Plan On a Page: Cloud Architecture Masterclass Content Series

Executive Sponsor: Dr. Lisa Wang, VP Technical Marketing

Project Lead: Derek Johnson, Senior Content Marketing Manager

Project Manager: Maria Santos

Vendor / Agency Details: ClearVoice (content production), Rev (transcription), Descript (video editing)

Internal Creative Team(s): In-house editorial team, video production team

D/I/N:

- **Decide:** Dr. Lisa Wang, Derek Johnson
- **Input:** Solutions Architects, Product Marketing, Developer Relations, SEO team
- **Notify:** Demand Generation, Sales Engineering, Partner Marketing, Social Media team

G/R/L

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Derek Johnson	**Creates** 12-part content series in English: written guides (5,000+ words each), video tutorials (15-20 min), code repositories, and interactive diagrams. Global team produces all primary content featuring cloud architects from our solutions team. Content covers universal cloud architecture patterns applicable globally. Creates promotion toolkit.
Regional:	Sarah O'Brien (EMEA), Ravi Kumar (APAC), Carlos Mendez (LATAM)	**Adapt** - Regional teams translate written content (10 languages total) and add localized video subtitles. EMEA adds compliance sections (GDPR, data residency). APAC includes examples using popular regional cloud providers for hybrid scenarios. LATAM creates simplified "getting started" versions for emerging market audience. Each region adds 2-3 regional guest architects for local credibility.
Local:	Country content leads	**Adopt** - Local teams promote regional content through local channels. Use regional translations as-is. Local teams identify relevant local communities (Stack Overflow, local dev forums) for distribution. Japan adds integration with local tech blog platforms. Germany creates accompanying podcast episodes.

Marketing objectives: Support annual Content Marketing OKR: Drive 500K technical content engagements, generate 50K MQLs from technical content, achieve #1 ranking for 20 cloud architecture

keywords. Position company as thought leader in cloud architecture education.

Project description: Comprehensive 12-part educational content series on cloud architecture best practices. Each module covers a core architecture pattern (microservices, serverless, event-driven, etc.) with theory, code examples, and hands-on tutorials. Content designed to educate and generate qualified leads from technical decision-makers. Runs January-December 2024 (monthly releases).

Audience: Primary: Cloud architects and senior developers at mid-to-large companies (500+ employees) designing scalable systems. 5-15 years experience, care about: best practices, real-world examples, avoiding costly mistakes, career development. Secondary: Engineering leaders evaluating cloud platforms and architecture approaches. They care about: team enablement, reducing technical debt, proven patterns.

Key messages:

1. Master cloud architecture patterns with real-world examples from top companies
2. From theory to production: complete code repos and deployment templates included
3. Learn from architects who've scaled systems to millions of users
4. Free, comprehensive education to advance your architecture skills

Investment: $280K (content production: $150K, video production: $60K, translation: $40K, promotion: $30K) + 5 FTEs

Milestones | Key activities:

- December 15 (prev year): Series planning, topic selection, SME recruitment
- January 15: Module 1 published (Microservices Architecture)
- February 15: Module 2 published (Serverless Patterns)
- March 15: Module 3 published (Event-Driven Architecture)
- March 30: Q1 promotion campaign (paid social, email, communities)
- April 15: Module 4 published (Data Architecture)
- May 15: Module 5 published (Security Architecture)
- June 15: Module 6 published (Multi-Cloud & Hybrid)
- June 30: Mid-year content refresh, SEO optimization
- July 15: Module 7 published (Container Orchestration)
- August 15: Module 8 published (Observability & Monitoring)
- September 15: Module 9 published (Cost Optimization)
- October 15: Module 10 published (CI/CD & DevOps)
- November 15: Module 11 published (Disaster Recovery)
- December 15: Module 12 published (Architecture Evolution)
- December 30: Series completion campaign, certification offering

Risks / Blockers:

- SME availability (architects busy with customer projects) - mitigation: batch interview sessions, use async video recording
- Content becomes outdated quickly (tech changes) - mitigation: quarterly review and update cycle
- SEO competition from established players - mitigation: focus on depth over breadth, unique code examples
- Translation quality and technical accuracy - mitigation: technical review by regional solutions architects

- Resource constraints on video production - mitigation: simplify format, focus on screencasts with voiceover

Activation Components:

- **Long-Form Content:** 12 comprehensive guides (5,000+ words each, total 60K+ words)
- **Video Tutorials:** 12 video modules (15-20 min each), hosted on YouTube and website
- **Code Repositories:** 12 GitHub repos with complete working examples and templates
- **Interactive Content:** Architecture diagrams (draw.io format), interactive decision trees
- **Email Nurture:** 12-email drip campaign tied to content releases (100K subscriber list)
- **Social Media:** LinkedIn, Twitter/X, Reddit (r/devops, r/kubernetes) - snippets, discussions
- **Developer Communities:** Stack Overflow content marketing, Dev.to publication, Hacker News
- **Paid Promotion:** LinkedIn Ads, Google Ads (cloud architecture keywords, $30K budget)
- **Webinars:** Quarterly live Q&A sessions with architects (1,000+ attendees each)
- **SEO Optimization:** Target 20 high-value keywords ("microservices architecture", "serverless best practices", etc.)
- **Certification Program:** Optional paid certification based on series content ($199)

KPIs, Anticipated Impact & Measurement:

- **Content Consumption:** 500K total engagements (pageviews, video views, downloads)
- **Lead Generation:** 50,000 MQLs from content series (form fills, gate progression)
- **SEO Performance:** #1 ranking for 20 target keywords, 200K organic monthly visitors
- **Engagement Depth:** Average 8 minutes time on page, 40% scroll depth
- **Video Performance:** 300K YouTube views, 15K subscribers gained
- **Code Repository:** 25K GitHub stars across all repos, 5K forks
- **Email Growth:** 50K new email subscribers from content gates
- **Conversion:** 8% conversion from content consumer to trial/demo request
- **Share of Voice:** 25% share of voice in "cloud architecture" content space
- **Certification:** 2,000 paid certifications completed ($398K revenue)
- **Pipeline Impact:** $12M in pipeline influenced by content series engagement
- **Content Efficiency:** $5.60 cost per MQL (industry benchmark: $8-12)