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Give me eight hours to create content, and I will spend the first six on messaging.

**Glenn Gibson**

*Director of Product Marketing*

Content created by others – the organization was able to leverage content creators to build content based on documented messaging.



### Challenge

Unable to keep up with the **organization's continuous need for content and messaging** – and hindered by inconsistencies.



### Solution

**Adopted the SiriusDecisions Messaging Nautilus: Buyer's Journey** to establish a programmatic method to build messaging that could scale within the organization.



### Result

Shorter times to produce content as content creators **leveraged ready-to-deploy messaging** as well as **more consistent messaging** across the organization.