



# 2024 Communications Industry Content Marketing Plans

# FY25 H1 Communications Deliverables



TIMING	Q1	Q2
ANCHORS	Accelerate Communications Sales (Q2 Focus)	Deliver the Perfect Order (Q3 Focus)
<p>CONTENT MARKETING DELIVERABLES LIST</p>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[New SEO Blog]</b> How to use Data and AI to Grow Telecom Revenue Faster [keyword: Business Support System/BSS]</li> <li>• <b>[New Blog]</b> Why AI is the Key to Transforming the Wholesale Selling Process</li> <li>• <b>[New Article]</b> Redefine the Communications Selling Experience with AI and Data</li> </ul> <p><b>Additional Content:</b></p> <ul style="list-style-type: none"> <li>• MWL Webinar: <i>How to Plan Responsible AI as a Communications Service Provider</i> - 2/8</li> <li>• “Einstein/AI for Comms” Datasheet (2/22)</li> <li>• SF Webinar: Field Service (TBC) - 4/3</li> </ul>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[New Blog]</b> How Communications Service Providers Can Decrease Order Fallout and Cancellations</li> <li>• <b>[New Article]</b> Deliver the Perfect Order Every Time with Generative AI</li> <li>• <b>[Update Article]</b> <a href="#">How lead-to-order automation saves communications service providers time and money</a></li> </ul>
<p>Other Content Work</p>	<ul style="list-style-type: none"> <li>• Generative AI for Improving Customer Experience (Amit Goenka Article)</li> <li>• Content Cleanup: Redirect/retire low-performing assets</li> <li>• Comms and Media section front reboot on 360 Blog (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>• Content Cleanup: Redirect/retire low-performing assets</li> <li>• Comms and Media section front reboot on 360 Blog (Q2)</li> </ul>

# FY25 Q2/Q3 Communications Deliverables



TIMING	Q2	Q3
ANCHORS	State of Service in Comms	Fulfill the Perfect Order
<p>CONTENT MARKETING DELIVERABLES LIST</p>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[Report] State of Service - Comms cut (copy)</b></li> <li>• <b>[New Blog]</b> How Communications Service Providers Can Decrease Order Fallout and Cancellations</li> <li>• <b>[New Article]</b> Deliver the Perfect Order Every Time with Generative AI</li> </ul> <p><b>Content Remaining from Q1:</b></p> <ul style="list-style-type: none"> <li>• <b>[New Article]</b> Redefine the Communications Selling Experience with AI and Data</li> </ul> <p><b>Other content:</b></p> <ul style="list-style-type: none"> <li>• <b>[SEO Authority Page]</b> 5G Monetization</li> <li>• <b>[SEO Authority Page]</b> BSS Telecom</li> </ul> <p>Content from Other Teams:</p> <ul style="list-style-type: none"> <li>• <b>[Webinar]</b> How Windstream Optimizes Field Service Customer Experience with Unified Data &amp; Trusted AI (5/21)</li> <li>• <b>[TM Forum Webinar]</b> DTW Catalyst Follow-Up (6/27)</li> </ul>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[Report] State of Service - Comms cut (design)</b></li> <li>• <b>[New Blog]</b> Atomized Service-related blog based on Service report (specific topic TBD)</li> <li>• <b>[New Article]</b> Atomized Service-related article from report</li> </ul>
	<p>Other Content Work</p>	<ul style="list-style-type: none"> <li>• Content Cleanup: Redirect/retire low-performing assets</li> <li>• SEO Team Recommendations</li> </ul>

# FY25 H2 Communications Deliverables



TIMING	Q3	Q4
ANCHORS	Data Cloud for Comms	Agentforce
CONTENT MARKETING DELIVERABLES LIST	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[Report]</b> State of Service - Comms cut (design)</li> <li>• <b>[New Blog]</b> Atomized Service-related blog based on Service report (specific topic TBD)</li> <li>• <b>[New Blog]</b> Asset Management in Field Service</li> <li>• <b>[New Article]</b> Data Maturity Guide for Comms Service Providers*</li> </ul> <p><b>Other content:</b></p> <ul style="list-style-type: none"> <li>• <b>[SEO Authority Page]</b> Communications CRM</li> </ul> <p><b>Content from Other Teams:</b></p> <ul style="list-style-type: none"> <li>• <b>[Webinar]</b> Release (10/15)</li> <li>• <b>[Webinar]</b> Customer/partner (10/29)</li> </ul>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• <b>[Article]</b> AI Agent Guide for Comms*</li> <li>• <b>[SEO Authority Page]</b> AI Agents for Communications</li> <li>• <b>[Update SEO Authority Page]</b> <a href="#">Future of Telecom</a> (update for Agentforce)</li> <li>• <b>[Article Update]</b> <a href="#">How AI is Transforming Customer Service for Telecommunications</a>* (update for Agentforce)</li> </ul>
Other Content Work	<ul style="list-style-type: none"> <li>• Content Cleanup: Redirect/retire low-performing assets</li> </ul>	<ul style="list-style-type: none"> <li>• Update “AI in telecom” SEO authority page</li> <li>• Content Cleanup: Redirect/retire low-performing assets</li> </ul>

\*Projects likely requiring design budget (Jeremy getting quotes); Coordinate timelines for promo creation.

# FY25 Q4 Communications & Media Deliverables



TIMING	Q4	Q4
ANCHORS	Comms: Agentforce	Media: Service
CONTENT MARKETING DELIVERABLES LIST	<p>Anchor Content:</p> <ul style="list-style-type: none"> <li>• <b>[Article] AI Agent Guide for Comms*</b></li> <li>• <b>[SEO Authority Page] AI Agents for Communications**</b></li> <li>• <b>[Update SEO Authority Page] <a href="#">Future of Telecom</a></b> (update for Agentforce)**</li> <li>• <b>[Article Update] <a href="#">How AI is Transforming Customer Service for Telecommunications*</a></b> (update for Agentforce)</li> </ul>	<p>Anchor Content:</p> <ul style="list-style-type: none"> <li>• <b>[Article] State of Service Media Cut with Agentforce*</b></li> <li>• <b>[New Blog] Human/Agent Service Collaboration in Media</b></li> <li>• <b>[SEO Authority Page] AI Agents for Media**</b></li> </ul>
Other Content Work	<ul style="list-style-type: none"> <li>• Update “AI in telecom” SEO authority page</li> <li>• Content Cleanup: Redirect/retire low-performing assets</li> </ul>	<ul style="list-style-type: none"> <li>• Content Cleanup: Redirect/retire low-performing assets</li> </ul>
Content created by IMM/PMM and DG	<ul style="list-style-type: none"> <li>• <b>Tech:</b> AI/Agent Guide for High Tech</li> <li>• <b>Media:</b> Webinar: <i>How Agentforce is Revolutionizing Media &amp; Entertainment: Automating Ad Sales, Subscriptions, and Customer Support</i> (11/7)</li> <li>• <b>Media:</b> Ad Age Webinar (mid-Jan)</li> <li>• <b>Comms:</b> Webinar: Topic TBD - 12/3</li> <li>• <b>Comms:</b> Webinar: Topic TBD - 1/23</li> </ul>	

\*No budget, so design creation/updates will need to be done internally (looking into support from other teams)

\*\*No PMM support

# FY26 Q1 Comms and Media Deliverables



TIMING	Q1	Q1
ANCHORS	Agentforce for Comms	Agentforce for Media
<p>CONTENT MARKETING DELIVERABLES LIST</p>	<p><b>Agentforce:</b></p> <ul style="list-style-type: none"> <li>• [Article Update] <a href="#">Redefine the Communications Selling Experience with Data and AI</a></li> <li>• [Article Update] <a href="#">Generative AI: powering the next generation of customer service for communications providers</a></li> </ul> <p><b>SEO</b></p> <ul style="list-style-type: none"> <li>• [Authority Page Update] <a href="#">AI in Telecom: Benefits, Use Cases, &amp; Challenges</a></li> <li>• [New Authority Page] BSS Telecom</li> </ul>	<p><b>Anchor Content:</b></p> <ul style="list-style-type: none"> <li>• [New Guide] Agent Guide for Media &amp; Entertainment (templated based on Comms version)</li> </ul> <p><b>Other Content:</b></p> <ul style="list-style-type: none"> <li>• [SEO Authority Page] AI Agent for Advertising</li> <li>• [SEO Authority Page Update] <a href="#">What Is Audience Engagement? Tips &amp; Strategies</a></li> </ul>
<p>Content created by IMM/PMM and DG</p>	<ul style="list-style-type: none"> <li>• <b>Tech:</b> AI/Agent Guide for High Tech (cont. from Q4 - review only)</li> </ul>	

## FY25 Comms Content Launches H2

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

Title	Content Type	Pub Date
<a href="#">The Telecommunications Industry Playbook to Achieve Effective Data Maturity</a>	Playbook	11 /13/24
<a href="#">Transforming Telecom Maintenance: How AI Streamlines Asset Management</a>	Blog	11/6/24
<a href="#">AI-Powered Service Trends Reshaping the Telecom Industry</a>	Blog	10/22/24
<a href="#">From Manual to Modernized: Fulfilling the Perfect Order for Telecoms</a>	Article	10/9/24
<a href="#">How AI is Transforming Customer Service for Telecommunications</a>	Article	9/24/24
<a href="#">Order Fallout in Telecommunications: AI is the Simple Solution to a Complex Problem</a>	Blog	8/22/24
<a href="#">AI in Telecom: Benefits, Use Cases, &amp; Challenge</a>	Authority Page	8/23/24
<a href="#">What Is a Business Support System?</a>	Authority Page	8/23/24
<a href="#">What Is Communications CRM in Telecom?</a>	Authority Page	8/21/24



# FY25 Comms Content Launches H1



Title	Content Type	Pub Date
<a href="#"><u>Redefine the Communications Selling Experience with Data and AI</u></a>	Article	6/26/24
<a href="#"><u>Data and AI: A game changer for the telecom customer experience</u></a>	Article	6/24/24
<a href="#"><u>Why AI is the Key to Transforming the Wholesale Selling Process</u></a>	Blog	5/31/24
<a href="#"><u>Generative AI: powering the next generation of customer service for communications providers</u></a>	Article	5/8/24
<a href="#"><u>Business Support Systems Are the Key to an AI Driven Sales Future</u></a>	Blog	5/6/24
<a href="#"><u>4 AI Features Telecoms Can Implement Now to Level Up Customer Service</u></a>	Blog	4/18/24
<a href="#"><u>From costly to cost-effective: AI-powered field service a game-changer for telecoms</u></a>	Blog	4/9/24
<a href="#"><u>Learn how Automation, Data and AI fuel efficiency: Omdia communications report</u></a>	Report	2/27/24





# Comms Audit: Agentforce for Comms

Shortlist of assets to be used in campaign activation



- [Social] Organic and paid amplification for various assets
- [Webinar]
- [Third Party Activation]
- [SEO Authority Page] AI Agents for Comms
- [SEO Authority Page] [AI in Telecom: Benefits, Use Cases, & Challenges](#)

- [Article] [How AI is Transforming Customer Service for Telecommunications](#)
- [Guide] [The Telecommunications Industry Playbook to Achieve Effective Data Maturity](#)
- [Blog] [Transforming Telecom Maintenance: How AI Streamlines Asset Management](#)
- [Article] [Generative AI: powering the next generation of customer service for communications providers](#)
- [Article] [The Future of Telecom: A Digital Transformation Powered by AI and Data](#)
- [Blog] [AI-Powered Service Trends Reshaping the Telecom Industry](#)
- [Article] [Redefine the Communications Selling Experience with Data and AI](#)

- [Green dot]
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USE  
UPDATE  
CREATE NEW

# Comms Audit: Drive Efficient and Personalized Service

Shortlist of assets to be used in campaign activation



- [Social] Organic and paid amplification for various assets
- [Third Party Webinar]
- [Third Party Activation]

- [Report] [Omdia Trends in Comms Report](#)
- [Article] [How AI is Transforming Customer Service for Telecommunications](#)
- [Blog] [From costly to cost-effective: AI-powered field service a game-changer for telecoms](#)
- [Blog] [4 AI Features Telecoms Can Implement Now to Level Up Customer Service](#)
- [Article] [Generative AI: powering the next generation of customer service for communications providers](#)
- [Article] [The Future of Telecom: A Digital Transformation Powered by AI and Data](#)
- [Article] [The key to personalizing your telco? AI-powered customer service](#)
- [Blog] [Remote Support Gives Agents a New Look Into the Customer Experience](#)

- [Customer Story] Vonage
- [Customer Story] Telefonica
- [Demo] [Deliver Intelligent Customer Service](#)

- [Datasheet] [Contact Center for Communications](#)
- [Datasheet] "Einstein/AI for Comms" - placeholder, datasheet name not approved, Live Date: 2/22.

# Comms Audit: Accelerate Comms Sales

Shortlist of assets to be used in campaign activation

## Discover:

Unaware of Salesforce or our solutions

- [Social] Organic and paid amplification for various assets
- [Third Party Webinar]
- [Third Party Activation]

## Aware:

Aware of Salesforce but not ready to buy

- [Report] [Omdia Trends in Comms Report](#)
- [Blog] [Business Support Systems Are the Key to an AI-Powered Sales Future](#)
- [Article] [Redefine the Communications Selling Experience with Data and AI](#)
- [Blog] [Wholesale Telecom Sales is Getting More Complex. Here's How AI Can Help You Keep Up](#)

## Consider:

Consider whether Salesforce solves their problem

- [Customer Story] [M1](#)
- [Customer Story] [T-Mobile](#)
- [Demo] [New Accelerate Communications Sales](#)

## Decide:

Decide if Salesforce is the best solution for them

- [Datasheet] [Communications Cloud Industries CPO](#)

USE  
UPDATE  
CREATE NEW

# Comms Audit: Deliver the Perfect Order

Shortlist of assets to be used in campaign activation



- [Social] Organic and paid amplification for various assets
- [Third Party Webinar]
- [Third Party Activation]

- [Blog] [Order Fallout in Telecommunications: AI is the Simple Solution to a Complex Problem](#)
- [Article] [Deliver the Perfect Order Every Time with Generative AI](#)
- [Article] [How lead-to-order automation saves communications service providers time and money](#)
- [Article] [Transform to Grow: Redefining a Digital B2B Sales Experience](#)
- [Article] [Great SMB Communications Experiences Drive Revenue and Increase Sales](#)

- [Customer Story] [M1](#)
- [Customer Story] [T-Mobile](#)
- [Demo] [New Accelerate Communications Sales](#)

- [Datasheet] [Communications Cloud Order Management](#)

# Comms Audit: Data Cloud for Communications

Shortlist of assets to be used in campaign activation



- [Social] Organic and paid amplification for various assets
- [Third Party Webinar]
- [Third Party Activation]

- [Report] [Communications Industry Data, Automation, and AI Trends Report](#) (Omdia)
- [Guide] [The Telecommunications Industry Playbook to Achieve Effective Data Maturity](#)
- [Playbook] [The Intelligence Playbook for Communications Service Providers](#)
- [Article] [The Future of Telecom: A Digital Transformation Powered by AI and Data](#)
- [Blog] [4 AI Trends To Watch for in Telecom](#)
- [Blog] [How To Improve the Customer Experience in Telecom? Data Capture and AI](#)
- [Blog] [How Technology Shows Communications Service Providers Which Customers Are About To Leave](#)

- [Customer Story] [M1](#)
- [Customer Story] [T-Mobile](#)
- [Demo] [New Accelerate Communications Sales](#)

- [Datasheet] [Communications Cloud Order Management](#)

# Comms Audit: Unify the Customer Journey

Shortlist of assets to be used in campaign activation



**Discover:**  
Unaware of Salesforce or our solutions

**Aware:**  
Aware of Salesforce but not ready to buy

**Consider:**  
Consider whether Salesforce solves their problem

**Decide:**  
Decide if Salesforce is the best solution for them

- [Social] Organic and paid amplification for various assets
- [Third Party Webinar]
- [Third Party Activation]

- [Report] [Communications Industry Data, Automation, and AI Trends Report](#) (Omdia)
- [Guide] Communication's Data Maturity Guide
- [Playbook] [The Intelligence Playbook for Communications Service Providers](#)
- [Article] [The Future of Telecom: A Digital Transformation Powered by AI and Data](#)
- [Blog] [4 AI Trends To Watch for in Telecom](#)
- [Blog] [How To Improve the Customer Experience in Telecom? Data Capture and AI](#)
- [Blog] [Business Support Systems Are the Key to an AI Driven Sales Future](#)
- [Guide] Navigating a New Telecom Marketing and Sales Journey

- [Customer Story] [M1](#)
- [Customer Story] [VodafoneZiggo \(EU\)](#)
- [Customer Story] [Lyca Mobile \(UK\)](#)
- [Customer Story] [Singtel \(AP\)](#)

- [Demo] [Unify the Prospect Journey](#)