



Velocity and Xerox: Partners in Content



Xerox brought in Velocity to move from product-centric marketing to a customer-led approach based on content marketing.

The Brief

- Create (and execute on) a global content strategy that unites Xerox's different businesses under the new 'Work can work better' theme
- Support the brand and five key lines of business with bold, useful content that prospects value
- Increase traffic to the Services pages
- Give Xerox valuable content to bring to conversations across social channels

The Catch

Do it in eight weeks, to fill the company's major new website, launching in August. Including 65 pieces of content, a new look and feel, Tone of Voice guide, infographics guidelines – and a major photo shoot (45 actors, 3 locations). Yikes.

The Strategy

- Focus on 1-2 key personas per line of business
- Audit existing content to find gaps in the persona/purchase stage matrix
- Develop a mix of formats to get to market quickly without sacrificing authority
- Combine chunky assets with higher-frequency articles and posts, with extensive cross-promotion
- Drive traffic to the content using paid, earned and owned media

Phase II: beyond the website launch

- Build a subscriber base
- Use content to feed persona-specific nurture flows
- Expand to support the next 7 lines of business

An Agile Approach

We didn't have time for our normal, intensive input process. So we worked closely with the Xerox team to develop an agile, fast-track process that leveraged Xerox experts for intensive input, leading to a Minimum Viable Playbook (MVP) for the brand and each line of business. Then iterated on the MVP as we started producing.

The agile approach asked a lot of the stakeholders, so the central team ran content marketing workshops to prepare everyone for the process and get commitment.

The Content

65 thought leadership pieces, including ebooks, slideshares, web articles and infographics. A range of top-of-funnel evangelism and hard-working, mid-funnel 'how to' content. Leveraging experts, celebrating what we believe and sharing best practice on key issues. A new kind of content, with attitude, energy, a clear voice and strong point of view.

The Results

Some metrics:

- 23% increase in US web traffic
- 88% increase in download conversion rate
- Uplift in content conversion rate for Healthcare (+22%), Transportation (+31%), Graphic Communications (+15%)
- 102% increase in content-driven social traffic
- 280% increase in content views from outside US
- Still growing! 62% increase in content shares from first quarter after launch to this quarter

This was an intense, ambitious launch program that demanded the joined-at-the-hip alignment of Velocity and the client team. We're incredibly proud of the result and grateful to an amazing Xerox team. We've never seen such a big company pivot so quickly and execute with such determination. And we've never been better aligned with a client on such a challenging program. Onward and upward!

Graphic communications Playbook

10.02.2016

velocity



The playbooks
Here's where
it all starts.



Xerox Content Playbook Brand level

10.02.2016

velocity



Xerox Transportation Playbook

10.02.2016



Xerox

Tone of Voice guidelines

Most ToV guidelines restrict what writers can do. ‘Writing How We Speak’ does the opposite: it encourages writers to bring their best game; to break away from conventional corporate speak; and to use a human voice.

Our tone of voice guidelines

WORK CAN WORK BETTER

January 2016
Version 1

Writing how we speak

xerox

The Xerox tone of voice guide — Version 1

Why tone of voice matters

There are hundreds – maybe even thousands – of vendors offering the kinds of solutions we sell. And they all pretty much sound the same.

Like tech vendors.

And, because technology advantage is perishable, the things we say may be quite similar to the things our competitors say. But how we say them can help us leap out of these noisy, crowded markets so that we get noticed.

Then considered. Then trusted.

That's why a clear, distinctive and consistent tone of voice is so important. And that's why we're glad you're reading this guide.

Because, if we get it right, our tone of voice will help us signal some very important things about Xerox. It will signal our confidence. Our practicality. Our experience. And our passion for solving problems for our customers.

Our voice will also unite our many diverse businesses into one, single brand. Showing that, whatever we do, we're here to prove that work can work better.

If you're writing – or commissioning writing – for Xerox, we hope you'll refer to this guide often.

3

The Xerox tone of voice guide — Version 1

These are the things our tone of voice comes from. Now let's dig in to the tone itself.

By the way, you're experiencing it now*

*Isn't it funny how a lot of tone of voice documents aren't actually written in the desired tone of voice?

9

The Xerox tone of voice guide — Version 1

Tone of voice: the foundation

Our tone of voice isn't something that's laid on top of our brand.

It has to come from our brand – from who we are and from what we believe. The essence of our brand platform should permeate everything we say and do.

We believe that engineering can improve the way the world works

And that applying an engineer's mindset to the problems of businesses and governments carries the greatest hope for progress.

We believe that integrity matters

It's not enough to 'win the business' – we believe in doing business the right way. That's non-negotiable.

We believe we're only at the starting line

That the potential of the knowledge economy has not even come close to being realized.

We believe that improving the flow of work is the key to transformation

That friction, noise, bottlenecks and ballast are holding organizations back.

Everything we do is guided by our customers' business priorities, as they have told them to us:

– Improving experiences for customers, citizens and patients

– Fostering engagement in workforces and extended enterprises.

– Optimizing operations across all disciplines and processes.

We are committed to combining technology, process and people

To eliminate the jams, friction and bottlenecks to improve the flow of work for our customers.

8



Xerox Infographic guidelines

Xerox is swimming in data. Infographics will always be a key part of their content mix.

These guidelines help any creator anywhere make the best possible visual content – and keep it on-brand.

Infographic guidelines

April 2016
Version 1

Visualize it.

A guide to making great infographics for Xerox

80%

Color visuals increase the willingness to read by 80%.

70%

Of all sensory receptors are in your eyes.

Why this matters continued

Infographic guidelines — Version 1

Why are infographics so effective?

We're all inundated by a non-stop deluge of information every day. Infographics help your stories stand out, get noticed, earn attention and get shared. Research bears that out:

50% of your brain is involved in visual processing.
70% of all sensory receptors are in your eyes.¹

People remember:
10% of what they hear.
20% of what they read.
80% of what they see and do.²

Color visuals increase the willingness to read by 80%.³

50%

Of your brain is involved in visual processing.

70%

Of all sensory receptors are in your eyes.¹

80%

Color visuals increase the willingness to read by 80%.³

In short

Attention spans are limited. Competition for that attention is fierce. Great infographics help us break through the noise and get heard.

¹ Merz, E. N. & Huxley, K. (2007). Human Anatomy & Physiology, 7th Edition.
² Smith, J. M. (2006). Synthesis Theory of Visual Communication.
³ Green, R. (1989). The Perceptual Properties of Color. Marketing Communications.

Xerox Internal Use Only and then® 2016 Xerox Corporation. All rights reserved.

Typography continued

Infographic guidelines — Version 1

Web vs. Print.

Website

Roboto Condensed is a full functioning web font, developed by Google, specifically for web. It's an opensource font that automatically updates when a new version is released. Roboto is used for infographics.

Because Roboto is our website font, any 'live text' in a web-based infographic – page headlines etc. – should be in Roboto.

Print and downloadable content (e.g. ebook)

Using Xerox Sans in content integrates web and brand, helping to align the digital experience with the offline experience.

Text around the graphic – page headlines for example – may be set in Xerox Sans but Roboto is the chosen typeface for infographics themselves.

Demand-priced parking

How it can benefit the community and the environment

An inconvenient truth: underpriced parking causes 950,000 unnecessary miles Equivalent to x4 trips to the moon

Demand-priced parking

How it can benefit the community and the environment

By thinking the way we handle parking can make an enormous difference to our communities, says David Shoup. The distinguished professor of urban planning at UCLA was one the first academics to investigate the effects of parking for an over-saturated point of view. In his book, [The Decline and Fall of the Automobile](#), Shoup argues that cities should charge fair market prices for on-street parking, use the major revenue to finance added public services in the nearest neighborhoods, and remove all street parking requirements. He introduced Roboto Sans and asked firms to explore how and why demand-priced parking works.

On the page: Xerox Sans Bold and Light

In the graphic: Roboto Condensed

Xerox Internal Use Only and then® 2016 Xerox Corporation. All rights reserved.

28

The system

Infographic guidelines — Version 1

Typography

P.27

Xerox Sans + Roboto

Color

P.29

Icons

P.32

Illustration

P.35

Photography

P.39

Annotations

P.40

New York

43% increased cost of car use

Type, color, icons, photography, illustration and annotations are the foundations of our infographic system.

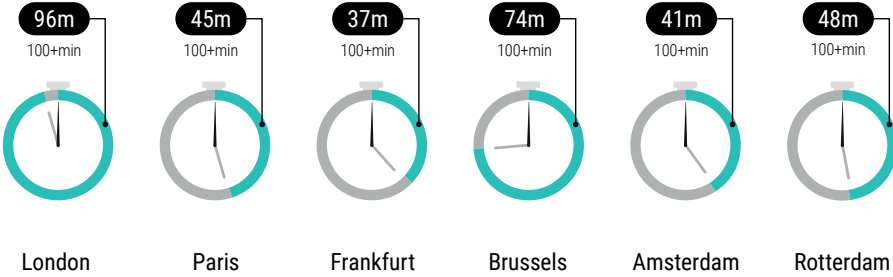
This system has been designed to allow the flexibility needed to create engaging and compelling infographics while remaining true to the brand look and feel.

Xerox
Infographic
examples

A 3D photo-based graphic
for the Transportation line of
business and a 2D long tower for
the Customer Care business.

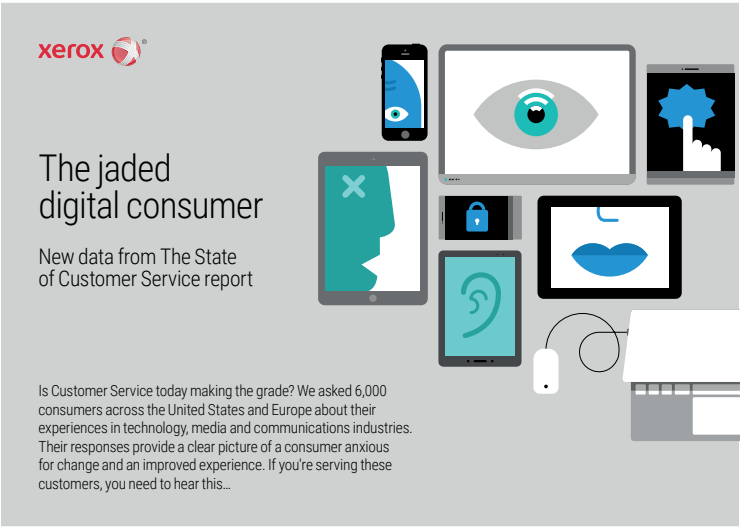
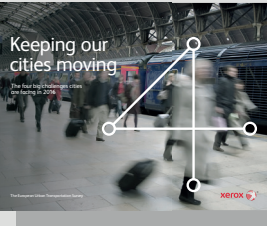


Average number of hours wasted in traffic: 2014

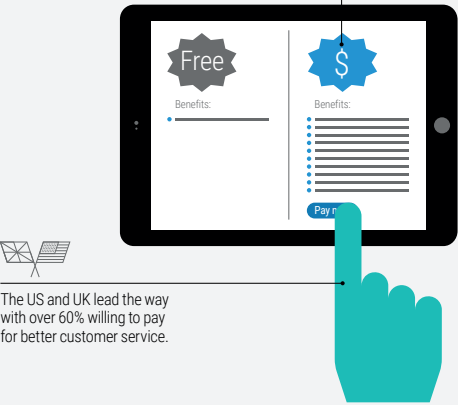


The bottom line
Intelligent parking management helps cities minimize the time spent cruising for parking. That reduces congestion, cuts CO₂ emissions saves money and improves the quality of life. Learn more in this report:

[Download >](#)

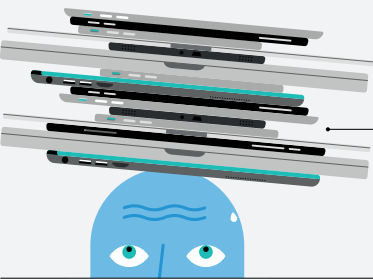


"Raise your game"



The US and UK lead the way with over 60% willing to pay for better customer service.

54%
of consumers would pay for better customer service.

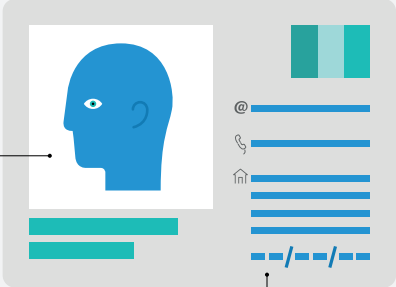


"I've got too many devices and brands"

68%
of consumers balance between 7 and 9 tech, comms, and media brands. But half would prefer to have one provider for everything.

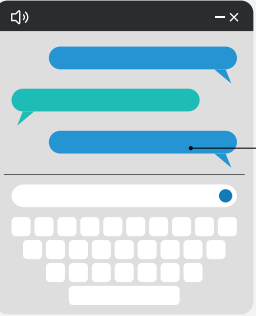
"Be open"

Almost **50%**
of consumers are concerned about the way brands use their personal data.



1 in 4 consumers are concerned enough to pay more for increased transparency of what brands do with their personal data.

"Let's keep this online"



47%
of consumers prefer digital customer service.

But these 'digerati' don't always get to use the digital channels they prefer:
19% don't use them to talk to telecom providers
21% don't use them to talk to tech companies
14% don't use them to talk to media brands

"Goodbye call center"

41.6%
of consumers expect call centers to be extinct by 2025.



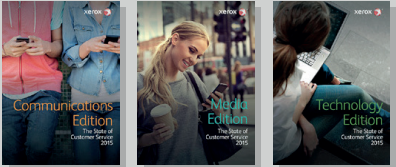
This is not a millennial phenomenon:
41% of consumers over 71 years old predict the demise of the call center within 10 years.

Bottom Line:

Let's face it, customer service in technology, media and communications isn't matching consumer expectations. That could be a real opportunity for you, as a brand – if you can step up and deliver amazing customer experiences that win those jaded consumers back round. Up for it?

To learn more, download [The State of Customer Service 2015 report: Technology, Media or Communications edition.](#)

[Download >](#)

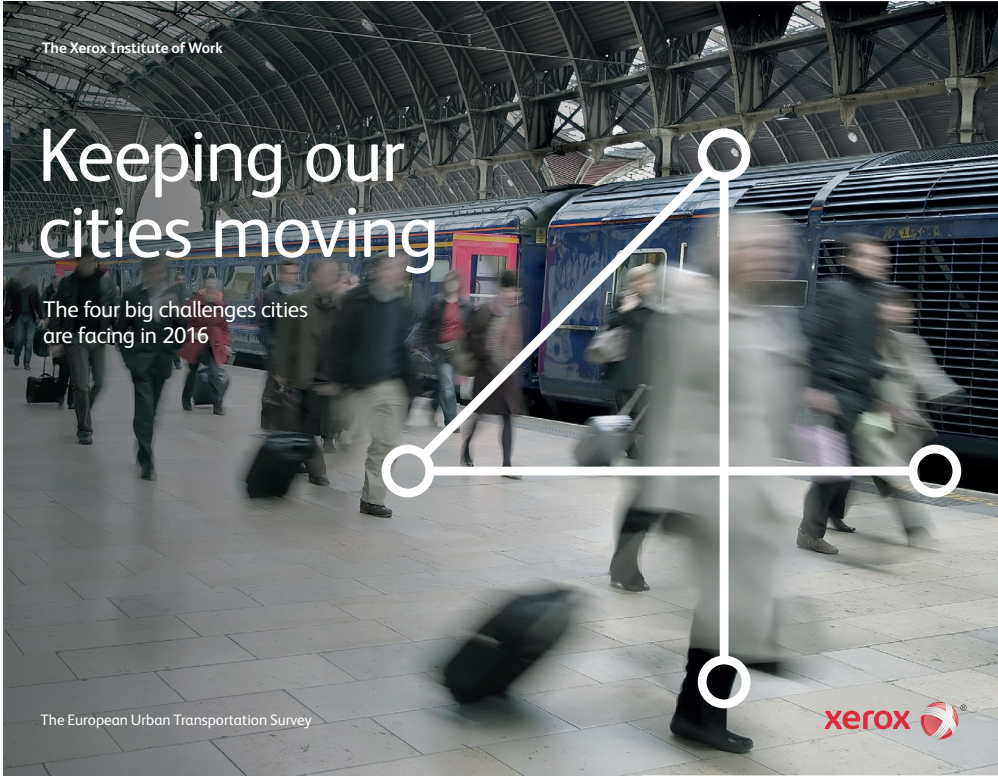
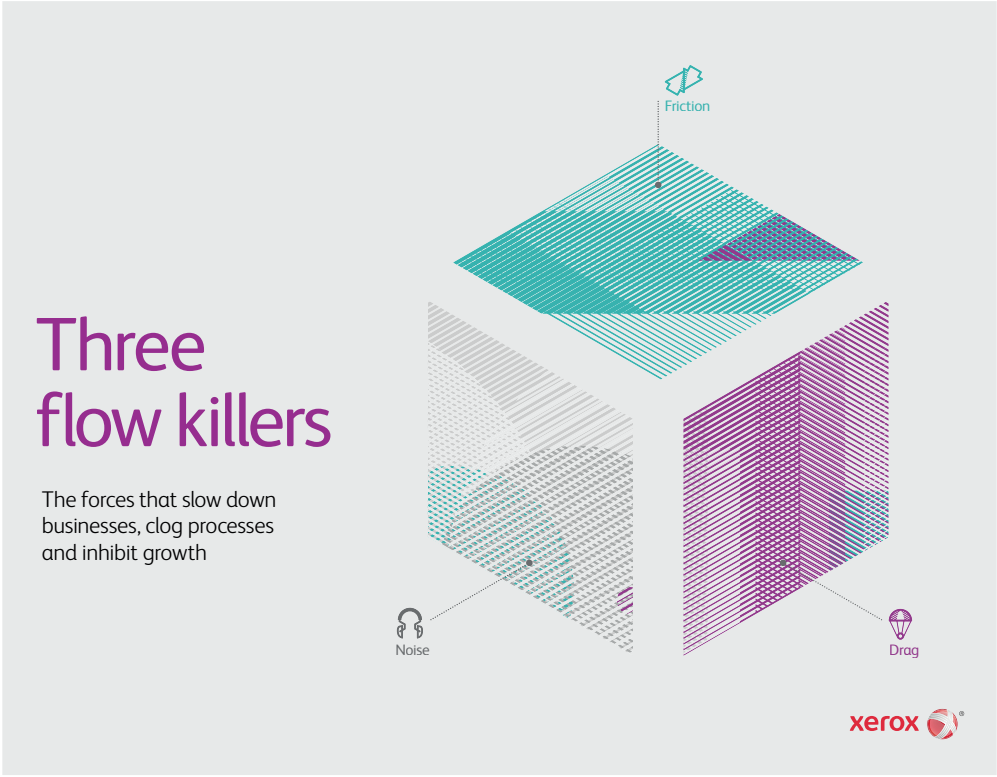




Xerox
Ebooks

From top-of-funnel evangelism to hard-working, mid-funnel ‘how to’ content.

Our ebooks are visual, dynamic and lead with ideas. Each ebook is ‘atomized’ into smaller pieces, with full cross-promotion between them all.





Xerox
Web content

Content is at the very heart of the new Xerox.com experience. The site was created by VML.
The content was largely (but not all) by Velocity.

