”
 - Ecom prospects → “Fix performance blind spots”
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4. Email & Lifecycle Campaigns (The Engine)

A. Rebrand Nurture (All existing customers)

Goal: Retention + reassurance

Flow (5–6 emails):

1. **What’s changed—and what hasn’t (trust-first)**
2. “Your product isn’t going away”
3. “What you *now* have access to”
4. One cross-capability use case (industry-specific)
5. Optional: invitation to explore another capability

Tone:

- Calm
 - Confident
 - Non-salesy
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B. Expansion Drips (Segment-specific)

Example: Legacy Audiense Customer

Narrative Arc:

- Insight → Action → Revenue → Scale

Email Themes:

- “Knowing your audience is only step one”
- “Where digital insight meets physical demand”
- “See where your audience *actually converts*”

Soft CTAs → guided demos → consultative upsell

C. Net-New Demand Drips

Segment by **industry + maturity**, not product.

- Starter: “Understanding your customer”
 - Mid: “Activating insight”
 - Advanced: “Unifying omnichannel intelligence”
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5. Lead Generation Strategy (Top of Funnel)

Core Gated Assets

- “The Omnichannel Consumer Intelligence Playbook”
- Industry-specific growth guides (Retail, Healthcare, DTC)
- “From Online Signal to Offline Revenue” reports

Each asset dynamically routes:

- Physical-first → Buxton narrative
 - Digital-first → Audiense/Elevar narrative
 - Hybrid → unified platform case study
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Paid & Partner Channels

- LinkedIn (enterprise + PE + retail)
 - Events (NRF, Shoptalk, industry verticals)
 - Platform partnerships (Shopify, data providers)
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6. The Unifying Narrative

Every campaign—from blog post to enterprise deck—should reinforce:

“You don’t just need more data.

You need connected intelligence—across real people, real places, and real behavior.”

If content does not:

- Clarify complexity
- Connect online + offline
- Move customers one step closer to expansion

...it doesn’t ship.

Final Coaching Note (Blunt but Important)

Content acts as the translator, not the cheerleader.

Our biggest risks:

- Over-indexing on product names
- Explaining *everything* at once
- Talking like a platform instead of a partner

Our biggest opportunity:

- Owning the category of **omnichannel consumer intelligence** before competitors can reframe it.
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Notes:

Digital companies may perceive Buxton by Audiense as not for them; or to consider themselves 2nd-tier prospects. This potential misperception must be prevented.

Why would digital brands choose Buxton by Audiense when a large part of its offering is based in “brick & mortar” location intelligence, rather than dedicated to digital marketing?

- **Holistic Customer View:** Buxton connects online profiles with offline behavior (like GPS foot traffic), showing the full customer journey, not just digital clicks.
- **Identify Ideal Digital Prospects:** By understanding the physical traits (demographics, behaviors) of high-value customers at specific locations, digital brands can find similar audiences online for highly targeted campaigns.
- **Optimize Online-to-Offline (O2O):** Digital-first companies expanding to physical stores or using them as fulfillment centers use Buxton for site selection, ensuring new locations attract their best digital customers.
- **Enhance Digital Marketing ROI:** Insights from location data help refine audience segmentation, personalize messages, and choose the right channels (digital or physical) to reach valuable customers, reducing wasted ad spend.
- **Predictive Site Scoring:** Even purely digital brands can use Buxton’s predictive models to forecast demand in potential physical markets or understand competitor footprints before investing in brick-and-mortar.
- **Leverage Foot Traffic Data:** GPS data reveals pre-visit habits (like visiting competitors) and post-visit trends, offering deeper insights than typical digital analytics for understanding real-world customer movement.

In essence, Buxton allows digital companies to apply deep customer knowledge gained from the physical world to their digital strategies, and vice versa, creating a unified, powerful approach to customer acquisition and retention.