**BACKGROUND**

Ingram Micro has 60+ websites--each has a different look, web address, setup and offering. Having multiple websites confuses customers and hinders their ability to easily partner with Ingram Micro. To provide an optimal user experience, Ingram Micro must provide visitors with easy-to-find, customized web content under one domain.

With multiple websites to choose from, U.S. visitors don’t know where to find the information they need, whether it’s professional services, financing, ITAD, marketing, or thought leadership technology blogs. All these specialties are featured on separate websites without a sensible connection to one another, providing a poor user experience. It almost seems like the websites serve separate companies.

If Ingram Micro continues with its current online experience, it risks losing the trust of loyal customers, which could negatively impact U.S. sales. Not only will Ingram Micro lose sales revenue, but with the website’s inadequate ROI reporting, its manufacturer partners will take their marketing dollars elsewhere.

Another issue is the lack of customized content. Ingram Micro’s website content only targets one audience—IT solution providers. This leaves two vital customer segments, manufacturers and businesses (end users), unaddressed. To provide a better user experience, strategic content must be created for each Ingram Micro customer segment: anonymous, solution provider, manufacturer and businesses.

Combining content from multiple websites simplifies visitor engagement by providing consistent messaging and easy-to-find content with convenient navigation and accessibility from any platform including mobile devices.

**CONTENT STRATEGY**

Our goal is to create a mobile-friendly Ingram Micro content marketing website. To achieve this, we must strategically combine marketing content from multiple websites under one domain. This will enhance the visitors’ user experience by allowing us to provide easy-to-find content customized for four customer segments. Plus, they’ll conveniently view the content on tablets and smartphones.

After evaluating the content from each website and receiving go-to-market strategies from Ingram Micro business, we’ll determine an optimal content journey for each customer segmentation.

* **Solution provider:** Most of Ingram Micro’s web content targets this traditional Ingram Micro customer segmentation. Our goal is to provide solution providers easy-to-find content about solutions, services and resources to help them develop a successful go-to-market strategy. Valuable solution provider content examples: credit/finance, ITAD, professional services, technology blogs and marketing (agency).
* **Manufacturer:** This content will focus on services that help Ingram Micro manufacturers better conduct business with channel partners. Valuable manufacturer content examples: marketing (agency), ITAD, inventory management, configuration services and commerce and fulfillment.
* **Individual:** This content will provide thought leadership pieces about emerging technologies and market opportunities. Businesses, IT professionals, potential Ingram Micro talent, IT students, etc., need information on the latest trends to help them navigate through the digital transformation landscape. Valuable business content examples: solution center, technology blogs, ITAD, security, communities and events.

The journey begins with a self-identifying page where visitors are prompted to select who they are: a solution provider, manufacturer or business. Once determined, they’ll be directed to customized content, ensuring a better user experience.

After a visitor is served up their targeted content, they’ll choose from five different paths: Educate, Market, Enable, Deliver and Recover. This directs them to content that suits their specific needs, such as financing options, training, thought leadership blogs, marketing tools, professional services, etc.

Ingram Micro content can be complex, but this content strategy allows us to simplify and enhance the user experience for each customer segment.

**INGRAM MICRO WEBSITE CONTENT CONSOLIDATION**

**Ingrammicroadvisor.com**

It’s a thought leadership website featuring technology-focused blogs, infographics, e-books, podcasts and resource centers. Focusing on technology solutions and vertical markets, the content is valuable to all of Ingram Micro’s customer segmentation.

Benefits

* Thought leadership blogs, podcasts, infographics, etc.
* Ingram Micro’s value—offering sales support, e.g. training, assessments, professional services
* Resource center—housing manufacturer blogs, training materials and sales tools
* Mobile friendly—viewing content on tablets and smartphones

**agencyingrammicro.com**

This website showcases Ingram Micro’s marketing capabilities and creative portfolio.

* Team leadership information, featuring industry and channel icons
* Portfolio of external and internal work—websites, branding, videos
* Marketing thought leadership blog
* Marketing services: End-to-end marketing services, driven by data, best practices and decades of IT experience
* Marketing capabilities: the industry’s most comprehensive mix of touchpoints—from web development, social media and SEO to events, partner communities and loyalty programs
* Mobile friendly—viewing content on tablets and smartphones

**imaginenext.com**

This website educates solution providers about all the business transformation services available to them through Ingram Micro. The services are categorized into five areas: educate, market, enable, deliver and recover. Each showcasing our expertise and resources to help guide solution providers through the changing technological landscape. Originally targeted for the solution provider audience, some content can be repurposed to address multiple customer segments.

Benefits

* Ingram Micro’s core business transformation services
* Each service page includes value statements, benefits, case studies and contact information
* Services are organized under 5 categories: educate, market, enable, deliver and recover
* Video content provides quick, digestible information
* Case studies communicate successful examples for each service offering
* Mobile friendly—viewing content on tablets and smartphones

**usa-ingrammicro.com**

This Ingram Micro U.S. e-commerce website primary objective is to process online orders. However, there is a large volume of marketing content hidden beneath layers of navigation. The content focuses on Ingram Micro’s core business units, such as pro AV/digital signage, IT security, UCC, DC/POS, public sector, healthcare, financial solutions, etc. Like imaginenext.com, this content can be repurposed for multiple customer segments. Not mobile friendly.

Benefits

* Online ordering/status
* Reseller application
* Customer service
* Promotions
* Manufacturer microsites
* BU manufacturer marketing content
* Community content (Trust X Alliance)

**KEY MESSAGES**

(PRIMARY MESSAGE)

Customers struggle to find the information they’re looking for on Ingram Micro’s multiple websites. By creating one content marketing website that offers easy-to-find content and a fluid user experience, visitors can quickly access information about Ingram Micro solutions, tools and services customized to suit their business needs.

(SEGMENTATION MESSAGES)

**Solution providers**

Solution providers need easy access to web content that educates them about our services, solutions and support. By creating a content marketing website that serves up easy-to-find, targeted content under one domain, solution providers can quickly learn about resources that can fix gaps in their in-house technical expertise, differentiate their businesses from competitors’ and secure the financing they need to close deals. It can also help them navigate the cloud marketplace and obtain lifecycle services that take products from A to Z to A again.

**Manufacturers**

Manufacturers are looking for web content to help them grow and manage their business, as well as connect with Ingram Micro’s customer base, which is unlike any other distributor. By creating a content marketing website under one domain, manufacturers can easily access targeted content that helps them differentiate products and solutions from competitors’, distribute product to customers in a timely manner and create integrated solutions. They can also access content about lifecycle services to take products from A to Z to A again, as well as professional services support to expand their solution knowledge base for technologies outside their wheelhouse.

**Individuals**

IT individuals need assistance with making a business case for technology investments, as well as creating solutions to address business needs. By creating a content marketing website under on domain, businesses can easily access targeted content to help keep them up to date with industry trends as well as educate them about lifecycle services to take products from A to Z to A again. They can also benefit from access to a premier community of top-performing solution providers.