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)**
CONTENT MARKETING DELIVERABLES LIST	**Anchor Content:** ● **[New SEO Blog]** How to use Data and AI to Grow Telecom Revenue Faster [keyword: Business Support System/BSS] ● **[New Blog]** Why AI is the Key to Transforming the Wholesale Selling Process ● **[New Article]** Redefine the Communications Selling Experience with AI and Data Additional Content: ● MWL Webinar: *How to Plan Responsible AI as a Communications Service Provider* - 2/8 ● "Einstein/AI for Comms" Datasheet (2/22) ● SF Webinar: Field Service (TBC) - 4/3	**Anchor Content:** ● **[New Blog]** How Communications Service Providers Can Decrease Order Fallout and Cancellations ● **[New Article]** Deliver the Perfect Order Every Time with Generative AI ● **[Update Article]** How lead-to-order automation saves communications service providers time and money
Other Content Work	● Generative AI for Improving Customer Experience (Amit Goenka Article) ● Content Cleanup: Redirect/retire low-performing assets ● Comms and Media section front reboot on 360 Blog (Q2)	● Content Cleanup: Redirect/retire low-performing assets ● Comms and Media section front reboot on 360 Blog (Q2)

FY25 Q2/Q3 Communications Deliverables

	Q2	Q3
TIMING	**Q2**	**Q3**
ANCHORS	**State of Service in Comms**	**Fulfill the Perfect Order**
CONTENT MARKETING DELIVERABLES LIST	**Anchor Content:** ● **[Report] State of Service - Comms cut (copy)** ● **[New Blog]** How Communications Service Providers Can Decrease Order Fallout and Cancellations ● **[New Article]** Deliver the Perfect Order Every Time with Generative AI **Content Remaining from Q1:** ● **[New Article]** Redefine the Communications Selling Experience with AI and Data **Other content:** ● **[SEO Authority Page]** 5G Monetization ● **[SEO Authority Page]** BSS Telecom Content from Other Teams: ● [Webinar] How to Optimize Field Service Customer Experience with Unified Data & Trusted AI (5/21) ● [TM Forum Webinar] DTW Catalyst Follow-Up (6/27)	**Anchor Content:** ● **[New Blog]** How Communications Service Providers Can Decrease Order Fallout and Cancellations ● **[New Article]** Deliver the Perfect Order Every Time with Generative AI ● **[Update Article]** How lead-to-order automation saves communications service providers time and money
Other Content Work	● Content Cleanup: Redirect/retire low-performing assets ● SEO Team Recommendations	● Content Cleanup: Redirect/retire low-performing assets ● Comms and Media section front reboot on 360 Blog (Q2)

FY25 H2 Communications Deliverables

TIMING	Q3	Q4
ANCHORS	**Data Cloud for Comms**	**Agentforce**
CONTENT MARKETING DELIVERABLES LIST	**Anchor Content:** ● **[Report]** State of Service - Comms cut (design) ● **[New Blog]** Atomized Service-related blog based on Service report (specific topic TBD) ● **[New Blog]** Asset Management in Field Service ● **[New Article]** Data Maturity Guide for Comms Service Providers **Other content:** ● **[SEO Authority Page]** Communications CRM **Content from Other Teams:** ● **[Webinar]** Release (10/15) ● **[Webinar]** Customer/partner (10/29)	**Anchor Content:** ● **[Article]** AI Agent Guide for Comms ● **[SEO Authority Page]** AI Agents for Communications ● **[Update SEO Authority Page]** Future of Telecom (update for Agentforce) ● **[Article Update]** How AI is Transforming Customer Service for Telecommunications (update for Agentforce)
Other Content Work	● Content Cleanup: Redirect/retire low-performing assets	● Update "AI in telecom" SEO authority page ● Content Cleanup: Redirect/retire low-performing assets

FY25 Q4 Communications & Media Deliverables

TIMING	Q4	Q4
ANCHORS	**Comms: Agentforce**	**Media: Service**
CONTENT MARKETING DELIVERABLES LIST	Anchor Content: ● **[Article]** AI Agent Guide for Comms ● **[SEO Authority Page]** AI Agents for Communications ● **[Update SEO Authority Page]** Future of Telecom (update for Agentforce) ● **[Article Update]** How AI is Transforming Customer Service for Telecommunications (update for Agentforce)	Anchor Content: ● **[Article]** State of Service Media Cut with Agentforce ● **[New Blog]** Human/Agent Service Collaboration in Media ● **[SEO Authority Page]** AI Agents for Media
Other Content Work	● Update "AI in telecom" SEO authority page ● Content Cleanup: Redirect/retire low-performing assets	● Content Cleanup: Redirect/retire low-performing assets
Content from Other Teams	● **Tech:** AI/Agent Guide for High Tech ● Media: Webinar: *How Agentforce is Revolutionizing Media & Entertainment: Automating Ad Sales, Subscriptions, and Customer Support* (11/7) ● Media: Ad Age Webinar (mid-Jan) ● Comms: Webinar: Topic TBD - 12/3 ● Comms: Webinar: Topic TBD - 1/23	

FY26 Q1 Comms and Media Deliverables

TIMING	Q1	Q1
ANCHORS	**Agentforce for Comms**	**Agentforce for Media**
CONTENT MARKETING DELIVERABLES LIST	**Agentforce:** ● **[Article Update]** Redefine the Communications Selling Experience with Data and AI ● **[Article Update]** Generative AI: powering the next generation of customer service for communications providers **SEO** ● **[Authority Page Update]** AI in Telecom: Benefits, Use Cases, & Challenges ● **[New Authority Page]** BSS Telecom	**Anchor Content:** ● **[New Guide]** Agent Guide for Media & Entertainment (templated based on Comms version) **Other Content:** ● **[SEO Authority Page]** AI Agent for Advertising ● **[SEO Authority Page Update]** What Is Audience Engagement? Tips & Strategies
Content from Other Teams	● **Tech:** AI/Agent Guide for High Tech (cont. from Q4 - review only)	

FY25 Comms Content Launches H1

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

Comms Audit: Agentforce for Comms

Shortlist of assets to be used in campaign activation

Discover:	Aware:	Consider:	Decide:

Discover:
- [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

Aware:
- [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

Comms Audit: Drive Efficient and Personalized Service

Shortlist of assets to be used in campaign activation

USE
UPDATE
CREATE NEW

Discover:

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

Aware:

- [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

Consider:

- [Customer Story] Vonage
- [Customer Story] Telefonica
- [Demo] Deliver Intelligent Customer Service

Decide:

- [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:

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

Aware:

- [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:

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

Decide:

- [Datasheet] Communications Cloud Industries CPQ

Comms Audit: Deliver the Perfect Order

Shortlist of assets to be used in campaign activation

USE
UPDATE
CREATE NEW

Discover:

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

Aware:

- [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

Consider:

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

Decide:

- [Datasheet] Communications Cloud Order Management

Comms Audit: Data Cloud for Communications

Shortlist of assets to be used in campaign activation

USE
UPDATE
CREATE NEW

Discover:

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

Aware:

- [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

Consider:

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

Decide:

- [Datasheet] Communications Cloud Order Management