

From fragmented content activity to a shared enterprise content foundation.

Verizon Business needed more than a content calendar. Across siloed business units, content was being planned, created, and distributed through separate priorities and practices. Thousands of assets existed, yet teams lacked a shared enterprise framework for connecting content to buyer needs, journey stages, messaging, editorial priorities, and business objectives.

The work replaced disconnected activity with a completed, research-backed strategy and the operating structure needed to put it to work.

The challenge was strategic and operational.

Content could be created in response to an immediate campaign or sales request without a clear view of what already existed, what buyers needed at that point in their journey, or how the work fit the larger portfolio. Material was difficult to find, duplication and outdated content accumulated, and business-unit planning lacked an enterprise connective tissue.

A newly created eight-person Content Hub was charged with bringing strategic and operational structure to this environment. The assignment was not simply to create more content. It was to establish a shared way to decide what content mattered, how it should be organized, and how teams could use it.

THE BUSINESS RESULT

A common direction and operating structure for a complex B2B content environment.

Build the strategy before asking teams to produce more.

Samantha co-developed the enterprise content strategy, carrying the work from research through rollout. The approach connected market context, audience insight, stakeholder knowledge, buyer needs, and the existing content portfolio in one shared strategic direction.

The strategy connected the decisions that content teams need to make together.

RESEARCH	Competitive analysis, qualitative social listening, internal sales and field-marketing interviews, and cross-business-unit ICP research.
BUYER VIEW	Audience problems and questions mapped across buyer-journey stages, then compared against the existing content portfolio.
PRIORITIES	Content-gap analysis, messaging priorities, content pillars, and high-level editorial direction across business units.

What this changed

The completed framework gave business-unit marketing teams a clearer basis for aligning content with buyer needs, journey stages, messaging, editorial priorities, and business objectives. It replaced one-off content decisions with a common strategic reference point for evaluating what to create, improve, consolidate, retire, reuse, or prioritize next.

Strategy became a shared basis for content decisions, not a document separate from the work.

Turning strategy into an operating system teams could use.

Samantha carried the strategic work into the structures and workflows that made it usable. That meant connecting the framework to shared planning, governance, taxonomy, repository design, platform testing, migration, and rollout across business-unit marketing teams.

She worked at the point where strategy becomes infrastructure.

Samantha developed and refined governance materials so teams could understand the structure and participate in it. She co-designed the repository experience and information architecture, including page structure, navigation, content presentation, search, filters, and results behavior. She independently evaluated early platform versions, identified functional and design issues, translated them into requested improvements, and tested the revised experience.

She also performed hands-on metadata, archive-review, tagging, upload, migration, and quality-assurance work across thousands of assets. This was not content administration detached from the strategy. It was the work of making strategic decisions visible and actionable inside the content ecosystem.

What this changed

The work created greater visibility across previously fragmented and siloed content activity. It made a content ecosystem containing thousands of assets easier to organize, find, navigate, and use through improved repository design, metadata, taxonomy application, search, filtering, and results behavior.

It also established a practical method for identifying duplication, outdated material, content gaps, and misaligned priorities, while connecting strategic decisions to the governance, taxonomy, repository experience, planning processes, and workflows required for implementation.

The strategy became part of the systems, decisions, and working practices the Content Hub began putting into use.

A shared enterprise foundation, in use.

Verizon Business replaced fragmented content activity with a completed, research-backed enterprise strategy and operating foundation that business-unit marketing teams and the Content Hub began using.

The work established

ALIGNMENT

A shared basis for business-unit teams to connect content with buyer needs, messaging, journey stages, editorial priorities, and business objectives.

VISIBILITY

Cross-business-unit planning, portfolio review, and practical ways to evaluate content gaps, overlap, relevance, and lifecycle decisions.

USABILITY

A more navigable content repository, validated platform improvements, and an operating structure the newly created Content Hub began using.

What this proves for established B2B teams

Samantha helped transform a highly complex B2B content environment by connecting buyer research, messaging, content priorities, planning, governance, and implementation in one usable enterprise foundation.

For an established marketing team facing reactive requests, inconsistent direction, fragmented planning, or a content environment that has become harder to use than it should be, that is the work: make the important decisions, align the people doing the work, and build the practical structure that keeps the work in motion.

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

→ [Book an Exploration Call](#)