PORTFOLIO CASE STUDY

SAP Business Suite Webcast Series Campaign

Five audiences. Fifteen emails. Five social cards.



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Content writer

PORTFOLIO RECONSTRUCTION

A finished presentation of a multi-audience SAP Business Suite webcast campaign. The copy is preserved and lightly polished; webcast terminology and SAP-style closed em dashes are standardized for portfolio use.

INVITE	NURTURE	REMIND	FOLLOW UP + SUPPORT
5 emails	**4 emails**	**4 emails**	**2 emails + 5 cards**
Cross-LOB + 4 functions	Finance, HR, procurement, SCM	Persona-specific urgency	Replay paths + social

Client: SAP | Product: SAP Business Suite | Format: Multi-audience webcast campaign

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

CAMPAIGN OVERVIEW

One webcast series, five business audiences

The campaign adapted one SAP Business Suite story to distinct executive and functional priorities—then carried each audience from invitation to urgency and follow-up.

5 AUDIENCES
Cross-LOB, finance, HR, procurement, supply chain

15 EMAILS
Invitation, nurture, reminder, post-event

5 SOCIAL CARDS
One supporting card per audience

Campaign architecture

1 INITIAL INVITATION	5 VARIANTS	Cross-LOB + Finance + HR + Procurement + Supply Chain
2 DEEPER NURTURE	4 VARIANTS	Finance + HR + Procurement + Supply Chain
3 FINAL REMINDER	4 VARIANTS	Same four functional audiences
4 POST-EVENT	2 PATHS	Attended + missed

WRITING CONTRIBUTION

Subject-line options, preheaders, headers, body copy, functional proof points, AI messaging, speaker framing, product exploration modules, calls to action, post-event follow-up, and social-card copy.

EMAIL 1 / INITIAL INVITATION

Start with the enterprise story

ROLE IN THE CAMPAIGN

Opens the series for business leaders by framing uncertainty as a cross-functional operating challenge—and positioning connected applications, data, and AI as the response.

SUBJECT-LINE OPTIONS

- Webcast: SAP Business Suite for business leaders
- Connect data and decisions—see how in the webcast
- Lead enterprise transformation with confidence

PRIMARY PATH

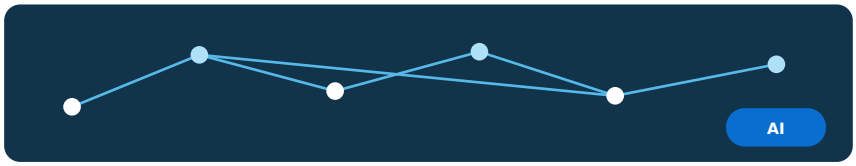
INVITE → REGISTER

SUBJECT LINE

Webcast: SAP Business Suite for business leaders

PREHEADER

See how SAP helps unify data, AI, and processes across all lines of business.



SAP BUSINESS SUITE

SAP Business Suite: Connected business decisions

Register now

Uncertainty isn’t new—but the pace and complexity of change are accelerating. Across industries, business leaders are being asked to do more with less, while still staying focused on long-term growth and stability.

Join us for our June 24 webcast to explore how SAP Business Suite supports this balance—by helping organizations unify applications, data, and AI to improve visibility, simplify decisions, and respond with greater agility. You’ll hear from SAP experts and customers as they share how they’re navigating today’s realities while preparing for what’s next.

- Connect strategy, data, and operations across your business
- Customer stories from organizations leading through transformation
- AI and automation that deliver real-time, business-wide insights
- Key integration benefits for CIOs, CEOs, and cross-functional leaders

SAP Business Suite

SAP core applications, data, and AI come together—powered by SAP Business Technology Platform—to help organizations stay ready for what’s next.

Learn more

AUDIENCE ADAPTATION

One campaign idea, four functional entry points

Each invitation translates the same Business Suite proposition into the pressures, language, and outcomes that matter most to a specific line of business.

FINANCE — **JUNE 25**

SELECTED SUBJECT LINE

Webcast: SAP Business Suite for finance leaders

HEADER

Plan with confidence. Lead with clarity.

Connected finance data, embedded intelligence, and precision planning for growth and risk.

Register now

HR — **JULY 9**

SELECTED SUBJECT LINE

Webcast: SAP Business Suite for HR leaders

HEADER

Make workforce planning a business advantage

Connect people, plans, and business insight to improve workforce decisions.

Register now

PROCUREMENT — **JULY 8**

SELECTED SUBJECT LINE

Make smarter spend decisions—join the webcast

HEADER

Strategic procurement, powered by insight

Balance cost, risk, sustainability, and supplier complexity with better visibility.

Register now

SUPPLY CHAIN — **JUNE 26**

SELECTED SUBJECT LINE

Adapt faster with connected supply chain planning

HEADER

SAP Business Suite: Plan smarter. Adapt faster.

Align demand and supply, improve visibility, and respond faster to disruption.

Register now

EMAIL 2 / DEEPER NURTURE

Turn broad value into functional proof

ROLE IN THE CAMPAIGN

Moves Finance from general transformation messaging to concrete planning, forecasting, AI-assisted insight, and orchestration across finance and operations.

SUBJECT-LINE OPTIONS

- Plan with precision in the face of uncertainty
- Improve financial planning with real-time visibility
- Speed decision-making with connected finance data

PRIMARY PATH

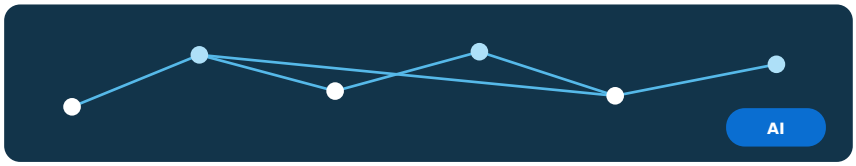
NURTURE → REGISTER

SUBJECT LINE

Plan with precision in the face of uncertainty

PREHEADER

See how finance leaders are making faster, more confident decisions.



SAP BUSINESS SUITE

Extend finance visibility, move with confidence

Register now

In this webcast, learn from SAP experts how SAP Business Suite supports real-time planning and connected decision-making—so you can manage risk while staying focused on growth.

Speakers include Haresh Chhaya, Director, Finance Product Marketing at SAP, and Rafael Rodrigues, Director, Finance Product Marketing at SAP.

- Break down how finance and operational planning are aligning
- Improve forecasting without adding complexity
- Use AI to assist teams with real-time insights

SAP Business Suite for finance teams

Predict, forecast, and plan sales, revenue, costs, and liquidity with AI-infused capabilities and meaningful data.

Learn more

Deeper messages for four different operating realities

The second-touch emails keep the same campaign structure while changing the proof points, language, and secondary product value for each function.

FINANCE

Plan with precision in the face of uncertainty

Extend finance visibility, move with confidence

- Align finance and operational planning
- Improve forecasting without added complexity
- Use AI for real-time insight

Predict, forecast, and plan revenue, costs, and liquidity with AI-infused capabilities.

HR

Drive better outcomes with connected HR

Lead your changing workforce with intelligence

- Prepare HR teams for continued change
- Connect workforce planning with business strategy
- Simplify processes to boost engagement

Use AI-enabled capabilities to simplify processes, boost productivity, and close skills gaps.

PROCUREMENT

Smarter procurement decisions with cloud ERP

Make real-time decisions with SAP Business Suite

- Transformation stories
- Procurement automation in action
- Benefits for sourcing teams

Increase productivity and manage spend using AI and intelligent procurement applications.

SUPPLY CHAIN

Build a more resilient supply chain

Adapt with agility across the supply chain

- Improve visibility across sourcing, planning, and logistics
- Respond faster to demand and inventory changes
- Connect operations to strategy in real time

Connect core applications, data, and AI to stay ready for what's next.

Urgency stays persona-specific

The final touch tightens the copy without collapsing into generic “last chance” language. Each audience still gets a reason to care that reflects its own operating pressure.

FINANCE

SUBJECT LINE

Finance leaders: your webcast is starting soon

PREHEADER

Learn how SAP Business Suite helps align finance and operations in real time.

Finance has a growing role in driving business agility. Hear how finance leaders are using SAP Business Suite to improve planning, close cycles faster, and make informed decisions with confidence.

Register now

HR

SUBJECT LINE

Your HR leadership webcast starts soon

PREHEADER

Explore how SAP Business Suite helps connect your workforce and your business.

Workforce needs are shifting fast—yet many HR systems still operate in silos. SAP experts share how SAP Business Suite helps align HR and business priorities with connected talent, payroll, and insight.

Register now

PROCUREMENT

SUBJECT LINE

Don’t miss: Transform procurement with SAP

PREHEADER

Register now to explore smarter sourcing and streamlined spend with SAP Business Suite.

Procurement leaders face constant pressure to lower cost and reduce risk while managing volatile supply. See how SAP Business Suite helps unify sourcing, contracts, and supplier collaboration—giving you clarity to respond faster.

Register now

SUPPLY CHAIN

SUBJECT LINE

Supply chain webcast: final chance to register

PREHEADER

See how SAP Business Suite helps improve visibility and respond to disruption.

Global supply chains are under strain—and reacting in real time is a competitive advantage. Supply chain leaders and SAP experts share how SAP Business Suite improves planning, insight, and flexibility across operations.

Register now

POST-EVENT FOLLOW-UP

Two paths, one objective: keep the conversation moving

Attendees get a simple replay path; registrants who missed the session get a direct catch-up message. Both preserve the campaign’s Business Suite value proposition.

ATTENDEE PATH

SUBJECT LINE

Thanks for joining us at the webcast

PREHEADER

Watch the webcast again anytime or share it with a colleague



Thanks for joining us

Watch the webcast recording

We appreciate you spending time with us during the SAP Business Suite webcast. We hope you found the discussion valuable.

If you’d like to revisit any part of the session—or share it with your team—the full recording is available below.

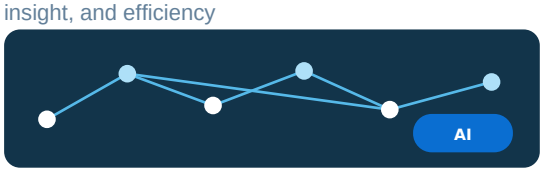
MISSED PATH

SUBJECT LINE

Sorry we missed you at the webcast

PREHEADER

See how SAP Business Suite helps improve agility, insight, and efficiency



Sorry we missed you

Watch the webcast recording

We’re sorry you couldn’t join us for the SAP Business Suite webcast—but we’ve got you covered. The full recording is ready to watch on demand.

Tune in for practical insight on how SAP Business Suite helps unlock faster planning, smarter decisions, and more connected operations across your business.

LIFECYCLE SHIFT

Attendee path: reinforce value and make the replay easy to revisit or share. Missed path: remove friction, acknowledge the absence, and create a direct catch-up route.

SUPPORTING SOCIAL

Five social cards extend the series beyond the inbox

The card system keeps a common event identity while changing the hero copy and date for each audience.



SAP BUSINESS SUITE WEBCAST SERIES

Stay Agile and Resilient in Uncertain Times with SAP Business Suite

JUNE 24 CROSS-LOB



SAP BUSINESS SUITE WEBCAST SERIES

Finance-led ERP Offerings in SAP Business Suite

JUNE 25 FINANCE



SAP BUSINESS SUITE WEBCAST SERIES

Transform Supply Chain Management with SAP Business Suite

JUNE 26 SUPPLY CHAIN



SAP BUSINESS SUITE WEBCAST SERIES

Reimagine Strategic and Operational Procurement with SAP Business Suite

JULY 8 PROCUREMENT



SAP BUSINESS SUITE WEBCAST SERIES

SAP Business Suite for HR: Connecting people, data, and processes

JULY 9 HR

WHAT THE WORK DEMONSTRATES

Enterprise campaign writing across audience, channel, and lifecycle

One product story becomes a coordinated system of persona-specific messages without losing strategic consistency.

AUDIENCE SEGMENTATION

Five audiences receive distinct business framing, proof points, and vocabulary.

NURTURE ARCHITECTURE

Invitation, deeper nurture, urgency, and follow-up work as a connected sequence.

COMPLEX-TECH CLARITY

AI, planning, connected data, automation, and enterprise processes are translated into concise business-facing copy.

MESSAGE ADAPTATION

The same campaign idea is rewritten for finance, HR, procurement, supply chain, cross-LOB leadership, and social.

CTA HIERARCHY

Registration drives pre-event action; product exploration and replay become supporting or post-event paths.

SYSTEM-LEVEL WRITING

Subject lines, preheaders, body copy, speaker framing, secondary modules, and social cards operate as one content system.

Portfolio note

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