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The Schaeffler Content Factory

Establishing a
one voice methodology

Florian Kiesel
Vice President Digital Channels & Online Marketing

We pioneer motion

AGENDA

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We are adopting to a fast-moving and increasingly complex digital communication landscape

Quick turnaround

Real-time communication

Gatekeeper for group-wide brand quality

Vast variety of digital channels

Numerous competing tech solutions

Diversity of target groups

Content Factory as Thought Partner

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We currently operate in silos that are hindering us to establish consistent narratives and content products

Siloed content hubs

WEB HOSTER
10+

CMS
4

DAMS
7

Organizational needs   Tech solutions (Tools)
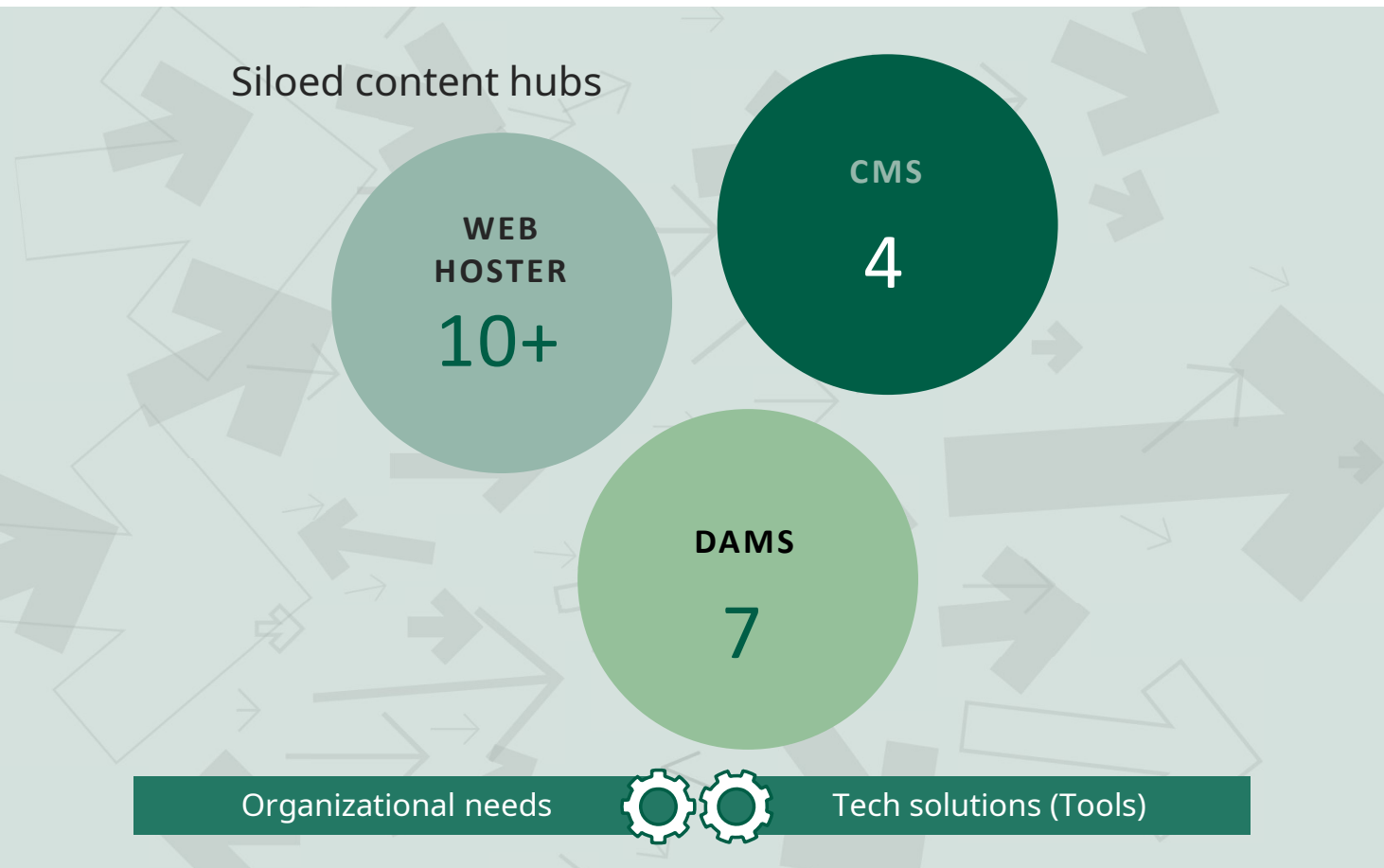
Gaps identified

- Transparency
- Brand consistency
- Quality control
- Repurpose of content
- Ownership and processes
- Strategic content planning

VISION

The **Content Factory** will establish a one voice methodology: We span consistent narratives and orchestrate distribution across channels. We guide stakeholders to craft in tune marketing content products adhering to a robust and efficient Content Lifecycle.

**The Content Factory** acts on **five tenets**

Quality

Relevancy

Efficiency

Governance

Fit for Purpose

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The Content Lifecycle defines and safeguards accountability, content quality and distribution .

Groupwide synchronized

Re-use_

Agencies

QUALITY

Transparency

Governance

Efficiency

One voice

Best practices

PLANNING

CONTENT CREATION

DISTRIBUTION

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The Content Lifecycle defines and safeguards accountability, content quality and distribution .

Gouvernance

Quality

One voice

PLANNING

CONTENT CREATION

DISTRIBUTION

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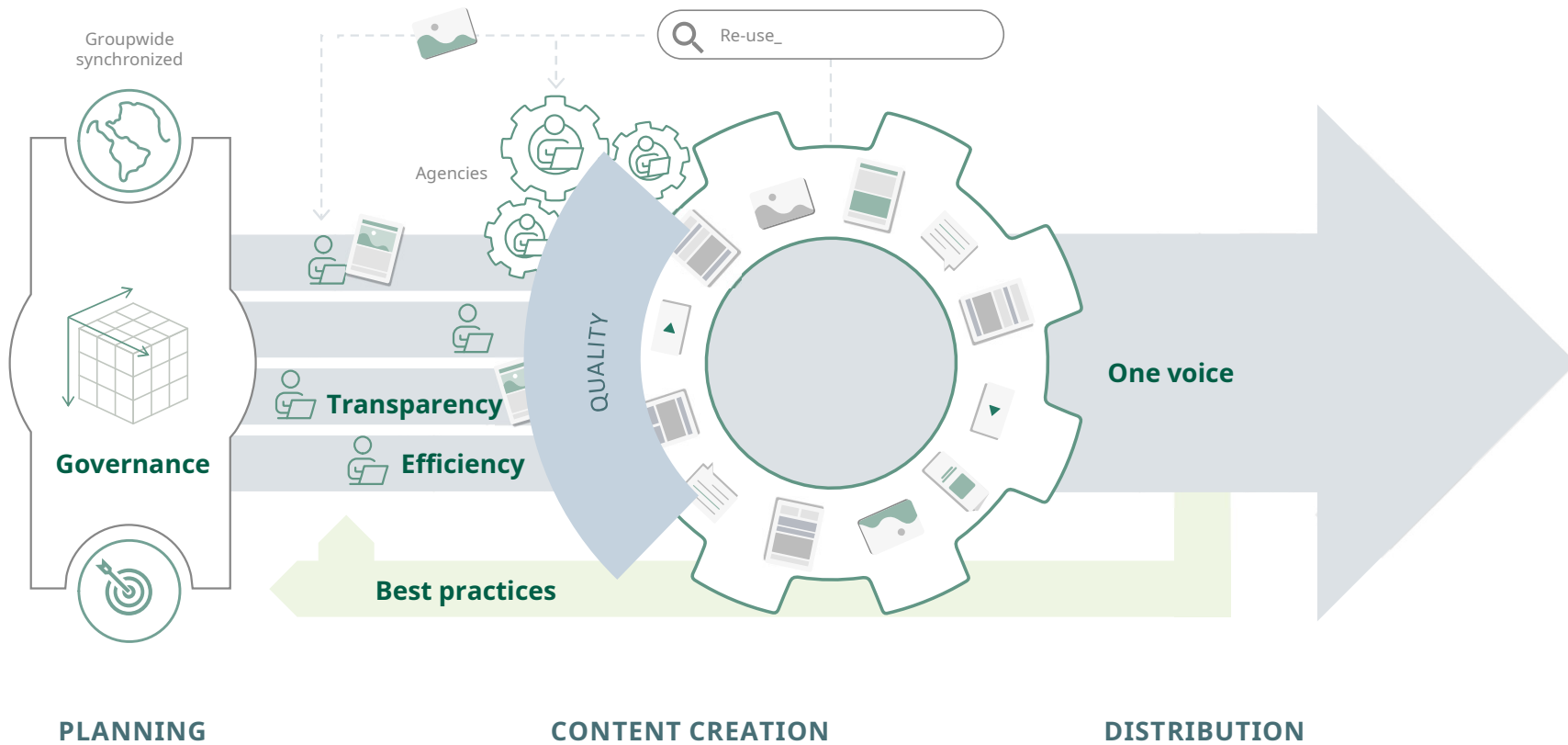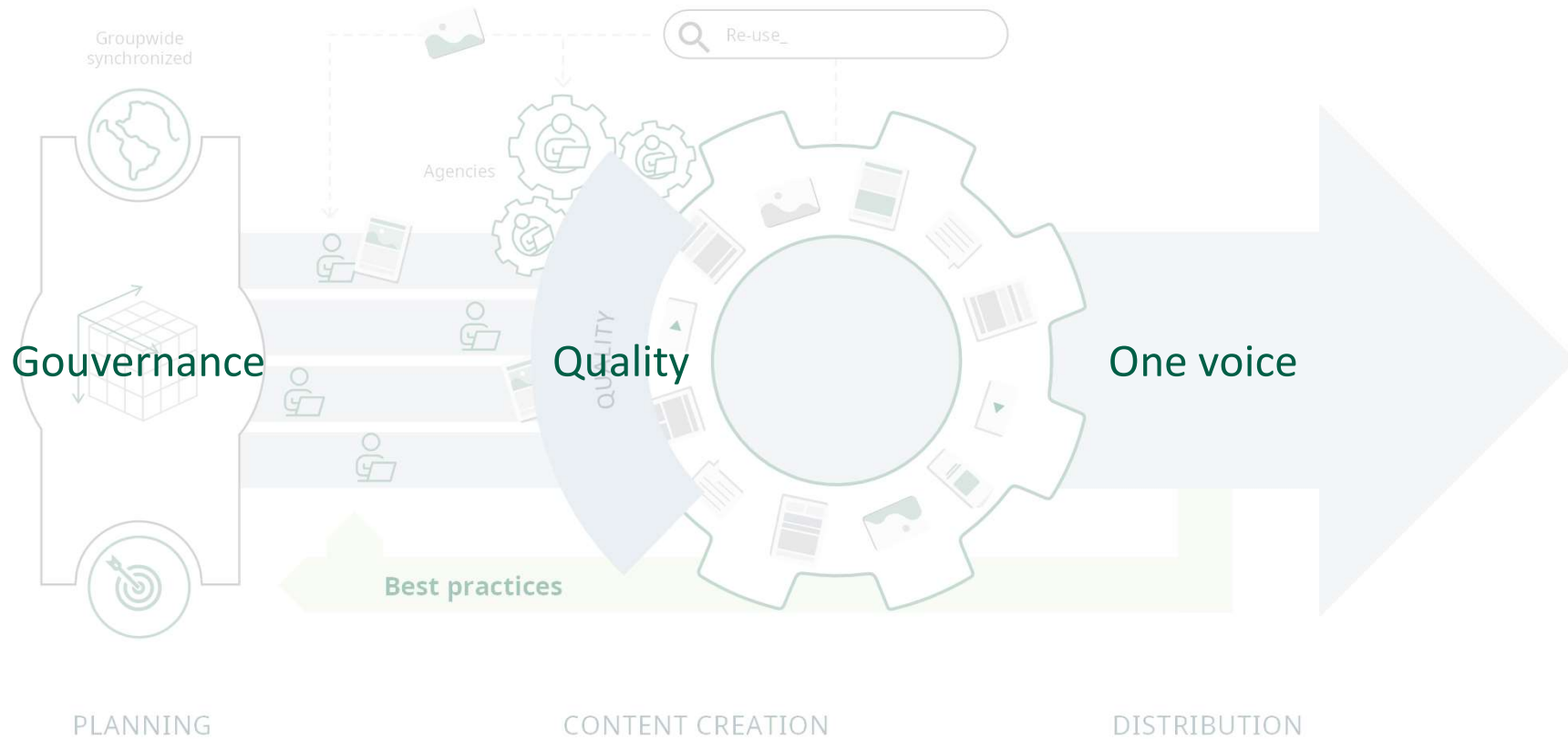
**Our groundwork to build a Content Lifecycle centers around three key aspects: People, Processes and Tools.**

▷ Approach

PEOPLE — Assessment — 🌐 — Identifying stakeholder needs

PROCESSES — Process development

TOOLS — Integration levels — Automation → 🎯 **Building a Content Lifecycle**

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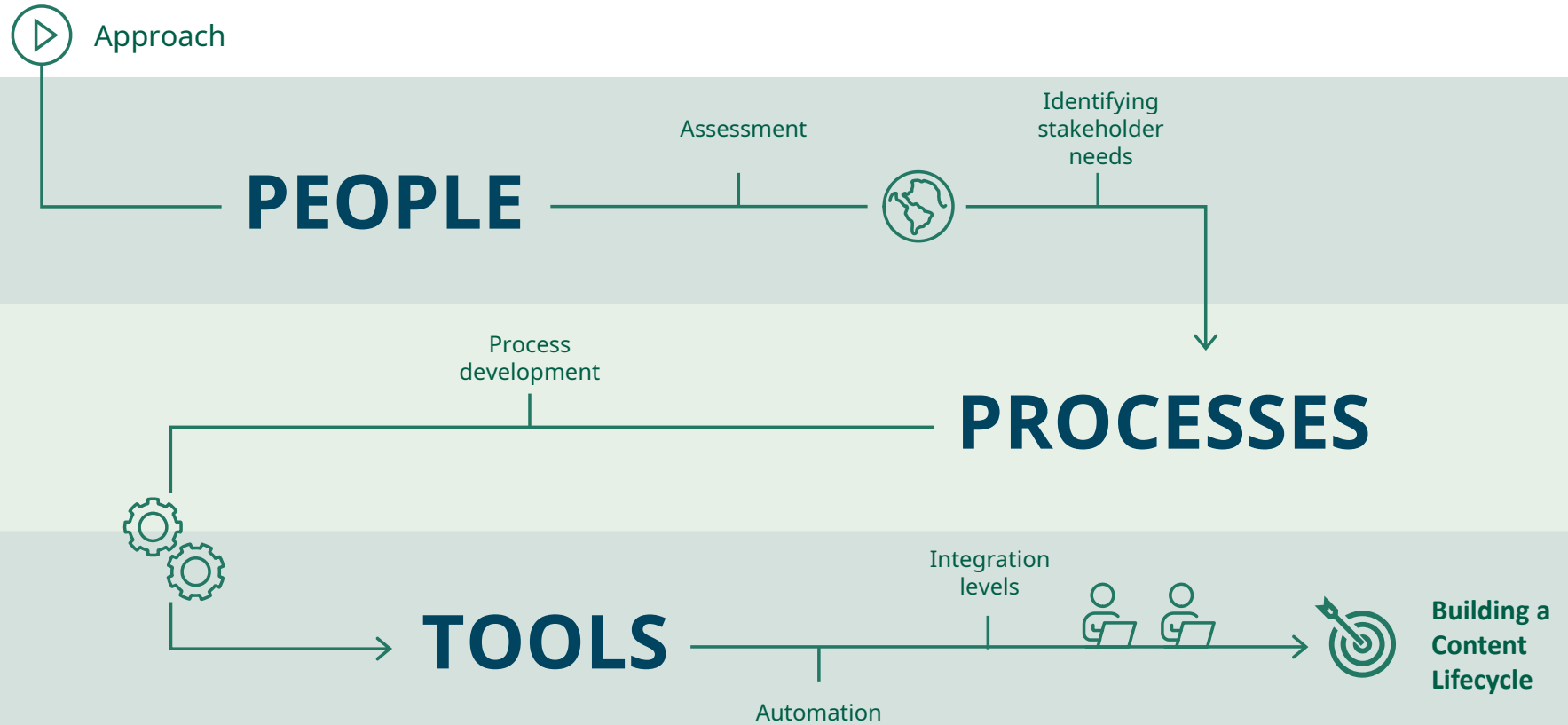
We are involving stakeholders from the get-go to be inclusive of a complex matrix organization

Global alignment

REGIONS

Asia / Pacific
Greater China
Americas
Europe

CEO Functions

R&D

Operations,
SCM & Purchasing

Finance & IT

Human Resources

Automotive Technologies
Automotive Aftermarket
Industrial

DIVISIONS

FUNCTIONS

Matrix Organisation
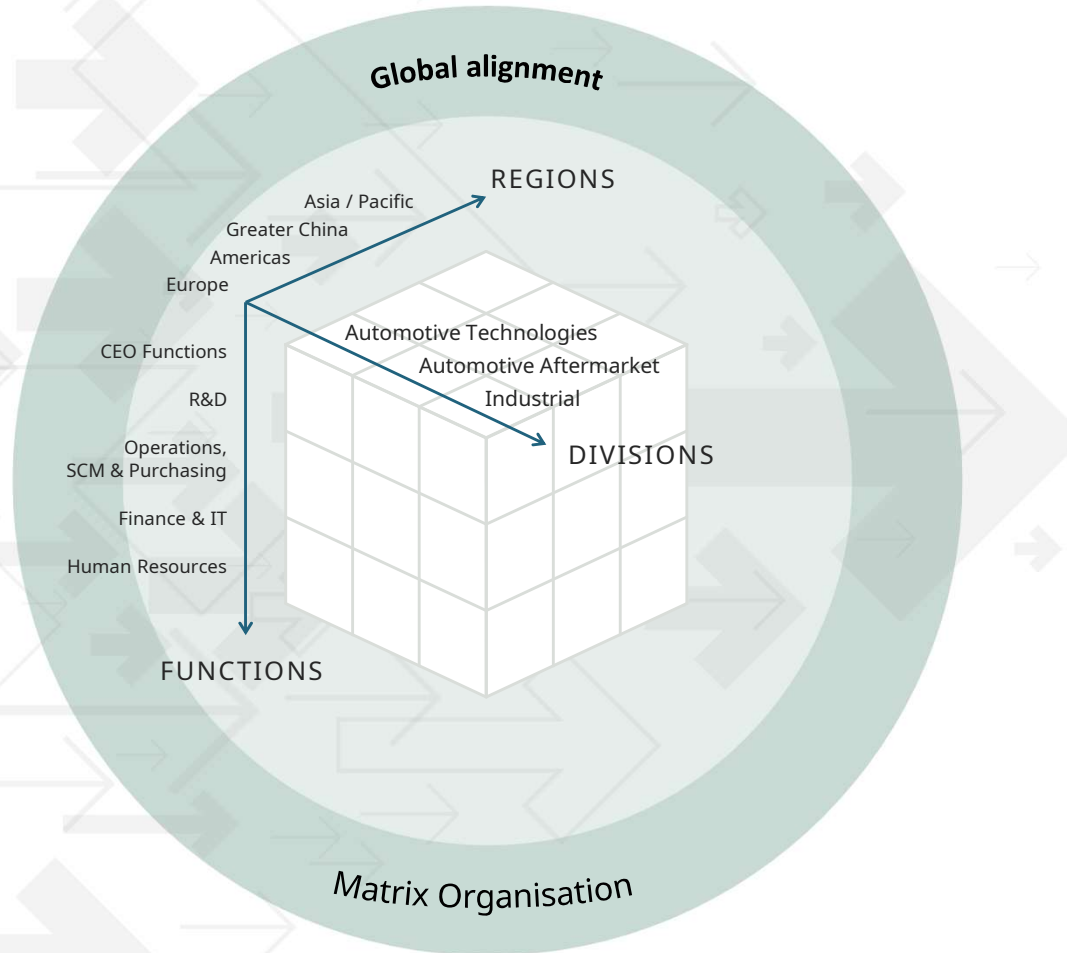
- Identifying needs

- Acting with Transparency

- Earning Trust

- Collaborating on processes

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We are leveraging a phased approach to achieve full integration

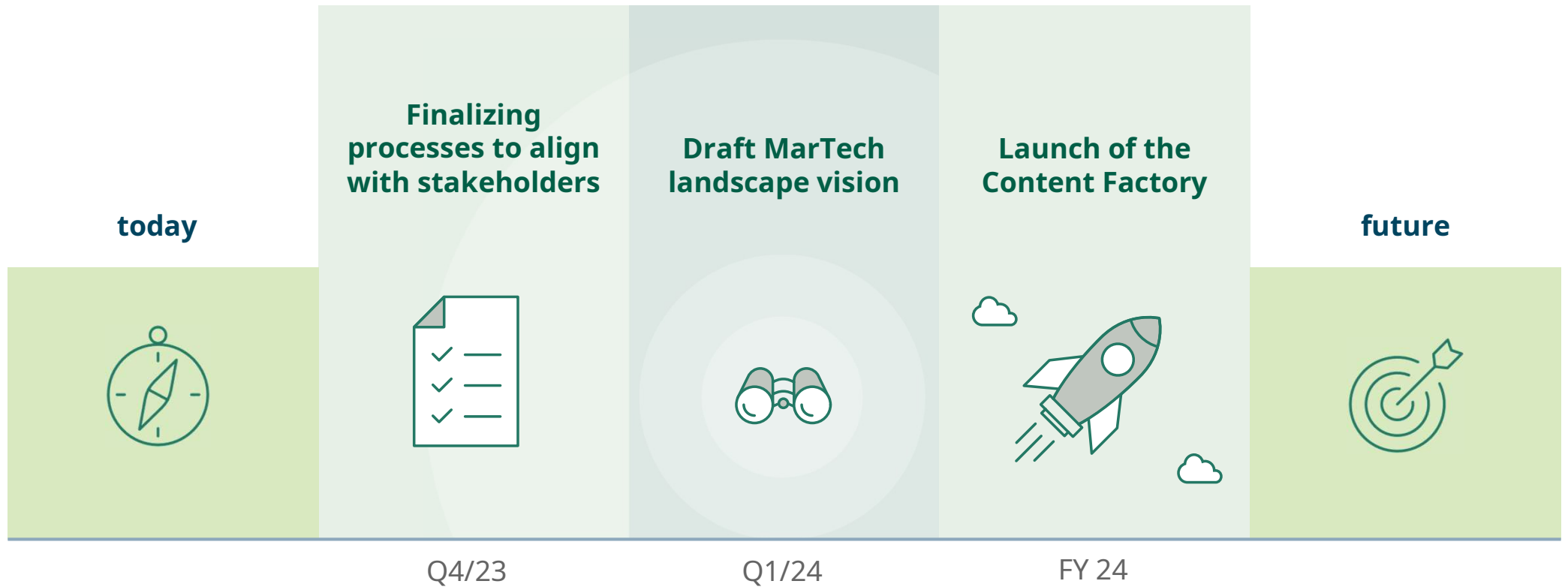| 0 Siloed | 1 Interface | 2 Half Integration | 3 Full Integration |
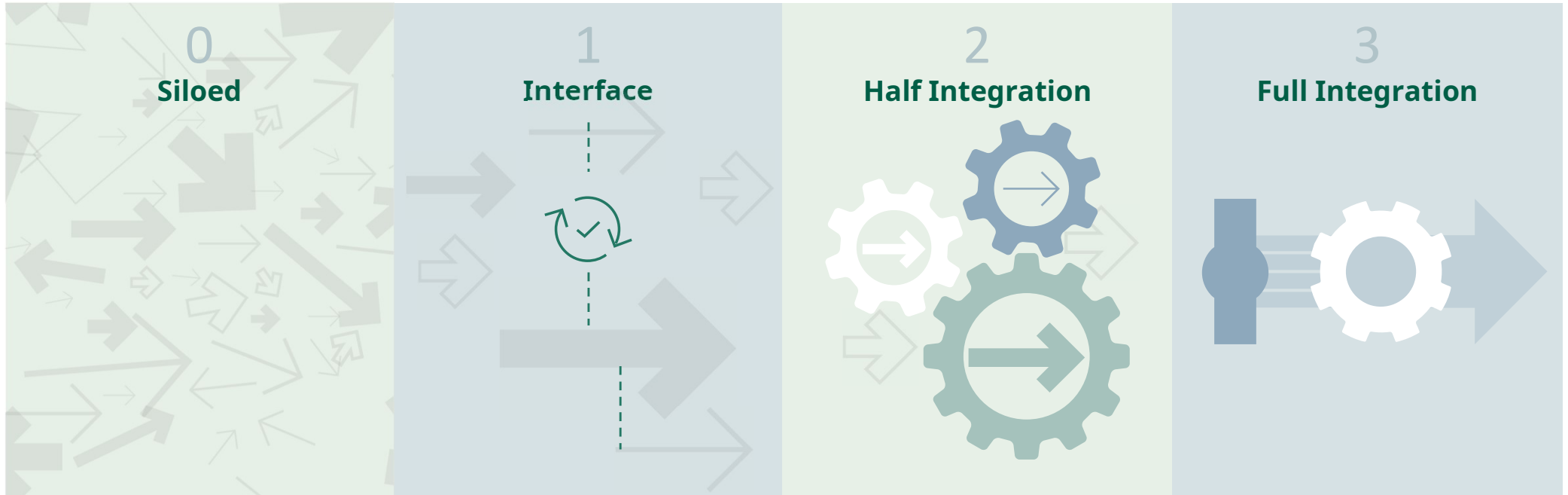
Optimization of tools is pivotal

- Consolidation of existing tools
- Integration into companywide-used and vital tools
- Powerful automations

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Key Milestones to launch a Schaeffler Content Factory Pilot in FY24

Timing

Finalizing
processes to align
with stakeholders

Draft MarTech
landscape vision

Launch of the
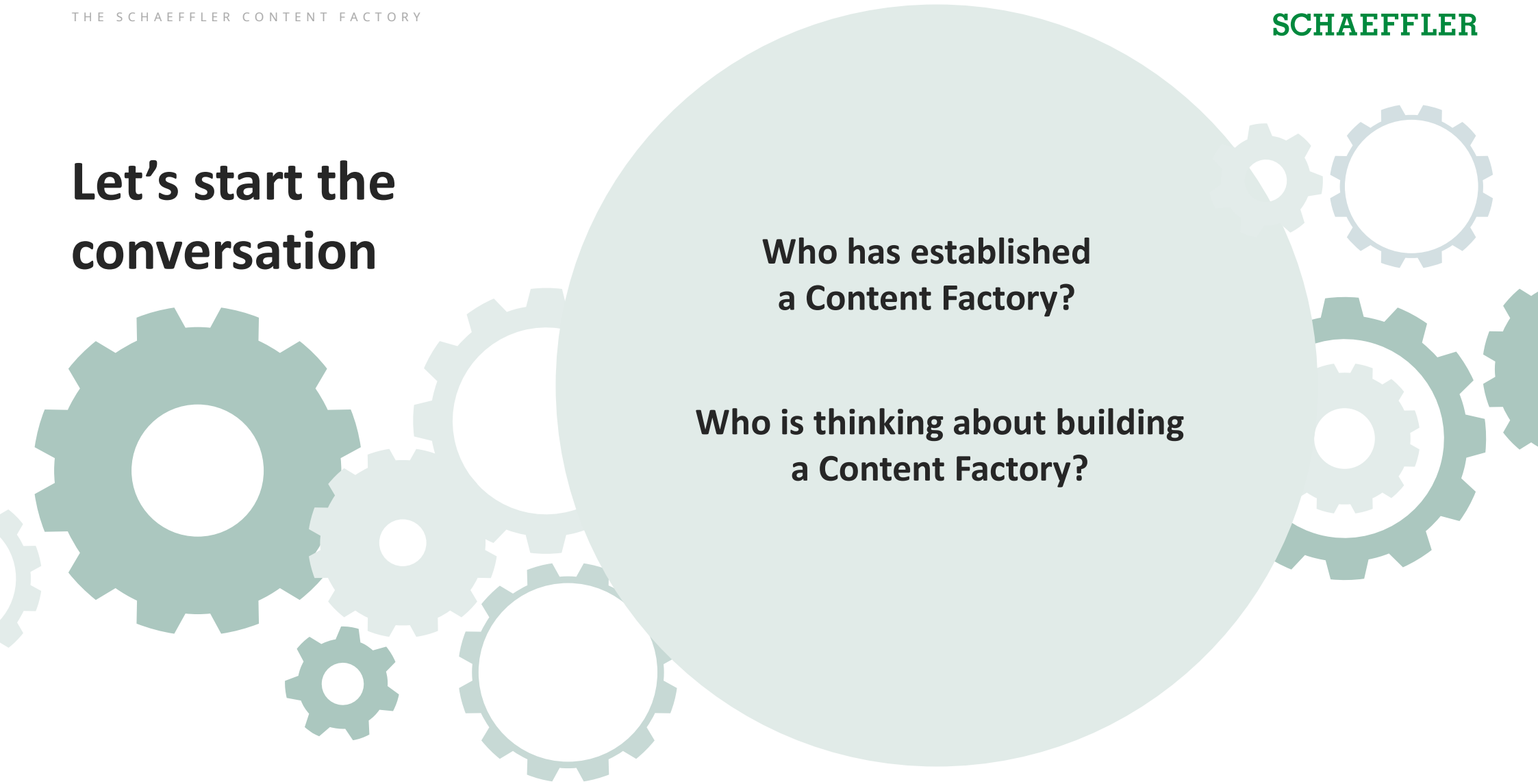Content Factory

today

future

Q4/23

Q1/24

FY 24

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Let's start the conversation

**Who has established
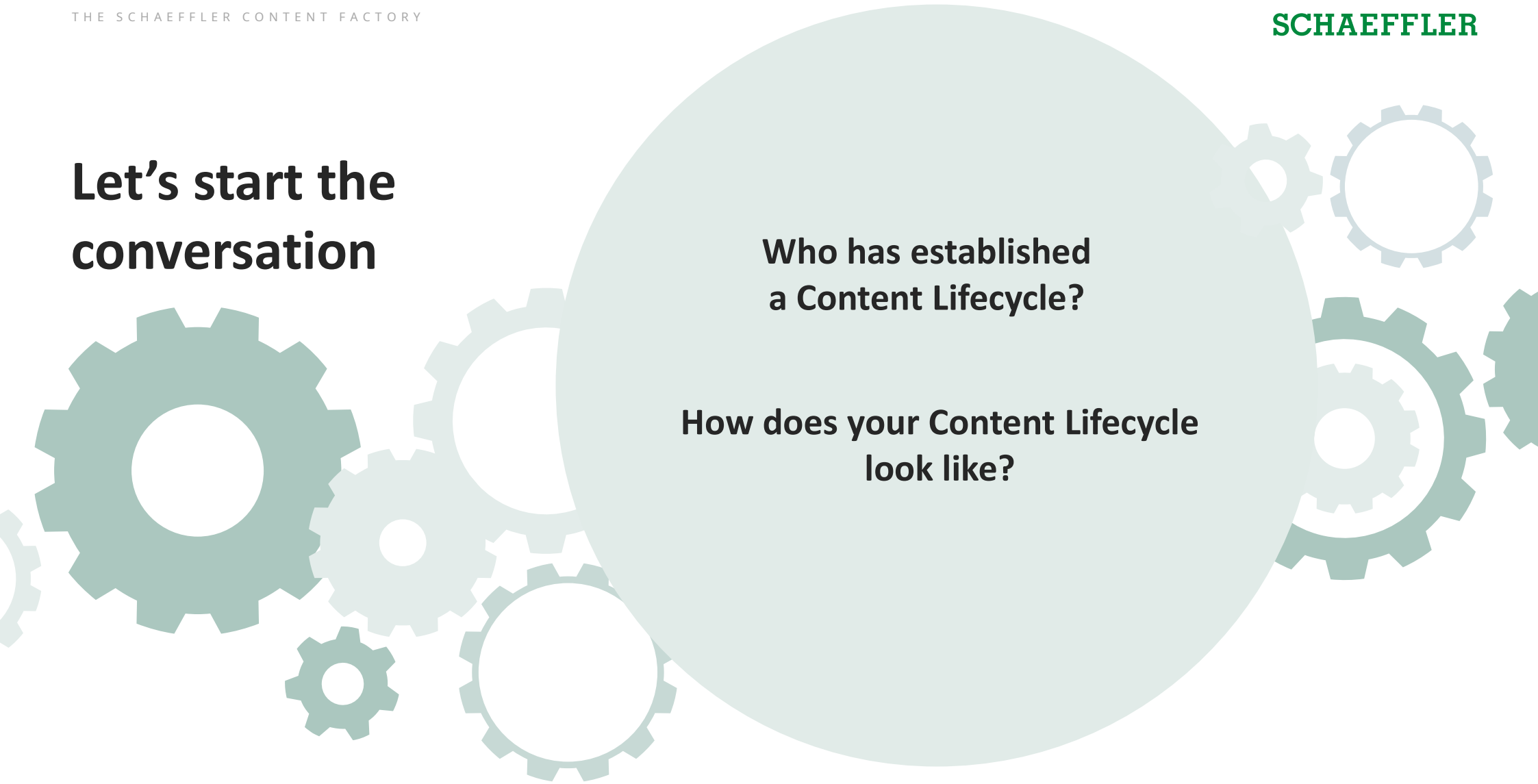a Content Factory?**

**Who is thinking about building
a Content Factory?**

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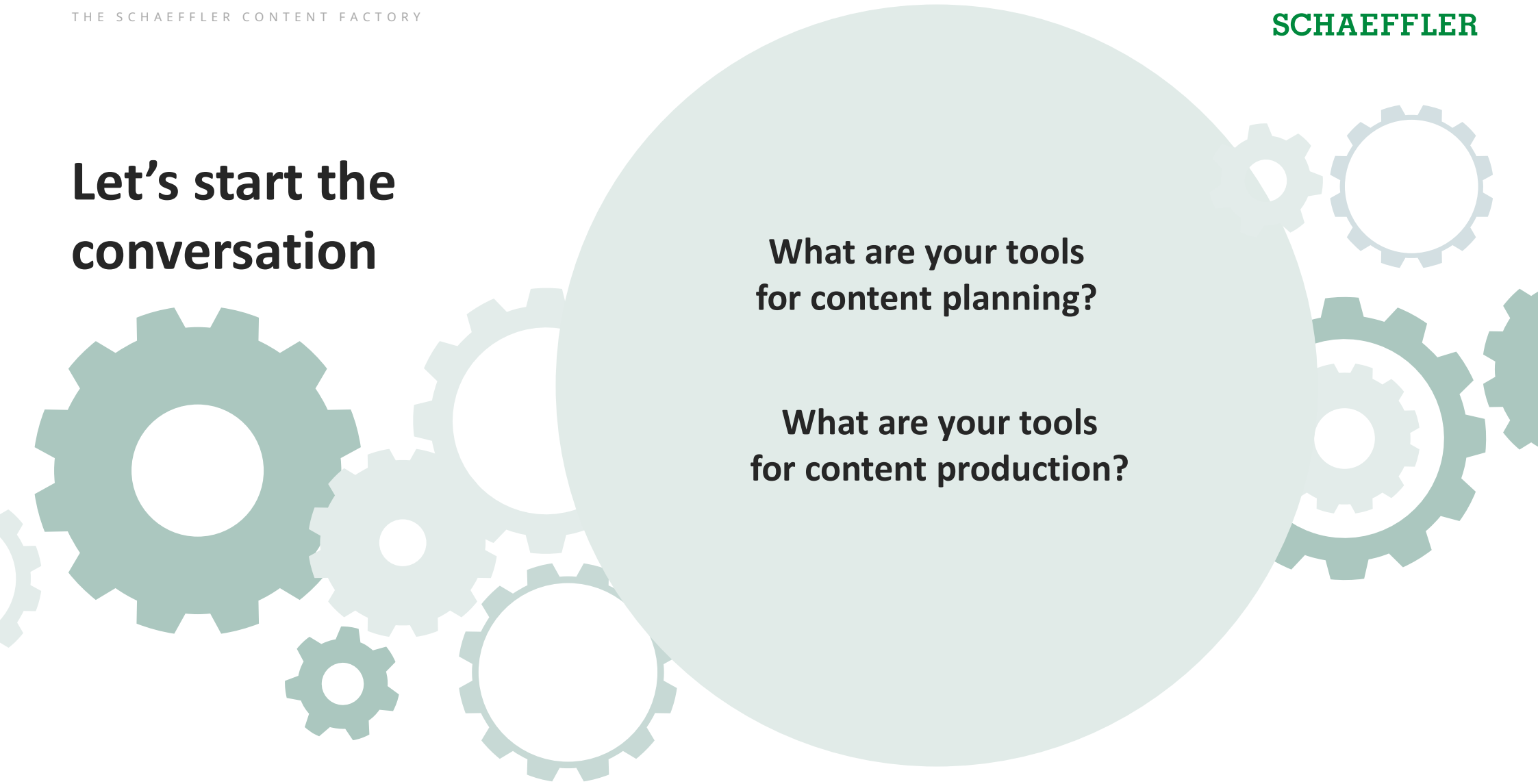# Let's start the conversation

**Who has established
a Content Lifecycle?**

**How does your Content Lifecycle
look like?**

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Let's start the conversation

**What are your tools
for content planning?**

**What are your tools
for content production?**

THE SCHAEFFLER CONTENT FACTORY

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Let's start the conversation

Did you establish processes globally, like the content lifecycle?

How did you got buy in from your stakeholders for a global approach?

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Establishing a one voice methodology

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Vice President Digital Channels & Online Marketing

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Crucial for efficient content marketing

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V2
Content
Marketing
Einstieg

CONTENT MARKETING

CONTENT FACTORY

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