



## Burt

### Body Shop Owner

There's a good chance that Burt is not in your database, but you'd really like to help address his concerns, including increasing business and profitability, maintaining his workforce and differentiating from his competition.

### PPG Refinish's Personas

**Doug** · the Distributor Owner  
**Michèl** · the Warehouse Buyer  
**Sam** · the Distributor Sales Rep  
**Ted** · the Distributor Tech

**Burt** · the Body Shop Owner  
**Pete** · the Body Shop Painter  
**Jamie** · the Body Shop Painter Trainee



# PAINTING A PURPOSEFUL CONTENT STRATEGY

While the PPG Automotive Refinish business has long been known for the strong performance and color capabilities of its products, they were finding it challenging to effectively communicate with customers in a quickly shifting digital marketing space. They turned to AKHIA for help setting a content strategy firmly rooted in well-understood audience personas and developing a tailored approach for reaching them.

## THE QUICK TAKE



## A FOCUSED APPROACH

AKHIA helped PPG Automotive Refinish get on the same page regarding their content marketing mission, audience needs and framework for successful ongoing communication with customers.

**8** key audience personas

**46** campaign topics identified

**1** well-aligned client team

## WHAT DROVE OUR SUCCESS?



### Comprehensive Input

Stakeholders from numerous product lines and teams were consulted to gain a holistic view of what audience members want and how to reach them.



### Balanced Approach

We aligned paid, earned, shared and owned content delivery methods to ensure content initiatives would be supported across several channels.



### Detailed Documentation

We made sure that the PPG team emerged from the process with clear documentation to guide their endeavors, from illustrated procedures to personas to calendar templates.

