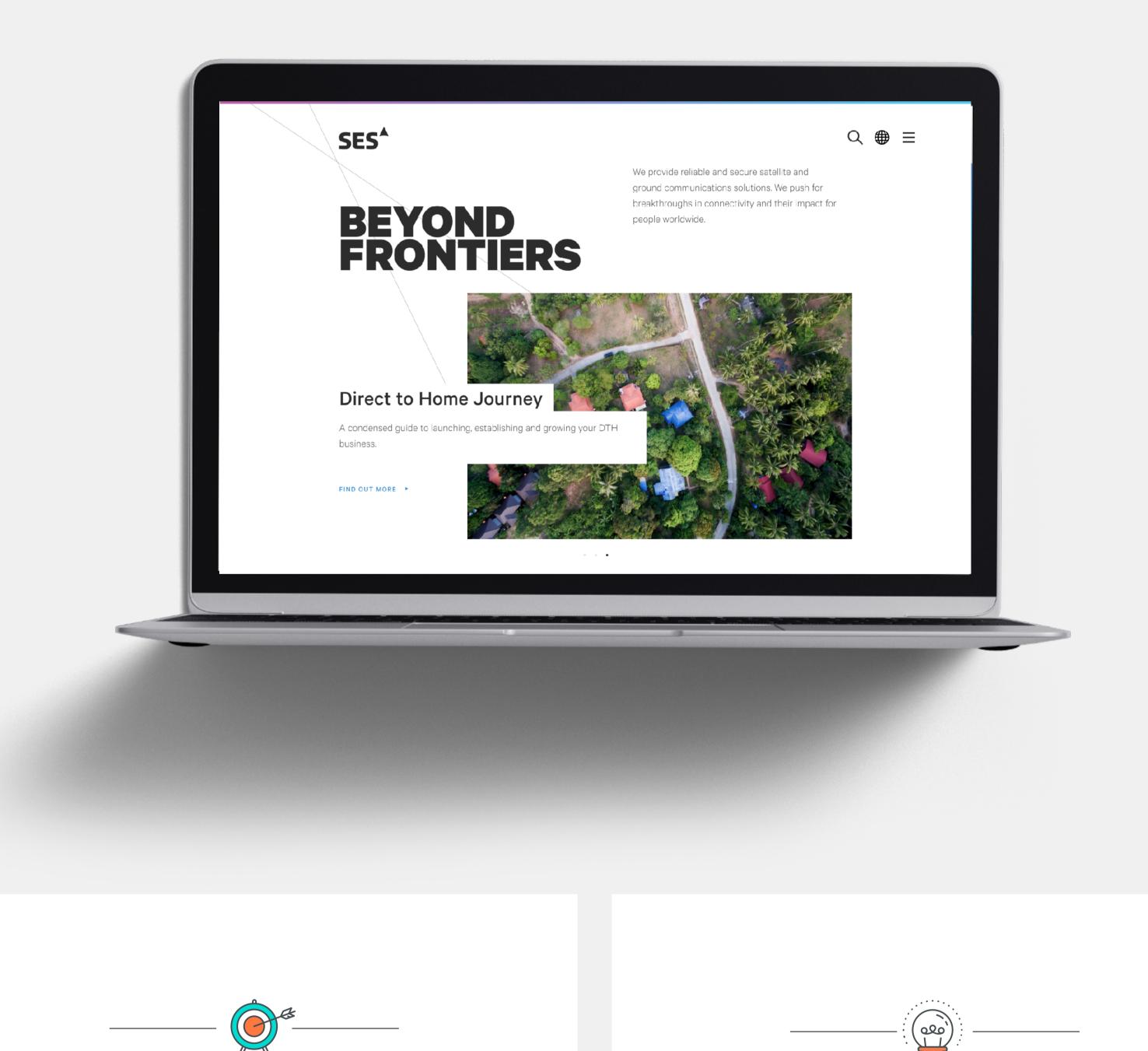


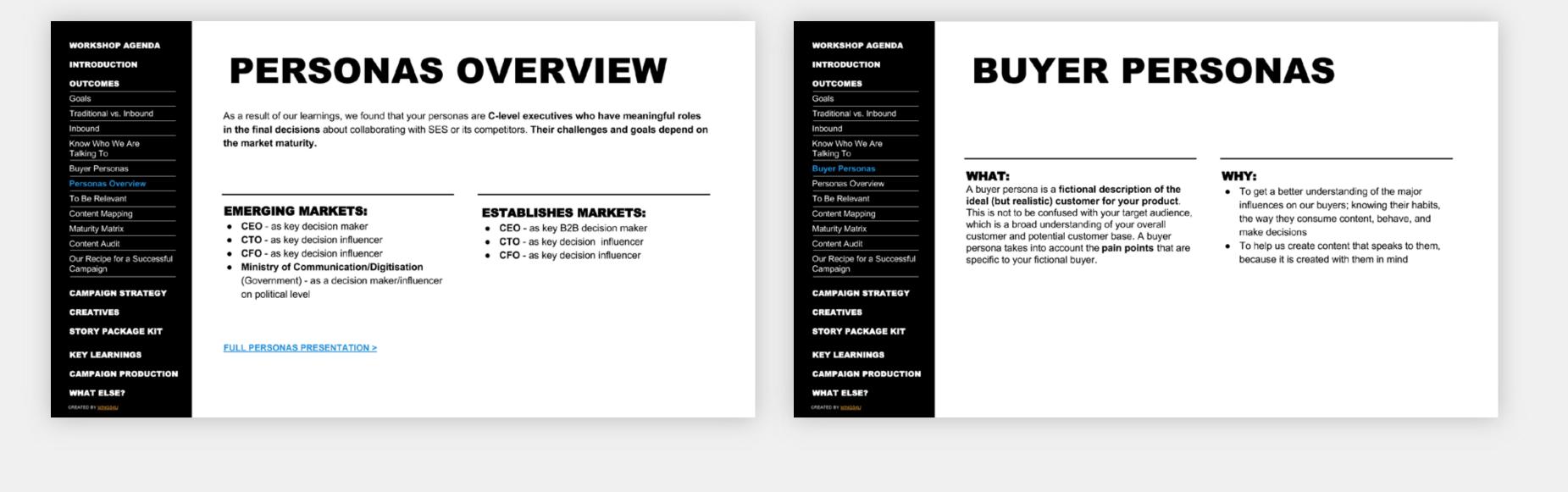
SES is a satellite operator and ground communications provider focusing on end-to-end solutions in two key business units: SES Video and SES Networks. SES connects broadcast, telecom, corporate and government customers, and impacts the lives of billions of people worldwide.

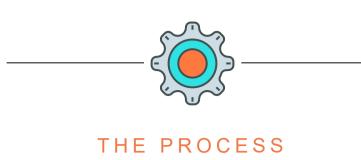
At the beginning of 2017, SES was in search of the right partner to assist in strategizing and developing cross-regional digital marketing campaigns. Wings4U was approached with a request for proposal and after 2 rounds of evaluation, was then selected as the most suitable agency for the task.





- Define strategy and create 12 digital marketing campaigns to promote the entire SES video solution portfolio and how it meets the needs and maturities of varying markets around the world.
- Build awareness surrounding SES global and regional video solutions.
- Generate leads for the sales team, via targeted campaigns for each of 6 regions.
- Position SES as a thought leader within the video distribution industry.
- Differing levels of marketing expertise in regional teams.
- Incomplete awareness of target personas, their specific challenges and pain points.
- Sensitivity to various topics and the need for careful localization.
- Existing content was company or solution focused, with deep technical information.





Together with the client, we explored and defined relevant regional solutions and how they should be communicated to varying audiences. SES HQ and regional marketing teams were involved in this process to ensure the consistency of the marketing strategy and message.

"Wings4U supported SES Video marketing team in designing a complex inbound marketing campaign. Wings4U team brought value and insights in understanding our markets complexity and maturity, in order to develop a multi-tactics digital content marketing campaign which effectively positions SES brand whilst promoting its wide range of satellite enabled solutions to a wider and more targeted audience."

– Elodie Maurer, Senior Coordinator, Cross-Regional Marketing, SES





To optimize the campaign and connect it to existing content created by SES, we first conducted detailed research and a thorough Content Audit. This provided better visibility into existing content and turned out to be a helpful tool for team members for mapping existing content in future campaigns.



3

4

BUYER PERSONAS After a corrige of interviewe with SES customers and interval subject matter over

After a series of interviews with SES customers and internal subject matter experts, we created **Buyer Personas** that helped us to better understand the challenges of SES's ideal buyers. 7 different buyer persona profiles were identified and described.

The most important innovation for SES was found in our idea to map all of their solutions with regards to market maturity. The **Maturity Matrix Map** summarized our conclusions into a single, easily understood graph. Due to the complexity of the topics and their differing focuses across regions, it was key for clearly visualizing all aspects of the strategy, including relevancy of solutions towards world regions and audiences. This tool turned out to be important for aligning all regional marketing teams and their campaign plans.

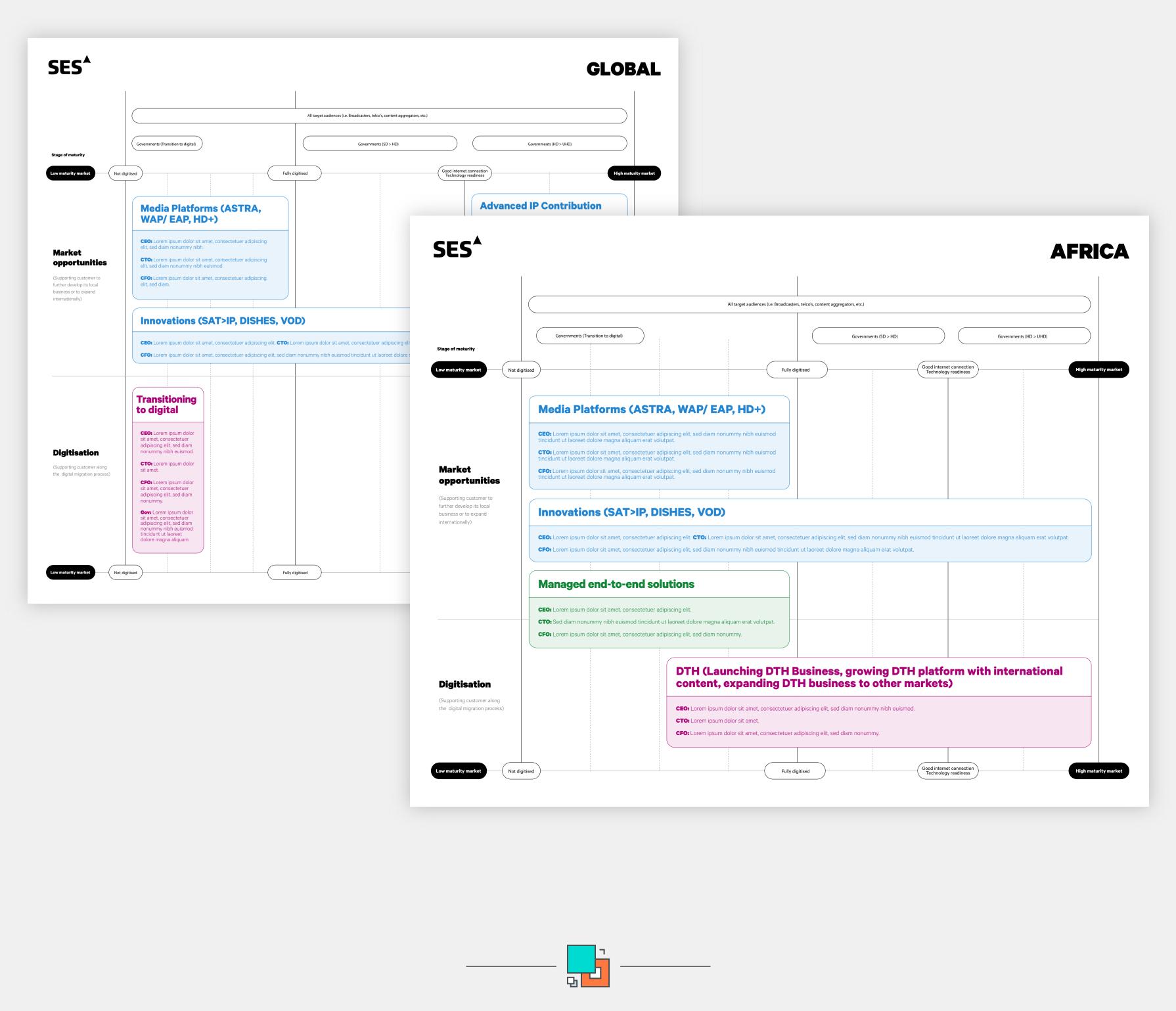
CONTENT MAPPING

CONTENT AUDIT

We created a **Content Map** that contains all 12 video solution-related topics, key messages, and content ideas for the different personas, their stage of buyer's journey and regions. Those stories were prioritized for the execution of campaigns throughout the year. The document was designed to stay as a 'live' tool, so that SES could continue to use it to support their ongoing content production processes.

MATURITY MATRIX

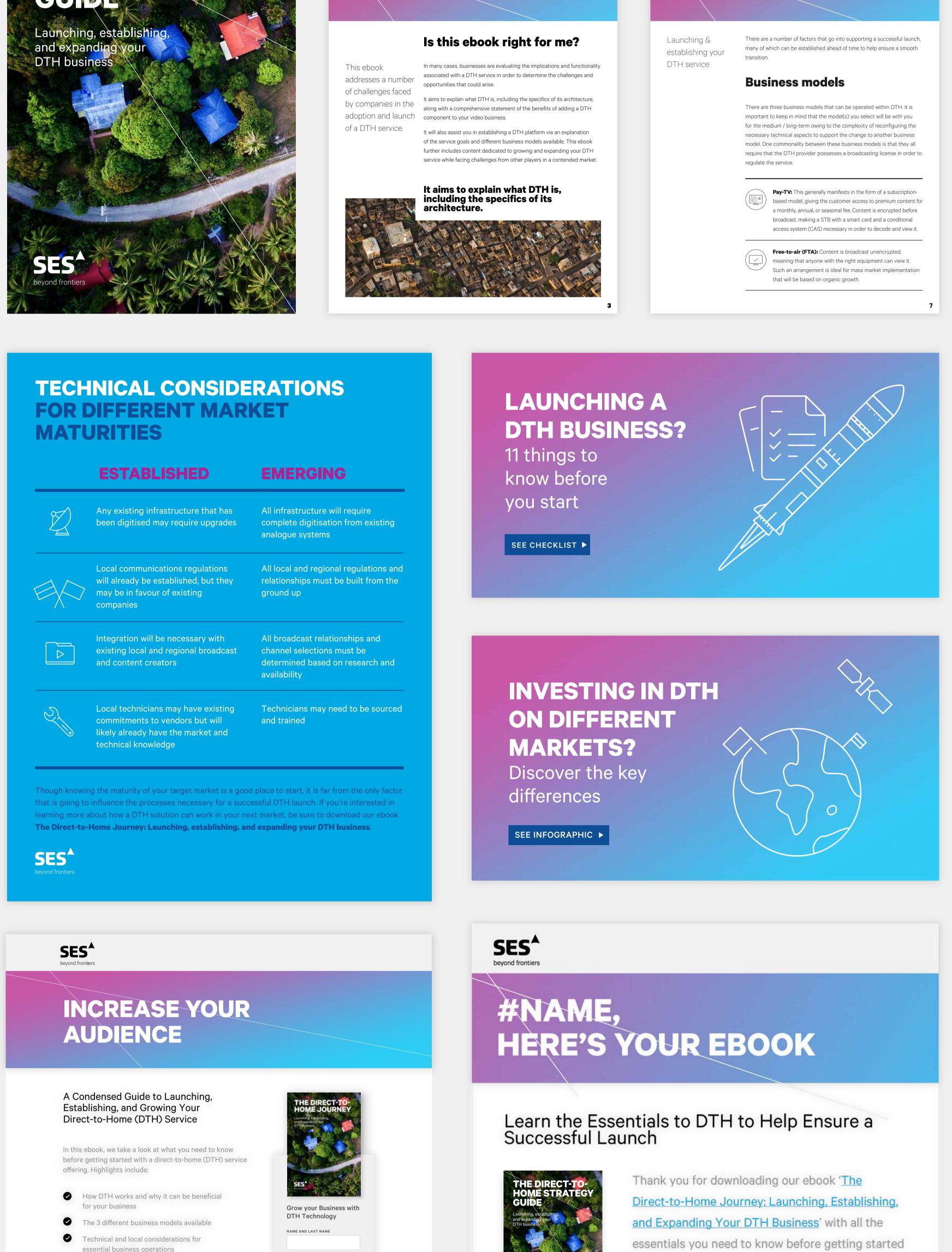
Due to unique situations of the digital landscape in each region, a distribution guide was created for each of the 12 campaigns. It guided the user through how to best utilize all campaign assets plus best practices for social media and paid media.



ART OF CONTENT

Based on priorities defined in content mapping, each campaign set was first produced in English and then localized for other markets where necessary. For each campaign content set, our team interviewed SES subject matter experts for insights, researched the topic, and crafted the story based on defined personas and the needs of each particular market. To build a content that tells a story while still takes into consideration clients existing corporate and content creation processes, we centered some of our efforts on gated explanatory content (such as ebooks, guides, and reports). We also supported the campaigns by creating various secondary assets (e.g. blog posts, infographics, social teasers, nurturing emails) to help drive the user's attention, promote relevant value, and to invite them to download the more extensive gated content.

	I. INTRODUCTION THE DIRECT-TO-HOME STRATEGY	Y GUIDE II. LAUNCHING AND ESTABLISHING YOUR DTH BUSINESS THE DIRECT-TO-HOME STRATEGY GUIDE
HOMESTRATEGY	INTRODUCTION	LAUNCHING & ESTABLISHING
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