

Content Strategy and Production Guide

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Department: Marketing - Content

1. Content Mission

To establish NexaCore as the definitive **Thought Leader in Enterprise AI Workflow Automation**, driving qualified traffic and nurturing leads through the entire funnel.

2. Content Pillars (Focus Areas)

1. **Technical Deep Dives (Attraction):** Focus on MLOps best practices, explainable AI, and new transformer architectures. (*Target: Engineers, Data Scientists*)
2. **Executive Strategy (Awareness):** Focus on digital transformation, AI adoption risks/rewards, and compliance trends. (*Target: C-Suite, VP-level*)
3. **Customer Success (Conversion):** Case studies, ROI calculators, and implementation guides demonstrating quantifiable business impact. (*Target: Line of Business, Procurement*)

3. SEO and Distribution Standards

- **Keyword Strategy:** All content must target high-intent, low-difficulty keywords relevant to "AI workflow," "MLOps," and "predictive automation."
- **External Links:** Outbound links must be limited to high-authority, non-competitive sources (e.g., academic papers, industry standards bodies).
- **Content Freshness:** All core product and strategic content must be reviewed and updated annually.

4. Production Workflow

1. **Ideation:** Content team creates topics based on SEO research and Product Marketing input.
2. **Drafting:** Content writer drafts the piece.
3. **Technical Review:** Mandatory review by a subject matter expert (Engineer/Data Scientist) for technical accuracy.
4. **Legal Review:** Mandatory review for compliance, claims, and data accuracy (if applicable).
5. **Publishing:** Scheduled distribution across Blog, Social Media, and Email Newsletter.