AIIMS GROUP / PRACTICAL STRATEGY RESOURCE

See the content. Find the commercial opportunity.

A practical guide to turning real stories, local knowledge and production into useful search content.



THREE STARTING POINTS. ONE COMMERCIAL STANDARD.

Directed production in Singapore. Local-language videos in Thailand. Customer-led discovery in New Zealand. The material changes; the responsibility to think strategically stays the same.

Built from the AIIMS Group x Alsco Uniforms case study. Published evidence checked 30 October 2026.

01 / CHOOSE THE STARTING POINT

Match the method to the opportunity.

Directed production / Singapore

A controlled production can capture clear customer voices, service demonstrations and website photography together.

The strategic move: Plan the customer story, service use, website placement and sales purpose before the shoot.

Explore the Singapore customer success hub

Locally led video / Thailand

A team member can explain a local service issue in the language a customer actually uses.

The strategic move: Choose a precise buying question. Build a useful service page or article around verified content.

Explore a Thai video-to-page example

Customer-led discovery / New Zealand

A comment, delivery photograph or community post can reveal a specific story worth developing.

The strategic move: Verify the detail. Publish the customer story, then add a genuinely useful companion guide.

Explore the Enviro NZ customer story

What stays consistent

Real evidence. A clear buyer question. A distinct page role. Relevant internal links. A useful enquiry route. A measurement plan.

02 / THE FIVE DECISIONS

Think beyond the first asset.

01. Verify the signal.

Record what actually happened, where the source came from and what is known first-hand. Check the facts and permission to publish names, images and comments.

02. Find the commercial question.

Identify the customer, language, service and decision. Choose a question the source can legitimately help answer.

03. Build the right destination.

A story explains a relationship. A service page explains an offer. A guide answers a problem. Give every page a distinct purpose.

04. Connect the customer journey.

Link the story, guide and relevant service. Use descriptive links and a clear next action. Make service pages point back to useful proof.

05. Measure what follows.

Set a baseline, comparison period and qualification definition. Follow discovery, meaningful actions and sales progression, then decide what to improve.

The quality check

If two planned pages answer the same question with the same evidence, strengthen one page or give the other a genuinely different role.

03 / THE OPPORTUNITY BRIEF

A useful story starts with better questions.

The signal

What happened? Who was involved? Which service, location and problem make it specific?

The evidence

Source URL or file, source date, owner, facts to verify, reuse permission and approval status.

The buyer

Audience, language, buying question, relevant service and the next meaningful action.

The content system

Primary asset, customer story, service page and companion article. Explain why each destination is needed.

The links

Story to guide. Guide to service. Service to customer proof. Relevant local team or enquiry destination.

The owner and review

Responsible person, publication date, baseline dates, comparison dates and the decision the review will inform.

Use the separate editable TXT template for the full working brief.

04 / MEASUREMENT

Separate what shipped from what improved.

Publishing a useful content system is a delivery outcome. Proving that it changed commercial performance needs dated analytics and CRM evidence.

Layer	What to measure	What it can tell you
Discovery	Relevant impressions, clicks, landing pages, language and location.	Whether the intended audience is discovering the content.
Customer action	Meaningful engagement, service journeys, enquiries and agreed events.	Whether the page helps people take a useful next step.
Commercial progression	Qualified enquiries, opportunities, won business and CRM source data.	Whether the activity is associated with business outcomes.

Agree these before you compare results

Baseline and comparison dates; changes in paid spend or campaign activity; event definitions; qualification criteria; CRM ownership; and whether the claim is direct attribution or assisted influence.

Do not invent the lift

Missing data should stay missing. A video view is not a qualified lead. A customer story is not proof of a conversion-rate increase. A cluster does not guarantee rankings or an AI citation.

Use the CSV planner to record sources, page roles, links, baseline periods and results. Example rows are labelled; commercial measurement fields are intentionally blank.

05 / SOURCES & NEXT STEPS

Inspect the work.
Plan your next move.

Singapore / Directed production

Customer success hub

AIIMS Singapore video production case study

Thailand / Local-language content

Thai website

English website

Thai mat-rental service page

New Zealand / Two story-and-service clusters

Enviro NZ Omanawa

Local linen delivery guide

Viv's Kitchen customer story

National AED rental and installation guide

Search implementation / Google Search Central

AI features and your website

Video SEO best practices

Localized versions of your pages

Work with AIIMS

SEO strategy | AEO and GEO | 6 For 6 | Start a conversation

The strategy and project narrative are supplied by AIIMS. Published pages show delivery outcomes; this resource does not report commercial uplift. Language alternatives should describe genuinely corresponding pages. There is no special schema requirement for Google AI features.