

Building Sedia's first content function—from strategy through execution.

How Samantha transformed one-off content requests into a planned, multichannel program that supported marketing, sales, and business development.

Sedia Systems, a global B2B manufacturer serving healthcare, education, and government markets, relied on a lean marketing team to reach a buying environment that included architects, designers, distributors, dealers, and institutional decision-makers. Before Samantha joined, the company produced useful brochures, one-pagers, and occasional social content, often in response to an immediate sales request. What it lacked was a formal content capability that could establish priorities, create sustained visibility, and connect expertise to the wider market.

Samantha was hired into a newly created Content Marketing Manager role to build that capability.

The mandate was bigger than producing assets.

Sedia had no formal content strategy, company blog, editorial calendar, recurring publishing rhythm, or streamlined email-marketing system connected to sales activity. The business needed an operating model that could turn individual requests into a deliberate program across planning, publishing, distribution, search, and sales support.

W H A T S A M A N T H A B U I L T

A formal content function with strategic direction, practical operating systems, and market-facing execution.

Start with what the business needs the work to do.

As the principal builder of Sedia’s content function, Samantha assessed the company’s existing material and working practices while researching competitors’ content, messaging, and positioning. She identified gaps, ranked initiatives, and established an initial direction that fit a lean team while expanding the company’s ability to educate and reach its market.

She turned an underdeveloped content operation into a clear set of priorities.

DIAGNOSE	Assess existing materials, competitive messages, audience needs, sales input, and the structures required to sustain useful content.
PRIORITIZE	Set an initial strategy around consistent visibility, search presence, inbound interest, and a consistent, recurring publishing program.
OPERATIONALIZE	Create editorial calendars, content briefs, stakeholder interviews, weekly SEO coordination, and a recurring publishing rhythm.

What this changed

Content decisions began drawing on business priorities, competitive context, sales insight, search considerations, and internal expertise rather than isolated requests alone. Sedia gained the editorial direction and day-to-day processes needed to plan work, source credible input, and carry priorities into a consistent market presence.

The strategy did not sit apart from the work. It became the way the program was planned and run.

Turn a content plan into programs buyers and sales teams can use.

Samantha carried the direction into execution across the channels and tools that made the program visible. She led the strategy and launch of Sedia's first company blog, developed content across the website, social media, email, product launches, brochures, and sales enablement, and brought search considerations into ongoing content and website work through weekly coordination with Sedia's SEO partner.

A sales-support program built from Sedia's expertise

Samantha recognized an opportunity to turn Sedia's expertise into a credible educational program for architecture and design firms, an audience that was strategically important and not always easy for sales representatives to reach. She created and launched a continuing-education lunch-and-learn initiative through which participants could receive professional credit.

She selected the subject matter, shaped the program, coordinated its launch, worked with sales representatives, and supported presentations by phone. The result was a repeatable, content-led way for sales to begin relevant conversations with influential firms.

This was more than an asset. It gave sales a credible reason to open the right doors.

The supporting infrastructure mattered, too.

Samantha and her manager helped implement and integrate Pardot with Salesforce, then began executing email marketing through the system. Alongside editorial planning, SEO coordination, and multichannel content execution, the work connected marketing infrastructure to the program Sedia was building.

A content function Sedia could actually operate and build on.

Sedia gained its first formal content function: a strategic direction, an editorial system, a recurring publishing rhythm, expanded channels, supporting email infrastructure, and a content-led business-development program.

The work established

DIRECTION

A prioritized plan and editorial system for deciding what content to create, why it mattered, and how it supported the business.

RHYTHM

A blog, calendar, briefs, interview practices, SEO coordination, and recurring publishing across web, social, email, launches, and sales enablement.

REACH

A continuing-education program that opened a credible path into sales conversations, supported by a connected email capability for ongoing market engagement.

What this proves for established B2B teams

Samantha can diagnose what a B2B company's content operation is missing, build the strategy, systems, processes, and infrastructure to address it, and carry that work into real content, campaigns, channels, and sales-support programs.

For an established marketing team producing plenty of content without a coherent strategy or operating system behind it, that combination matters. It replaces disconnected requests with the direction and discipline required to make content useful across the business.

If your team is creating content without a clear direction for what it needs to accomplish, let's talk.

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