PORTFOLIO CASE STUDY

SAP Business Suite HCM Webinar Campaign

Multi-touch B2B campaign—from promotion through post-event follow-up

HCM

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Content writer

Portfolio reconstruction. Copy created for SAP; visual presentation recreated for portfolio use.

CAMPAIGN OVERVIEW

One webinar, multiple moments to earn attention

A multi-touch HCM campaign spanning promotion, registration, sales outreach, post-event follow-up, and SAP.com support.

The campaign invited HR leaders to an October 28, 2025 SAP Business Suite webinar focused on industry-specific HR requirements, compliance, workforce expectations, and integrated HCM capabilities.

AUDIENCE

HR leaders and CHROs

PROMOTION

Four-email nurture sequence

LIFECYCLE

Registration + post-event

CHANNELS

Email, Account Executive outreach, SAP.com

CAMPAIGN FLOW

1	2	3	4
PROMO EMAIL 1	**PROMO EMAIL 2**	**PROMO EMAIL 3**	**FINAL REMINDER**
Sep 18	Sep 25	Oct 2	Oct 16

5	6	7	8
REGISTRATION	**ACCOUNT EXECUTIVE**	**ATTENDEE**	**NO-SHOW**
Confirmation	Forwardable	Replay + next step	Replay

WRITING CONTRIBUTION

Subject-line variants, preheaders, hero copy, body copy, speaker framing, nurture logic, and calls to action across the campaign.

Stay ahead of shifting HR demands

ROLE IN THE CAMPAIGN

Introduces the business problem and positions the webinar as a practical response to regulatory, economic, and workforce pressure.

CAMPAIGN STAGE

PROMO EMAIL 1 • SEP 18

COPY COMPONENTS

- Subject-line variants
- Preheader
- Hero copy
- Body copy
- Primary + secondary CTAs

INBOX COPY

SUBJECT LINE A
Address HR challenges with SAP Cloud ERP

SUBJECT LINE B
Webinar: SAP Business Suite for HR leaders

PREHEADER
See how SAP helps HR leaders manage compliance and workforce complexity.

EMAIL BODY

HCM SAP BUSINESS SUITE

Stay ahead of shifting HR demands

Register here

HR leaders face mounting pressure from new regulations, economic shifts, and evolving employee expectations. Generic tools can’t keep pace with the industry-specific needs that determine long-term success.

You’re invited to our webinar on October 28, 2025, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise, where experts will share best practices and showcase how SAP Business Suite helps HR leaders:

- Understand how today’s economic and business landscape affects HR
- Navigate uncertainty with an ecosystem of proven expertise
- Balance compliance requirements with changing workforce expectations

You’ll also have the opportunity to see a demo of how SAP Business Suite supports industry-specific HR needs. We look forward to your participation.

IN THE MEANTIME

Discover how SAP Business Suite helps organizations manage workforce complexity and adapt with confidence.

Explore SAP Business Suite

Expert insights for complex HR challenges

ROLE IN THE CAMPAIGN

Deepens credibility by moving from the challenge to practitioner expertise, real-world perspective, and named speakers.

CAMPAIGN STAGE

PROMO EMAIL 2 • SEP 25

COPY COMPONENTS

- Subject-line variants
- Preheader
- Speaker framing
- Body copy
- Primary + secondary CTAs

INBOX COPY

SUBJECT LINE A
Cloud ERP for industry-specific HR needs

SUBJECT LINE B
Webinar: Cloud ERP for today’s HR

PREHEADER
Hear from HR experts on industry-specific requirements and workforce needs.

EMAIL BODY

HCM SAP BUSINESS SUITE

Expert insights for complex HR challenges

Register here

From evolving employee expectations to new industry regulations, HR leaders need practical strategies to stay agile and deliver results. Join us to hear how SAP experts are helping organizations turn these challenges into opportunities.

You’re invited to our webinar on October 28, 2025, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise, to learn how SAP Business Suite supports HR leaders with integrated solutions and real-world insights.

SPEAKERS INCLUDE

- Carrie Klauss leads product marketing at SAP SuccessFactors, focusing on HCM, AI for HR, and digital adoption. With 20+ years in cloud HR tech, she helps global organizations turn data into insights and drive better workforce outcomes.
- Dante Ricci is a product marketing chief expert at SAP with nearly 30 years of experience. He helps industries harness enterprise tech to drive transformation, improve performance, and deliver meaningful impact through innovation.
- April Htut is a senior solution advisor at SAP SuccessFactors, combining customer-side experience with deep product expertise. She began her career implementing HR systems as a customer and now helps organizations simplify complex challenges into actionable solutions.

With this webinar, you’ll gain strategies and tools to manage HR requirements more effectively while preparing for the future of work.

IN THE MEANTIME

Explore how SAP Business Suite helps HR leaders manage workforce complexity with confidence.

Explore SAP Business Suite

Adapt HR strategies to shifting demands

ROLE IN THE CAMPAIGN

Moves closer to solution value, emphasizing integrated capabilities, AI-driven insight, and concrete outcomes for HR leaders.

CAMPAIGN STAGE

LATE-STAGE NURTURE • OCT 2

COPY COMPONENTS

- Subject-line variants
- Preheader
- Solution framing
- AI value point
- Primary + secondary CTAs

INBOX COPY

SUBJECT LINE A
See how SAP Business Suite transforms HR

SUBJECT LINE B
Cloud ERP built for the evolving HR landscape

PREHEADER
Don’t miss out. Your HR webinar on SAP Business Suite is coming up soon.

EMAIL BODY

HCM SAP BUSINESS SUITE

Adapt HR strategies to shifting business and workforce demands

Register here

Managing workforce expectations while meeting industry requirements has never been more challenging. With SAP Business Suite, HR leaders can go beyond generic solutions to tackle the needs that matter most: compliance, workforce agility, and employee engagement.

You’re invited to our webinar on October 28, 2025, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise, where SAP experts will demonstrate how integrated solutions help HR leaders:

- Adapt to new business and economic realities
- Balance compliance with evolving workforce expectations
- Use data and AI-driven insights for industry-specific HR needs

SPEAKERS INCLUDE

Carrie Klauss, Senior Director, Product Marketing, SAP SuccessFactors; Dante Ricci, Product Marketing Chief Expert for Industries, SAP; and April Htut, Senior Solution Advisor, SAP SuccessFactors.

The session is coming soon—make sure you’re registered.

IN THE MEANTIME

Explore how SAP Business Suite helps HR leaders manage workforce complexity and prepare for the future of work.

Explore SAP Business Suite

Transform HR for today’s workforce

ROLE IN THE CAMPAIGN

Creates urgency while keeping the value proposition substantive: compliance, agility, industry-specific needs, and a live demo.

CAMPAIGN STAGE

FINAL REMINDER • OCT 16

COPY COMPONENTS

- Subject-line variants
- Preheader
- Urgency framing
- Benefit bullets
- Primary + secondary CTAs

INBOX COPY

SUBJECT LINE A
Your webinar on HR and SAP Business Suite

SUBJECT LINE B
Webinar: Cloud ERP strategies for HR leaders

PREHEADER
Learn how SAP Business Suite helps HR leaders adapt with agility and confidence.

EMAIL BODY

HCM SAP BUSINESS SUITE

Transform HR to meet today’s workforce and industry needs

Register here

As an HR leader, you need strategies that balance evolving employee expectations with industry-specific requirements. SAP Business Suite provides the insights and tools to help you adapt quickly—without sacrificing compliance or agility.

This is your last chance to register for our webinar, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise. Don’t miss out on learning how SAP Business Suite helps HR leaders:

- Address the impact of today’s economic and business climate
- Navigate uncertainty with an ecosystem of proven expertise
- Balance compliance with workforce expectations
- Apply solutions to industry-specific HR challenges through a live demo

SPEAKERS INCLUDE

Carrie Klauss, Senior Director, Product Marketing, SAP SuccessFactors; Dante Ricci, Product Marketing Chief Expert for Industries, SAP; and April Htut, Senior Solution Advisor, SAP SuccessFactors.

We hope to see you there.

IN THE MEANTIME

Explore how SAP Business Suite helps organizations simplify HR complexity and prepare for the future of work.

Explore SAP Business Suite

Turn a conversion into anticipation

ROLE IN THE CAMPAIGN

Confirms the signup, reinforces the value of attending, and keeps SAP Business Suite in view before the event.

CAMPAIGN STAGE

REGISTERED → ATTEND

COPY COMPONENTS

- Subject-line variants
- Preheader
- Confirmation copy
- Agenda/value bullets
- Secondary product CTA

INBOX COPY

SUBJECT LINE A
Registered! SAP Business Suite HR webinar

SUBJECT LINE B
Your seat’s saved for our HR webinar

PREHEADER
Learn how SAP Business Suite helps HR leaders meet industry and workforce needs.

EMAIL BODY

HCM SAP BUSINESS SUITE

Tackle industry-specific HR needs with confidence

Hi, [First name],

Thank you for registering!

We’re excited for you to join our webinar, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise, on October 28, 2025. You’ll hear from SAP experts on how to adapt HR strategies to evolving business demands, industry-specific requirements, and employee expectations.

In this webinar, you’ll learn how to:

- Understand the impact of today’s business and economic shifts on HR
- Navigate uncertainty with proven expertise and best practices
- Balance compliance requirements with evolving workforce expectations

You’ll also see how SAP Business Suite supports industry-specific HR needs through a live demo.

We look forward to seeing you on October 28, 2025.

IN THE MEANTIME

Explore how SAP Business Suite helps HR leaders manage workforce complexity and prepare for the future of work.

Explore SAP Business Suite

Make the invitation feel personal

ROLE IN THE CAMPAIGN

A conversational, forwardable note for an Account Executive (AE) to send one-to-one while preserving the webinar value proposition.

CAMPAIGN STAGE

ACCOUNT EXECUTIVE → PROSPECT

COPY COMPONENTS

- Subject-line variants
- Preheader
- Conversational body copy
- Speaker list
- Signature + secondary CTA

INBOX COPY

SUBJECT LINE A
Webinar: CHROs address industry-specific HR

SUBJECT LINE B
Webinar: Smarter workforce planning with SAP

PREHEADER
See how SAP Business Suite helps HR balance compliance and workforce needs.

EMAIL BODY

HCM SAP BUSINESS SUITE

Industry-specific HR challenges solved with connected insight

Register here

Hi, [First name],

Wanted to pass along an upcoming SAP webinar you might find valuable. It's called Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise, and it's happening on October 28, 2025.

In this session, you'll learn how to:

- Understand how today's economic and business landscape affects HR
- Navigate uncertainty with proven expertise and best practices
- Balance compliance requirements with changing workforce expectations

You'll also see a demo of how SAP Business Suite supports industry-specific HR needs.

SPEAKERS INCLUDE

- Carrie Klauss, Senior Director, Product Marketing, SAP SuccessFactors
- Dante Ricci, Product Marketing Chief Expert for Industries, SAP
- April Htut, Senior Solution Advisor, SAP SuccessFactors

If you're thinking about how to better align HR strategy to business needs, this session is worth a look.

All the best,

[AE Name] | [Title] | SAP

MEANWHILE

Explore how SAP Business Suite empowers HR teams to manage workforce complexity, ensure compliance, and adapt to the future of work—all within a system designed specifically for human resources.

Explore SAP Business Suite

Keep the value moving after the event

ROLE IN THE CAMPAIGN

Thanks attendees, provides the replay, previews a future webinar, and directs readers toward SAP Business Suite resources.

CAMPAIGN STAGE

ATTENDED → REPLAY + NEXT STEP

COPY COMPONENTS

- Subject-line variants
- Preheader
- Thank-you copy
- Replay CTA
- Cross-promotion + product CTA

INBOX COPY

SUBJECT LINE A
Thanks for joining our HR webinar—replay inside

SUBJECT LINE B
The latest innovations in HR—webinar on demand

PREHEADER
Revisit how SAP Business Suite can transform workforce planning and HR.

EMAIL BODY

HCM SAP BUSINESS SUITE

Thanks for joining us

Watch the replay

Hi [First name],

Thank you for attending our webinar, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise. We hope the session gave you fresh ideas on how to address today's HR challenges.

If you'd like to revisit the discussion—or share it with your colleagues—the recording is now available to watch on demand.

And, on December 3, we have another webinar planned: Drive Better Workforce Decisions with a New Approach to People Analytics. Please stay on the lookout for an invite.

NEXT STEP

Learn more about how SAP Business Suite helps CHROs and HR leaders manage complex compliance, empower workforce planning, and prepare for the future with integrated skills management.

Explore SAP Business Suite

Make catching up effortless

ROLE IN THE CAMPAIGN

Acknowledges the missed session without friction and provides a direct replay path centered on the webinar's practical HR value.

CAMPAIGN STAGE

REGISTERED, MISSED → REPLAY

COPY COMPONENTS

- Subject-line variants
- Preheader
- Catch-up framing
- Benefit bullets
- Replay CTA

INBOX COPY

SUBJECT LINE A
Missed our HR webinar? Watch the replay now

SUBJECT LINE B
Get HR insights on demand

PREHEADER
Learn how SAP Business Suite helps HR balance compliance and workforce needs.

EMAIL BODY

HCM SAP BUSINESS SUITE

Catch up on HR insights at your own pace

Watch the replay

Hi, [First name],

Sorry we missed you at our SAP Business Suite webinar, Tackle Industry-Specific HR Requirements with an Ecosystem of Expertise. The good news is the replay is ready whenever you are.

Watch it to hear SAP experts discuss how HR leaders can:

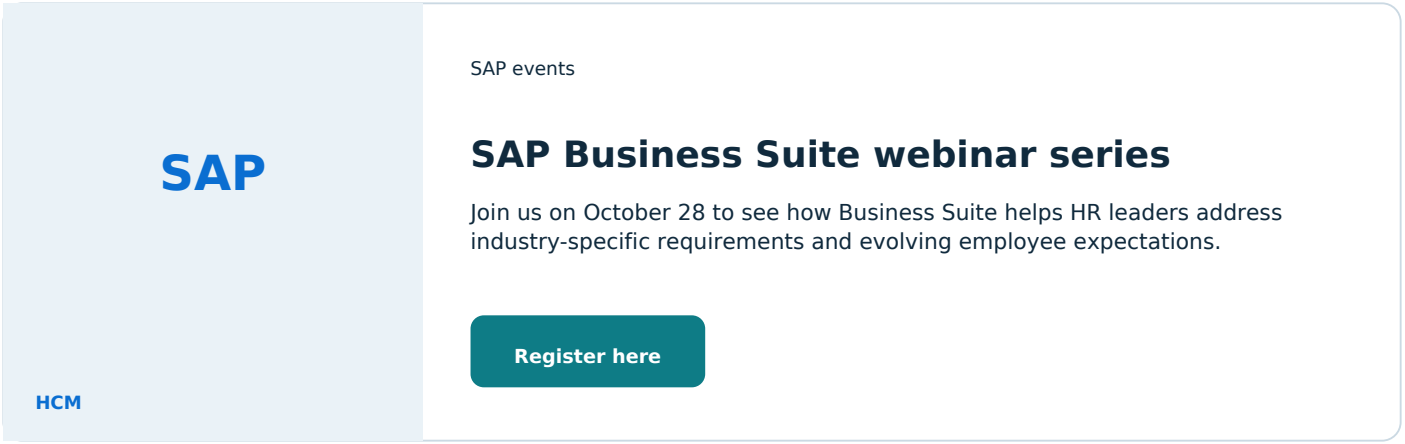
- Adapt to today's economic and business challenges
- Navigate uncertainty with proven expertise and best practices
- Balance compliance with evolving workforce expectations

You can also see SAP Business Suite in action with a demo tailored to HR needs.

SUPPORTING CAMPAIGN COLLATERAL

Extend the webinar story beyond the inbox

SAP.com ribbon copy carried the same event proposition into a web-browsing context.



WHAT THE WORK DEMONSTRATES

NURTURE SEQUENCING

Four promotional emails shift emphasis from the business problem to expert insight, solution value, and final urgency.

MESSAGE ADAPTATION

The same core proposition is rewritten for marketing email, Account Executive outreach, confirmation, follow-up, and web.

CTA HIERARCHY

Registration remains primary before the event; replay and product exploration take over afterward.

ENTERPRISE HCM FLUENCY

The copy balances compliance, workforce agility, employee expectations, AI-driven insight, and industry-specific requirements.

PORTFOLIO NOTE

This presentation reconstructs the finished reading experience from SAP delivery sheets. Internal production IDs, reviewer names, and workflow fields have been removed; copy has been lightly polished for presentation, and the visual treatment does not represent the exact final production design.