

**«With Webrepublic's support,  
we have developed into an  
internal center of  
digital content experts.»**

Oliver Tamas,  
Head of sbb.ch portal & Social Media

# Workshop with SBB: from marketers to content heroes



How SBB's e-business employees were transformed into enthusiastic and proactive content marketing pioneers

## From e-business employees to content heroes

A new content marketing strategy was defined for SBB's e-business. To ensure its 40-member team could implement this new strategy effectively, the e-business division ran a project with Webrepublic including a final workshop.

The result: 40 content heroes emerged, eager to take content marketing to another level; their newly designed content was of a better quality, more relevant and easily accessible across different platforms.



### Company facts

Sector: Public transport

Employees: 32,730 (2014)

Sales: CHF 8,542 bn (2014)

Established: 1902

Website: sbb.ch

### Service rendered:

- ★ Consulting
- ★ Web analysis



# Project overview

## Background

- ★ 40 employees work in SBB's e-business division.
  - ★ A new content marketing strategy was defined for e-business.
  - ★ The implementation of the new strategy will shape the way the team works in the long term.
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## Goals

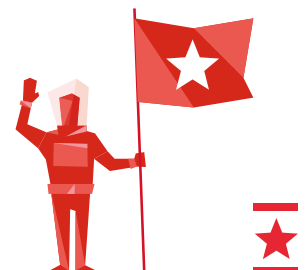
- ★ Define and implement efficient internal processes in accordance with the content marketing strategy.
  - ★ The team understands and supports the strategy and its implementation.
  - ★ The new processes increase the effectiveness of the team's work.
  - ★ The team embraces content marketing. This leads to the emergence of content heroes that launch ideas and develop campaigns independently.
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## Measures

- ★ Data driven development of a comprehensive content marketing strategy.
  - ★ Definition of processes, tasks, responsibilities and skills of content marketing team.
  - ★ Design and implementation of an interactive kick-off workshop with the 40 members of the e-business team at Stade de Suisse in Bern.
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## Results

- ★ The team implemented the processes and now uses the tools to work more efficiently and effectively.
- ★ Employees are motivated because they understand the digital strategy and feel its effects in their day-to-day work.
- ★ Ideas and work processes developed during the workshop were implemented successfully.  
Examples: rail style campaign, the SBB sheep (#sbbmääh)



**«With Webrepublic's help, we  
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tent marketing department.»**

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