

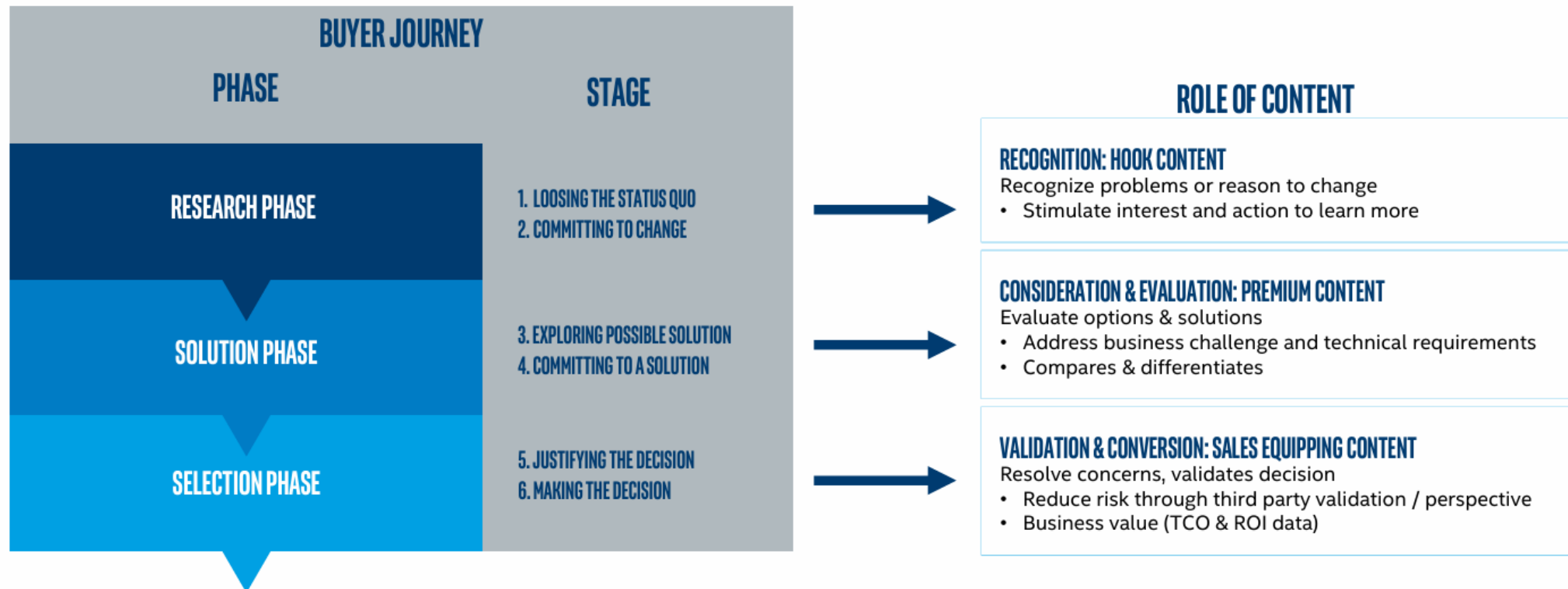
COMMERCIAL PC CONTENT STRATEGY

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MISSION STATEMENT

Intel will provide the best education & advice for IT Pros about client computing solutions to help them be the heroes of their organization.

CONTENT FRAMEWORK



Content Mapped to Buyer Journey

Buying Decision Stage			Loosen Status Quo	Commit to Change	Explore Possible Solutions	Commit to a Solution	Justify the Decision	Make the Selection
PERSONA: IT OPS	Interaction	Non-Human						
		Human						
	Content	Asset Type	WPCTL Videos: Can New Computers with Windows* 10 Enable Workforce Transformation?, Why Windows 10 migration should start with new hardware, Maintaining PC Refresh Cycles While Leveraging PC Innovations, Making Critical Deployment Choices for Windows 10 Success Video: 5 reasons, PC Refresh Video Article: Why Win10 Migration Doesn't Need to be a Headache, Demand for Choice Fuels 'PC Renaissance' IDC Analyst Connection: Q & A Article IDC Analyst Video	Video: Right Foundation Infographics: Windows 10 Infographic, three pillar infographics IDC Whitepaper: Empowering your Workforce with Next Gen Devices IDG Whitepapers: Maintaining PC Refresh Cycles... Gartner Research Paper: Gartner Making Critical Deployment Choices for Win10 success	IDG Whitepapers: How New PCs with Win10 drive Business Transformation Can New PCs with Windows 10 Enable Workforce Transformation Gartner Webinar: Why New HW with Win10 Migration Video: Stephanie Hallford Win 10 Blog: Stephanie Hallford Win 10	Product Content: vPro, Authenticate, AMT, AMT Case Studies (x2)	Forrester TEI: Case Study and Infographics (X2) Principled Technologies: Win10 Gen over Gen vPro TCO tool and whitepaper	Gap (considerations): Best Practices Guide EOL7, Best Practices for PC Refresh/Deployment, Right Device Guide
		Delivery Channel <i>Third party Intel</i>	Native, You Tube, social channels Intel.com/PCRefreshNow	Native, YouGartner Intel.com/PCRefreshNow	Gartner Intel.com/PCRefreshNow	Intel.com/vPro, intel.com/AMT, intel.com/Authenticate, intel.com/SIPP	Forrester, Principled Technologies, Intel.com/PCRefreshNow	
	Engagement	Presence (Buyer Participation)						
		Authority (Buyer Role)						

MEASUREMENT OF SUCCESS

The initial metrics were outstanding, giving us the confidence boost we needed to see that this was the right plan.

This new content plan drove a **509%** increase in engagement globally!

We had our momentum.

We built our trust, and the team wanted more!