Content strategy to support the brand

An evolution of content to serve the needs of the brand

May 2020

We believe...

Content is a a business asset.

It touches every corner of an organization across every discipline, and a structured approach coordinated across teams designed to capture the needs and preferences of consumers/customers/partners across channels is how we build consistent, trustworthy and believable brand narratives.

Content strategy 1.0

A historical snapshot

Content strategy 1.0

Lens: Establish the foundation for content marketing with a focus on optimizing editorial content programming

Strategies/Vision (Goal: use blogs to educate people and drive digital transactions on web pages)

Areas of focus	**Areas of success**
• Build content to show the breadth of service options • Establish a cross-team editorial process & calendar • Use blog content to fuel newsletters & grow contact database • Experiment with global & local web content • Extend reach of blog via owned cross-channel syndication • Experiment with personalized content to drive transactions • Enhance E-A-T via partnership with SEO team • Test content formats, tone and CTAs to drive action	• Grew blog sessions 321% between 2017-2020 • 42% conversion growth from blog 2017-2019 • Syndicated content across most regional service web pages • Increased organic traffic to blog by 116% 2017-2019 • Unified web content experience priority services • Built relationships with over 95 SMEs • Personalization drove $100k in incremental revenue • Grew email subscriptions from of 20/mo to 200/mo • Drove 1000s of downloads with engaging LPs

Content strategy 1.0

Gaps

- **Limited integration with brand strategy**
- **Lack of holistic understanding of content across the organization**
- **Passive commitment to cross-team collaboration to build content (no shared goals)**
- **Limited reuse of content developed across the organization (hindered content ROI)**
- **Lack of cross-channel tagging taxonomy to improve performance measurement**
- **Clear attribution data to measure effectiveness of content investment**
- **Existence of centralized and searchable content repository**
- Operationalizing storytelling in a meaningful way
- Topic-specific editorial focus vs. brand narrative focus
- Ineffective strategy to engaging SMEs/thought leaders
- Editorial calendar loosely tied to priority marketing programs

Phase 1 priorities
Phase 2 priorities
Ongoing priorities

Content strategy 2.0

A vision for the future

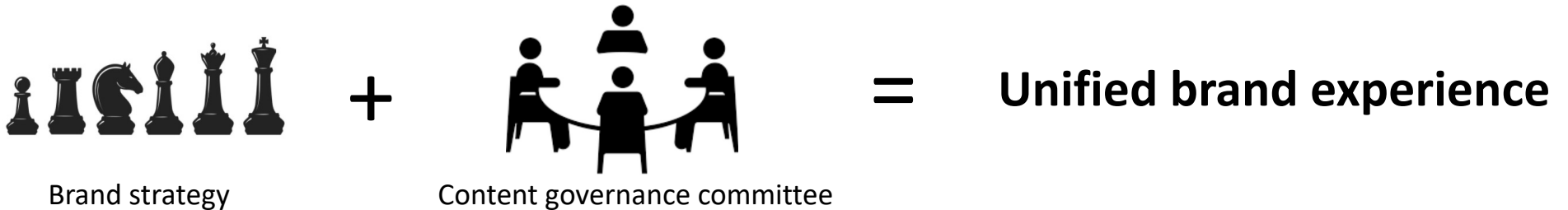# Content strategy 2.0

Lens

Create content designed to ensure brand consistency, cohesion and authority in order to inspire people to engage

Vision

Establish a centralized content governance committee to be the organizing body to bring the brand to life across all channels

A winning formula

 + **=** **Unified brand experience**
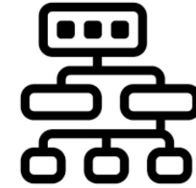
Brand strategy   Content governance committee

Content and the brand organization

Brand strategy

Visual identity

Narrative & messaging

Architecture
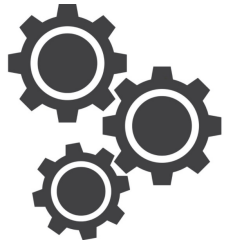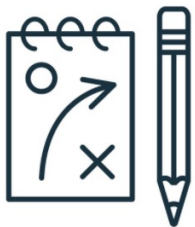
Brand operations

Signage

WELCOME

Digital asset management

EVENT

Physical asset management

Content strategy

Kelby Johnson

Storytelling & content creation

Cross-team collaboration

Channel coordination

The role of content in the brand org

- **Strategy**: partner with the brand strategy lead to align content created and distributed across public-facing channels
  - Key tasks: adapt brand guidelines for content creation | protect brand image through content
  - Deliverables: content plans + schedules for brand campaigns | owned channel growth plans

- **Process**: set in place the processes to aid in the governance of content in support of the brand
  - Key tasks: Work with/through content governance committee to build process for ensuring availability of content across the org
  - Deliverables: content governance structure | "how to" guides for content creation & publishing | standards

- **Coordination**: make all content stakeholders aware of planned content and establish an easy way to access resources
  - Key tasks: build a shared content calendar to optimize exposure | create content DAM | drive channel syndication
  - Deliverables: consistently updated content calendar | guidelines for accessing & using content across channels

- **Growth**: initiate programs intended to achieve the growth goals of average monthly visitors to the TYH blog
  - Key tasks: SEO audit | pilot paid syndication | improve owned content syndication
  - Deliverables: quality content | monthly + ad hoc reporting on investments

Operationalizing 2.0

A 9-step plan to elevate the value of content

2.0 Snapshot

1. **Do less with more focus**: enhance differentiation and trustworthiness by focusing on thought leadership and brand storytelling

2. **Empower content delegates**: Assign content directors with a clear remit and goals to govern content processes

3. **Meet the organization's content needs**: Enhance cross-team collaboration to prioritize the right content

4. **Strategically distribute content**: Define content tier priorities, improve audience targeting, and experiment with life stage content

5. **Expand rich media investments**: Leverage existing rich media tools and partners to improve brand storytelling

6. **Curate and build stories**: Audit and capture more stories

7. **Leverage research and insights**: Optimize creation process to enhance content with rich consumer insights

8. **Coordinate SME engagement**: Add more structure to how SMEs are engaged across teams and across the organization

9. **Build content DAM**: Create a centralized/searchable repository to enable self-service of approved content assets

Next steps

Action	Stakeholders	Complete date
Align with leadership	• SLT	TBD
Socialize with team & channel leads	• Marketing • PR • Comms	TBD
Broad socialization	• Regional marketing & comms • Creative strategy • Innovation (Web Ops/SEO) • Platform & analytics	TBD

Appendix

Inspiration

"Diffusion is the process by which an *innovation* is *communicated* through certain *channels over time* among members of a *social system*."

\- Everett Rogers (author – Diffusion of Innovations)

Applied to brad

"Diffusion is the process by which an *innovation [a dedicated x-channel content team]* is *communicated* through certain *channels* [all internal outlets] *over time* among members of a *social system [marketing & communications]*."

1. Focused content investments

Narrative pillars

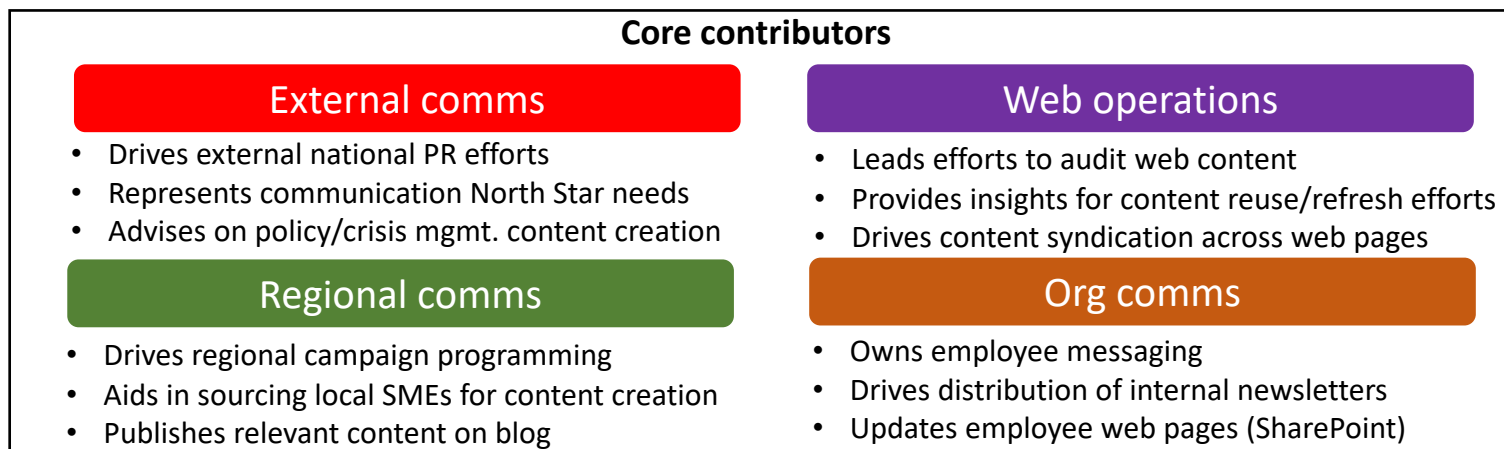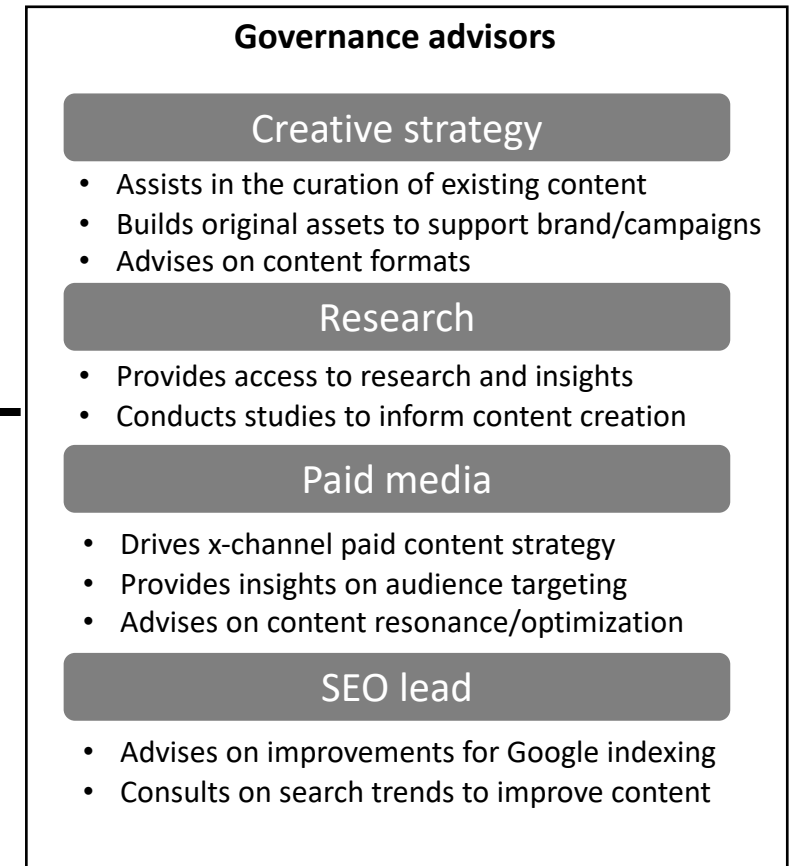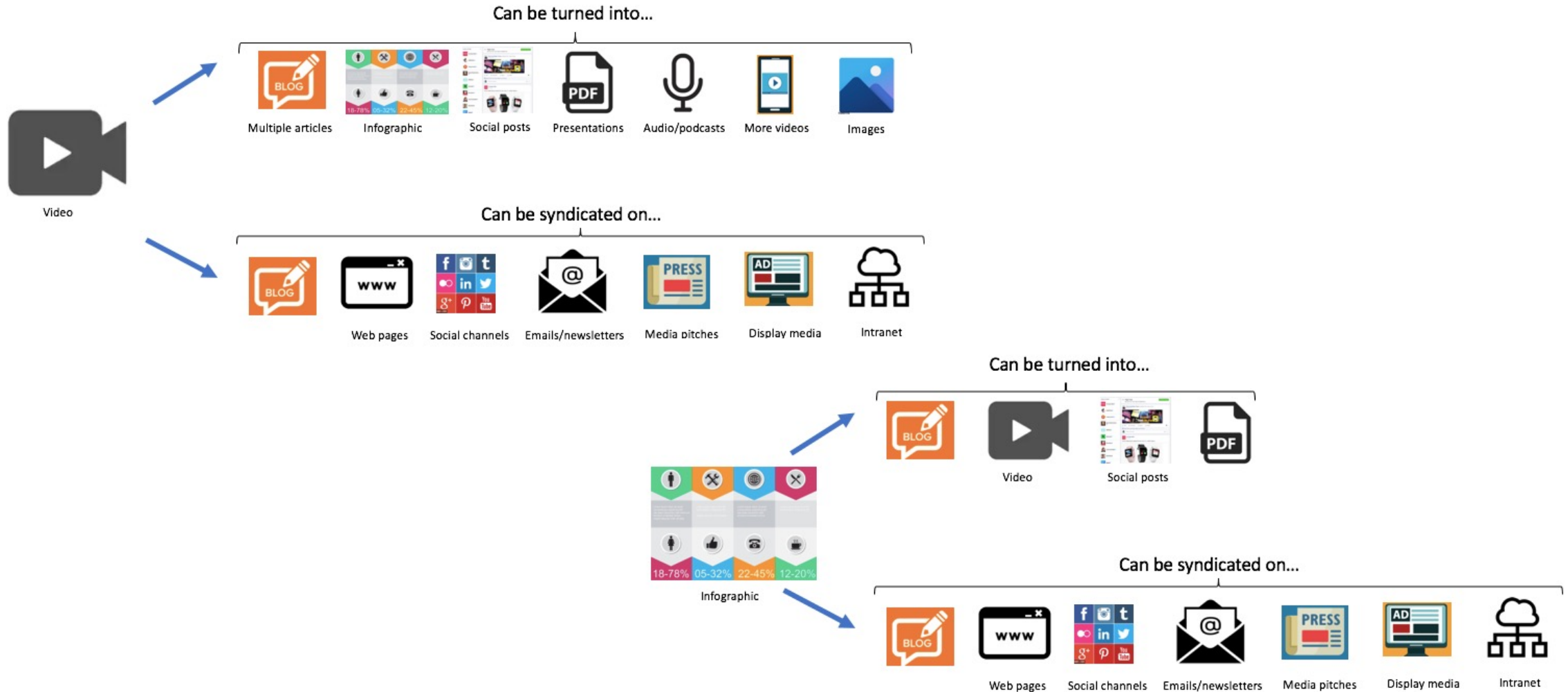| **Thought Leadership**	**Innovation & Services**	**Brand Storytelling**	**Mission & Personality**
The purpose of thought leadership content is to develop brand and industry recognition for [Brand] expertise in health care	The purpose of technology & innovation content is to position [Brand] at the forefront of the future	The purpose of brand storytelling content is to drive intrigue and a belief in [Brand] as preferred partner	The purpose of mission & personality content is to humanize the brand and create emotional connections around why [Brand] exists
Examples: • Leadership opinion pieces • Partnerships • Executive presentations	Examples: • Convenience services • Ventures • Mobile apps • Breadth of services • Tips/tricks/hacks	Examples: • Tentpole campaigns • Community benefit • Patient stories • Lifecycle partner	Examples: • Employee stories • Influencer narratives • Services & institutes • History and heritage stories • International care services • Internet tools & trends

Interconnected brand voice

2. Content governance committee roles

Committee Directors

Brand strategy lead

- Defines brand platform & architecture
- Determines narrative pivots (e.g. innovation)
- Drives brand governance requirements
- Advise on brand topics/assets

Content strategy (Kelby Johnson)

- Defines the strategy & governance process
- Editorial planning + content traffic control
- Drives editorial & brand storytelling initiatives

Social/Influencer strategy

- Drives social content strategy/execution
- Owns partnerships with social influencers
- Drives x-channel integration of influencer content

Marketing S&P

- Drives integrated campaign needs/scope
- Owns campaign process workflows
- Service line marketing strategy/execution

Institutes

- System-wide narratives across services
- Pipeline to content needs of Institutes
- Topical advice for research, innovation

Core contributors

External comms

- Drives external national PR efforts
- Represents communication North Star needs
- Advises on policy/crisis mgmt. content creation

Web operations

- Leads efforts to audit web content
- Provides insights for content reuse/refresh efforts
- Drives content syndication across web pages

Regional comms

- Drives regional campaign programming
- Aids in sourcing local SMEs for content creation
- Publishes relevant content on blog

Org comms

- Owns employee messaging
- Drives distribution of internal newsletters
- Updates employee web pages (SharePoint)

Governance advisors

Creative strategy

- Assists in the curation of existing content
- Builds original assets to support brand/campaigns
- Advises on content formats

Research

- Provides access to research and insights
- Conducts studies to inform content creation

Paid media

- Drives x-channel paid content strategy
- Provides insights on audience targeting
- Advises on content resonance/optimization

SEO lead

- Advises on improvements for Google indexing
- Consults on search trends to improve content

2. Content governance committee remit

Strategy	Tasks
Protect the brand	• Ensure consistency of brand voice by establishing content guidelines that map to the brand platform • Alignment brand narratives with PR North Stars • Create & socialize criteria and workflows for content creation & publication • Develop content that brings the brand promise to life and differentiates us across markets
Prioritize content	• Ensure content creation is focused on one of the 4 narrative pillars • Establish a process for quick-turn content to insert the brand voice in trending topics • Engage organizational leaders in structured thought leadership programming • Optimize existing process for creating always-on editorial content
Measurement & optimization	• Ensure all content adheres to the x-channel taxonomy framework • Set in place the x-team shared KPIs to measure efficacy of content in support of brand platform goals • Establish processes to curate/reuse existing assets to enhance content ROI (e.g. content DAM)
Activation & engagement	• Create "how to" channel and format playbooks to empower content stakeholders across the system • Identify and train caregivers across the system to become content contributors

2. Extending the life of content investments

Can be turned into...

Multiple articles | Infographic | Social posts | Presentations | Audio/podcasts | More videos | Images

Video

Can be syndicated on...

Web pages | Social channels | Emails/newsletters | Media pitches | Display media | Intranet

Can be turned into...

Video | Social posts | PDF

Infographic

Can be syndicated on...

Web pages | Social channels | Emails/newsletters | Media pitches | Display media | Intranet

3. Content ownership

Content touches every discipline, and it requires a collaborative partnership across a matrixed ecosystem committed to working in unison to create consistent branded content.

4. Core audience

We want to equip the chief decision makers in the home. Data indicates women are often the way in. We must empower them with the information they need to stay informed and manage their needs.

These personas can be relevant beyond women and mothers, but the priority is on the decision maker in the home.

Persona	Characteristics	Feelings
Nurturer	• Sacrificing • Deep feels • Family first • Spiritual	• How can I help • My heart is breaking • My kids are scared
The Boss	• Planner (Type-A) • Decisive • Workaholic • Matriarch	• I've got a plan • How do I manage WFH? • I'm getting tested!
Free Spirit	• Calm • Creative • Playful • Assured	• This might be a bigger message • How do I cope?
Survivor	• Introvert • Go-it-alone • Skeptical • Get'er done	• I need more x…just in case • I'm used to isolation

4. Growth audiences

Why? Responsible for 3 generations of health decisions
Angle: Prepare

Why? 93% don't schedule preventative appointments – rely on urgent care
Angle: Educate

5. Expand rich media investments

Define the needs for brand storytelling and expand the creation of content formats (e.g. video, audio) beyond social

- <u>Activity 1</u>: Determine the right brand narratives to get both consumers, partners, employees excited about the unified vision
- <u>Activity 2</u>: Leverage existing partners and tools to create rich media for brand narratives.
- <u>Dependency</u>: Resourcing and budget to build rich media assets

Existing partners and tools

Agency

StreamYard

Canva

shootsta

High-end video & editing

Live event streaming

Simple explainer videos

DIY video creation