

Post-Acquisition Guide: Brand and Content Experience Integration

Adopt a systematic, strategy-led approach to integrating content and digital experience between an acquired and acquiring company.

The Key to Brand and Content Strategy Integration

Integrating and rebranding two organizations' content after a merger or acquisition is no small task. It takes careful planning and execution—and a commitment to maintain or improve the digital experience for customers.

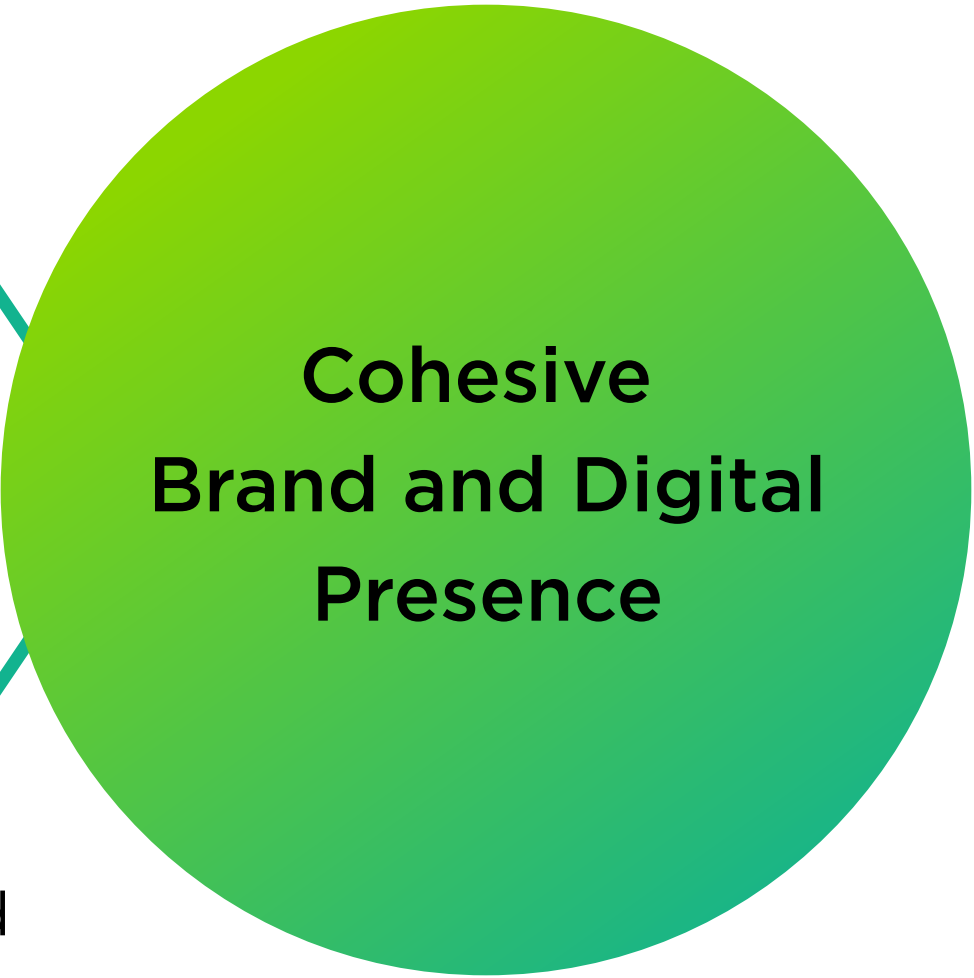
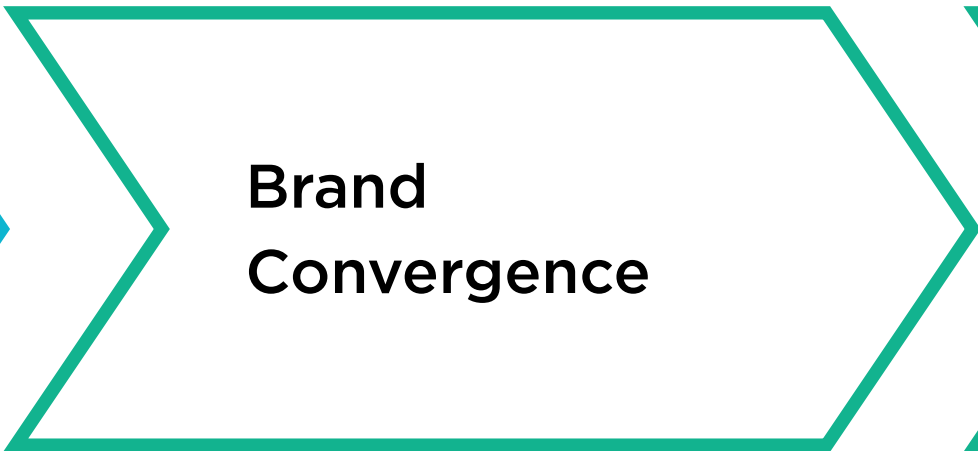
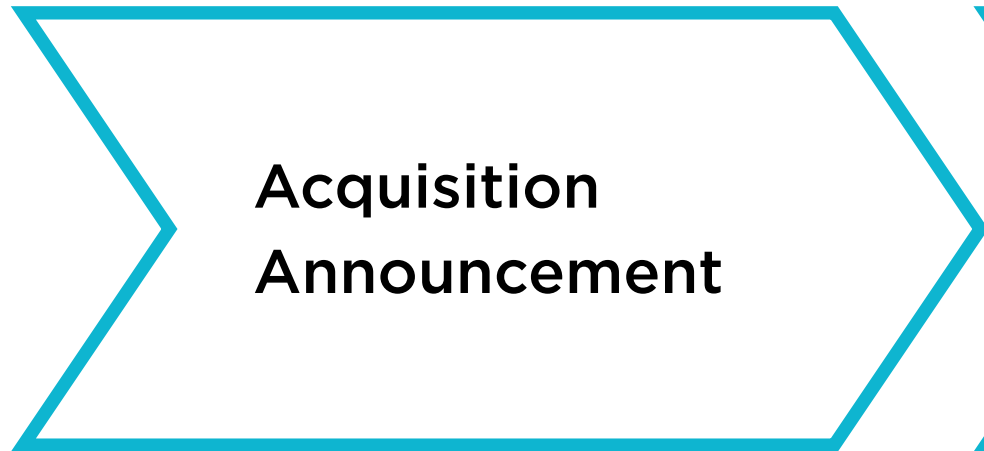
Brand and product marketing teams typically kick-start the process, setting the overarching strategy and roadmap for integration. But the core content and digital integration work falls to digital marketing, digital experience, or content strategy teams. If you're about to jump into this endeavor—in which an acquired brand will be integrated into the acquiring brand—adopt a systematic, strategy-led approach. Follow our guide to address all the key steps.

Integration Milestones



— Led by brand, product, corporate comms teams —

— Led by digital and content teams —



Leverage both brands' equity to generate awareness, then use brand endorsement to build a connection between companies.

Define updated value proposition, messaging, and positioning. Develop brand integration strategy.

Update acquired brand's marketing collateral and digital properties; build interim presence on acquiring brand digital properties.

Fully integrate digital properties—migrate and update all digital content, build authority and presence as one.

Integration Tasks



1. Brand, Messaging, and Audience Tasks



Review brand and product strategy

Get clear on the larger brand integration strategy and product architecture for the acquired company. These major decisions will guide your content and digital integration efforts.



Review top-level messaging

Review and reference whatever top-level messaging, positioning, and joint value proposition has been defined, as well as any guidance on brand voice and identity.



Update audience segments and personas

Revisit existing customer segments and buyer personas for each organization. Determine which ones need to be updated or merged. Early alignment on this matter will ensure that content updates accurately reflect audience needs and pain points.



Update journey maps and jobs to be done

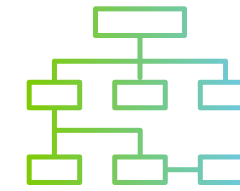
Review customer journey and digital touchpoint maps for each organization, as well your users' jobs to be done at important steps in the journey. Revise or combine as necessary to inform further updates on key webpages and other digital properties.

2. Content and Digital Experience Tasks



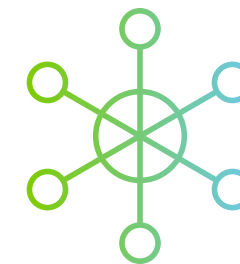
Conduct content inventory and assessment

Take an inventory of all web pages and content assets from the acquired organization. Include details like content type and format, content template used, SEO keywords, tags and other metadata, target audience, journey stage, and whether a source file exists. Assess each piece of content and tag it for next steps; e.g., keep, revise, merge, or archive. Identify content gaps as well, such as new pages or assets that need to be created.



Update and integrate IA and taxonomy

Analyze the website information architecture (IA) and taxonomy system of each organization. Determine how the IA, as well as content tags and categories, will map from one org to the other. This crucial step will help you determine where migrated content should live.



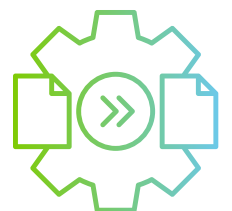
Map content assets for migration

Determine where each page or asset will live in the acquiring organization's digital platform—as well as assets that will be left behind, to reside only on the acquired org's site. Be specific, mapping attributes like destination CMS folder, destination template, page type, and component type.



Rebrand and update content assets

Revise acquired company assets to align with updated branding, messaging and positioning, audience-focus, metadata, and SEO keywords. Do the same for all content templates (e.g., data sheets, case studies).



Migrate content assets to new platform

Assemble an internal team of project managers and content specialists—or work with an agency partner—to methodically migrate and publish content. Work iteratively in smaller batches so you can adjust your approach along the way.

3. Content Operations Tasks



Develop martech integration/migration plan

Analyze both organizations' CMSs (or digital platforms), CRMs, DAMs, and related marketing tools. Develop a plan for how martech will be integrated, as well as the specific processes and scripts you'll use to migrate content and contacts.



Unify content workflows and governance

Examine each organization's digital operations and content processes, from editorial calendaring to content reviews and approvals. Update any workflows and governance docs to ensure that marketing teams from the newly acquired company are aligned on process.



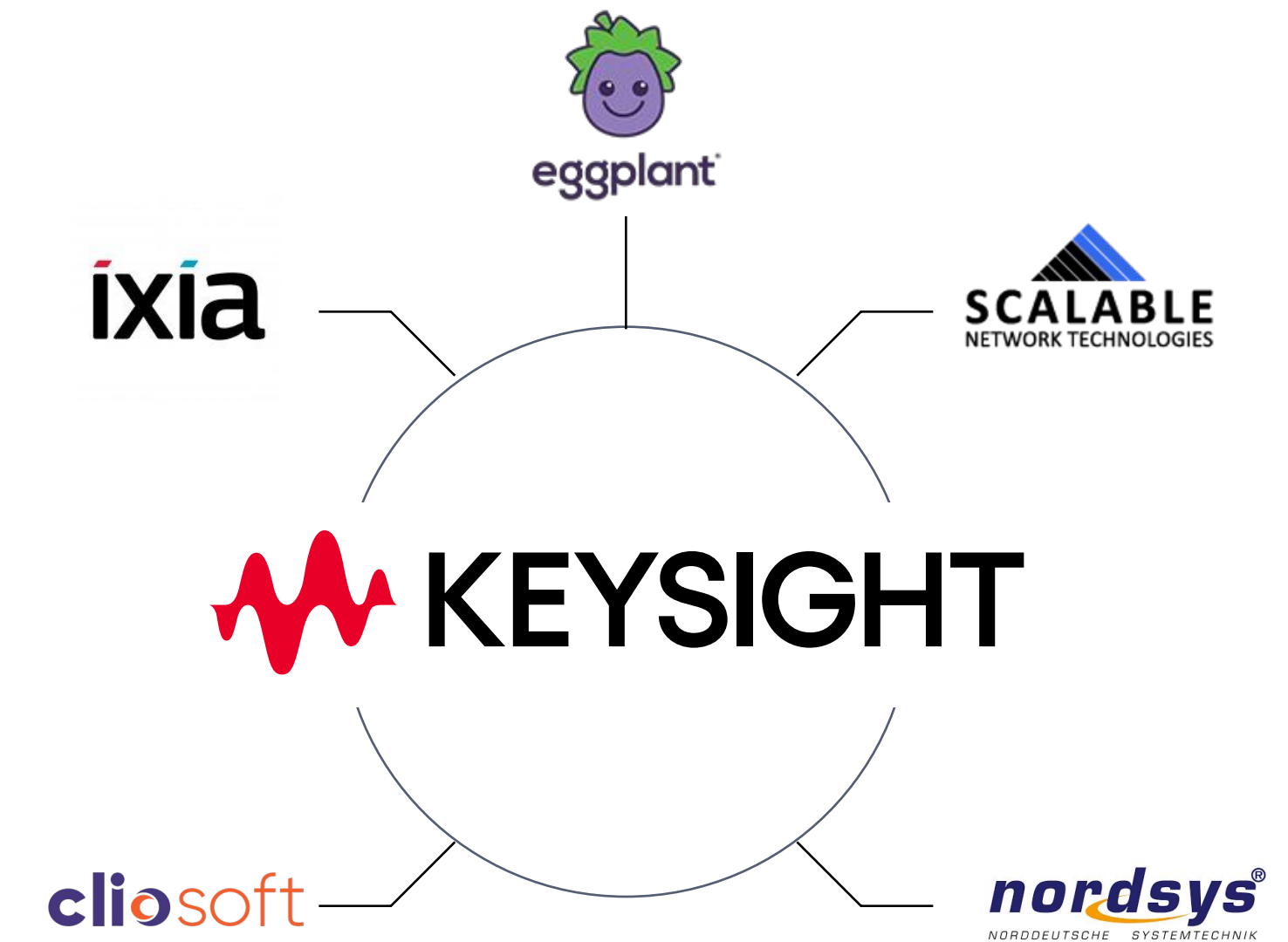
Integration Lessons Learned



Case Study: Keysight Acquisition Support

Tendo developed its brand integration and content migration methodology through years of hands-on experience supporting enterprise M&A activities. Our work with Keysight Technologies, a global measurement equipment and software company, reflects our lessons learned and illustrates the importance of a strategy-led process.

In recent years, Keysight has made several acquisitions, including Ixia, Scalable Networks, Nordsys, Eggplant Software, and ClioSoft. Keysight engaged Tendo to develop a process for brand integration and content migration. They needed an efficient way to map and incorporate content from these acquired companies—adapting thousands of pages and assets to the Keysight story and website while preserving their value. This process needed to be flexible and repeatable: deployed for the latest acquisition and re-used for any future acquisition.



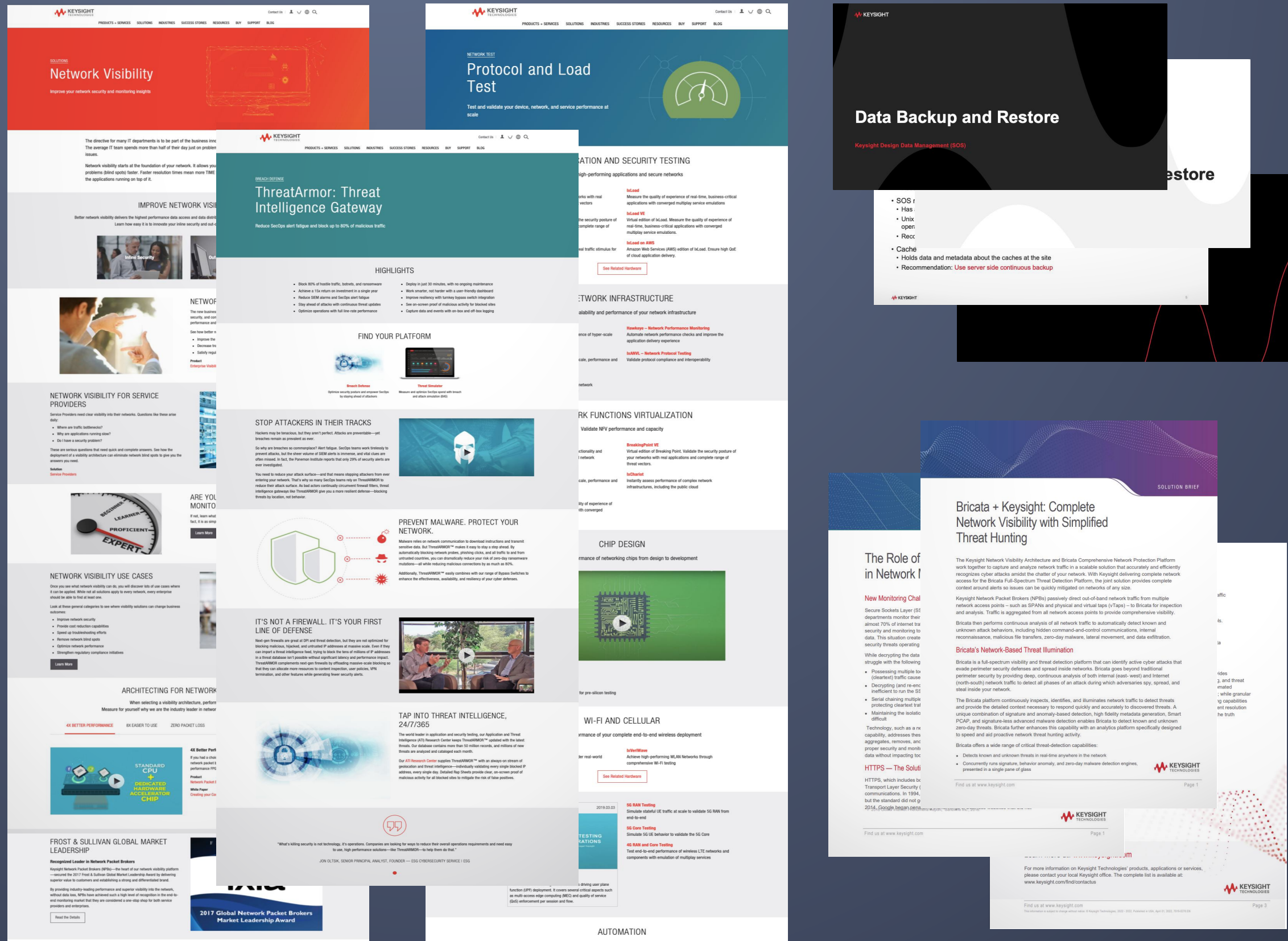
clio

ixia



SCALABLE
NETWORK TECHNOLOGIES

nordsys
NORDEUTSCHE SYSTEMTECHNIK



Tendo Communications serves as Keysight's go-to integration partner for acquisitions. For a typical project, we perform the following steps:

1

Audit existing URLs and assets
to determine which content to migrate

2

Recommend a unified IA, and map webpage content
to templates in Adobe Experience Manager (AEM), Keysight's content platform

3

Perform editorial QA, rebrand assets and migrate them
to AEM, applying proper tags and metadata

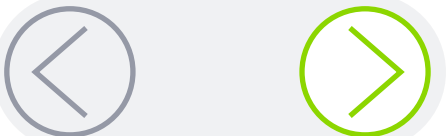
4

Build web pages, using the Keysight design system
and optimizing user journeys and content

5

Develop a page migration checklist as well as an AEM authoring
guide for long-term content management (to enshrine best practices for future acquisitions)

Over six years, we have migrated more than 300 web pages, rebranded approximately 100 video and literature assets, and migrated more than 600 assets to AEM DAM.



6 Content Migration Challenges and Gotchas

After updating and migrating tens of thousands of pages and content assets for enterprise clients, Tendo has learned a few lessons. Below are some of the most common hidden challenges and “gotchas” that we encounter. Be mindful of them as you begin your integration project.

- 1

Stakeholder participation: Brand integrations can slow down due to complex review processes and team bandwidth (since they’re managing integration on top of their existing responsibilities). To stay on schedule, nominate a single point of contact empowered to review and make decisions.
- 2

SEO rankings: How can you ensure that high-ranking webpages maintain their position after migration? Will pages from the new organization compete with your existing pages? SEO takes careful planning.
- 3

Source files: You need to update a series of videos or ebooks, but where are the original files? Digging them up can get tedious if an internal content library is disorganized.
- 4

Case studies and testimonials: Ready to publish a new batch of customer case studies from an acquired company? Not so fast. Check with your legal team about whether customer permissions transfer.
- 5

New content types: What if the acquired company uses a content type that doesn’t exist in your current platform? Should you accommodate it or revise it to fit an existing content type?
- 6

Lead-gen forms: Where will data from contact forms and gated assets end up? The acquired company likely uses a different CRM, so all forms will need updating.

Partner with Tendo for Smooth Brand and Content Integrations

From start to finish, a successful acquisition or merger requires hundreds of decisions and details to manage. In-house marketing teams rarely have the bandwidth to execute brand and content integrations. Keep your teams focused on priority initiatives and let Tendo Communications handle a seamless brand and content integration project.

Tendo has provided brand integration support for leading B2B enterprises, including Keysight Technologies, Okta, Auth0, VMware, Carbon Black, and Broadcom. Our experienced team will take care of all the steps: content inventories, IA and taxonomy mapping, rebranding and revising content, and migrating assets smoothly.

Learn more about Tendo's related content operations services:

- [Content Migration Services](#)
- [Content Governance](#)
- [CMS Authoring & Production](#)



To discuss your post-acquisition needs with content, branding, and digital experience, contact Tendo today.

[Contact Us](#)