



BLUE ROCKET
SEO

B2B CONTENT

Building content that supports evaluation and sales enablement

How Workfront used a connected Blue Rocket SEO growth program to create clearer, more durable marketing momentum.

THE CLIENT

Workfront

**Demand
support**

for long-cycle evaluation

The challenge

Workfront needed content that could support buyers across research, internal consensus, and sales conversations. The opportunity was not only more traffic, but better material for decision-making.

The Blue Rocket approach

Blue Rocket shaped content around the questions that appear throughout a long B2B evaluation. Search data, sales context, and product positioning informed a clearer editorial system.

Why the case matters

The case is useful because it shows how strategy, implementation ownership, and measurement discipline work together. The exact result depends on market conditions, starting point, investment, and execution speed, but the operating pattern can guide similar teams.

Four connected workstreams

- 01 Audience mapping**
Defined the questions and objections different stakeholders brought to the process.

- 02 Content briefs**
Built briefs around intent, proof, internal links, and sales usefulness.

- 03 Enablement tie-in**
Made priority assets easier for sales to use in live conversations.

- 04 Measurement**
Tracked engagement and assisted movement instead of judging content on sessions alone.

What the result made possible

- Content supported discovery and follow-up.
- Briefs connected intent with proof.
- The best B2B assets worked in search results and sales conversations.

How strategy moved into accountable execution

The Workfront program was organized around a shared growth problem instead of disconnected channel activity. Specialists could see the customer, the constraint, the dependencies, and the evidence needed to make the next decision.

Phase 1: establish the baseline

Blue Rocket documented current visibility, page usefulness, technical constraints, proof gaps, measurement reliability, and the implementation resources available. That converted a broad growth ambition into a sequenced plan.

Phase 2: strengthen the foundation

The highest-impact work began across audience mapping, content briefs, and enablement tie-in. Owners and dependencies stayed visible so recommendations could move into production without losing their strategic purpose.

Phase 3: learn and compound

Early signals were reviewed alongside customer quality and business context. The roadmap changed as evidence arrived, preserving what worked and redirecting effort where the next gain was more credible.

Governance that kept momentum

Weekly working sessions handled blockers and near-term delivery. Monthly reviews connected completed work to visibility, engagement, and qualified action. Quarterly planning revisited market pressure, investment, and the assumptions behind the strategy.

The result matters. The system behind it matters more.

The featured outcome - Demand support for long-cycle evaluation - is presented with context. It reflects the conditions, investment, implementation, and starting point of this engagement and should not be treated as a universal forecast.

A useful measurement stack

Leading indicators showed whether the work was becoming visible and useful. Engagement signals showed whether the audience was finding relevant information and moving through the journey. Business outcomes connected qualified demand to pipeline, revenue, efficiency, appointments, or customer value wherever the data allowed.

Questions for a similar growth team

1. Which customer or commercial constraint is the program designed to remove?
2. What must be true about access, ownership, content, technology, and measurement for execution to work?
3. Which early indicators will signal progress, and which business outcomes will determine whether to scale?
4. How often will the team revisit assumptions and change the roadmap based on evidence?

Build your next growth story

Bring Blue Rocket the business challenge, the pressure behind it, and the outcome that matters. We will bring a clear point of view on what should happen next.

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Results are specific to the featured engagement. Individual outcomes vary by market, investment, implementation, and starting point.