CONTENT EMPRESS

EPIC CONTENT STRATEGY

# Digital Capabilities

Bringing brands to life.

BRANDING + DESIGN + CONTENT PROCESS

# Content Strategy involvement will be integrated throughout our process.

Discovery → Planning → Design → Content Review → Site Integration

CONTENT STRATEGY

# Suzanne Baran

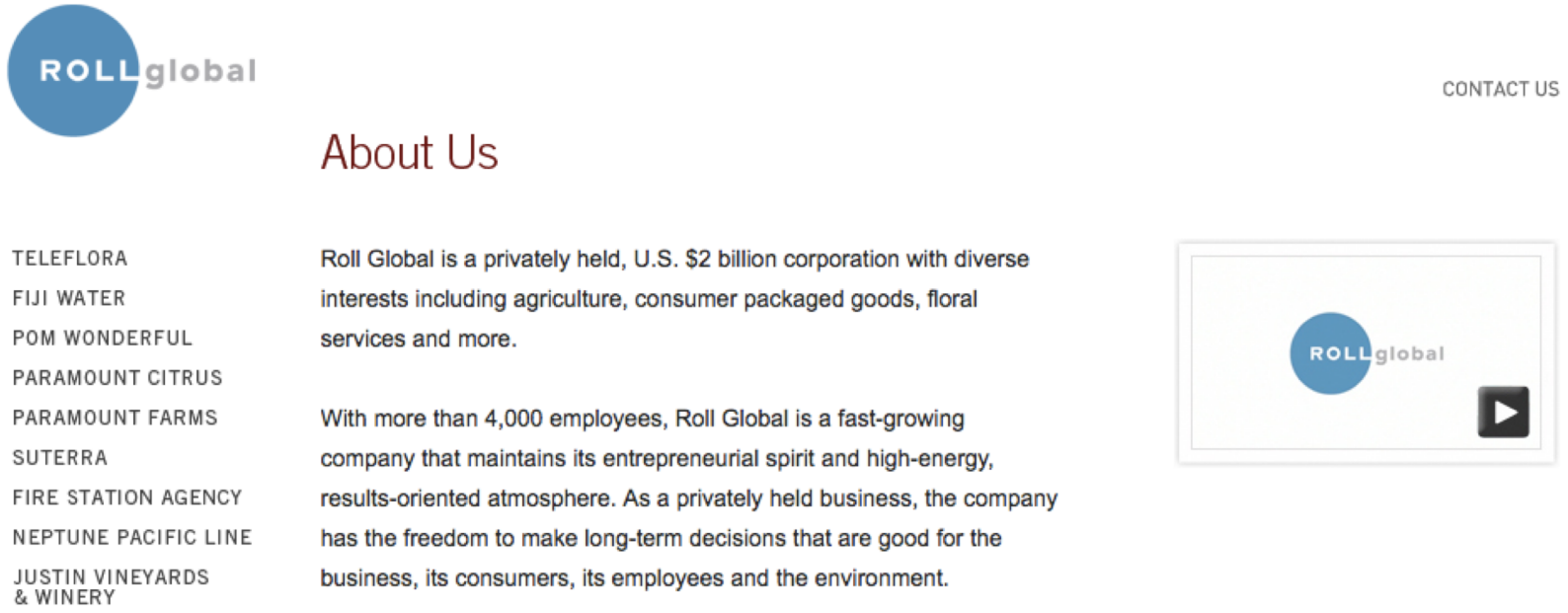
## Content Strategy & Content Marketing Services based in Los Angeles, CA

19 years in digital marketing working with the world's most celebrated brands: Intel, MGM Grand, Toyota, AT&T, Yahoo!, Fiji Water, Sony, Skype.

SUZANNE'S DIGITAL BRANDING WORK

# Brand Refresh: Roll Global

Roll Global, the parent company for Fiji Water, POM Wonderful and a suite of CPG brands suffered from an identity crisis.

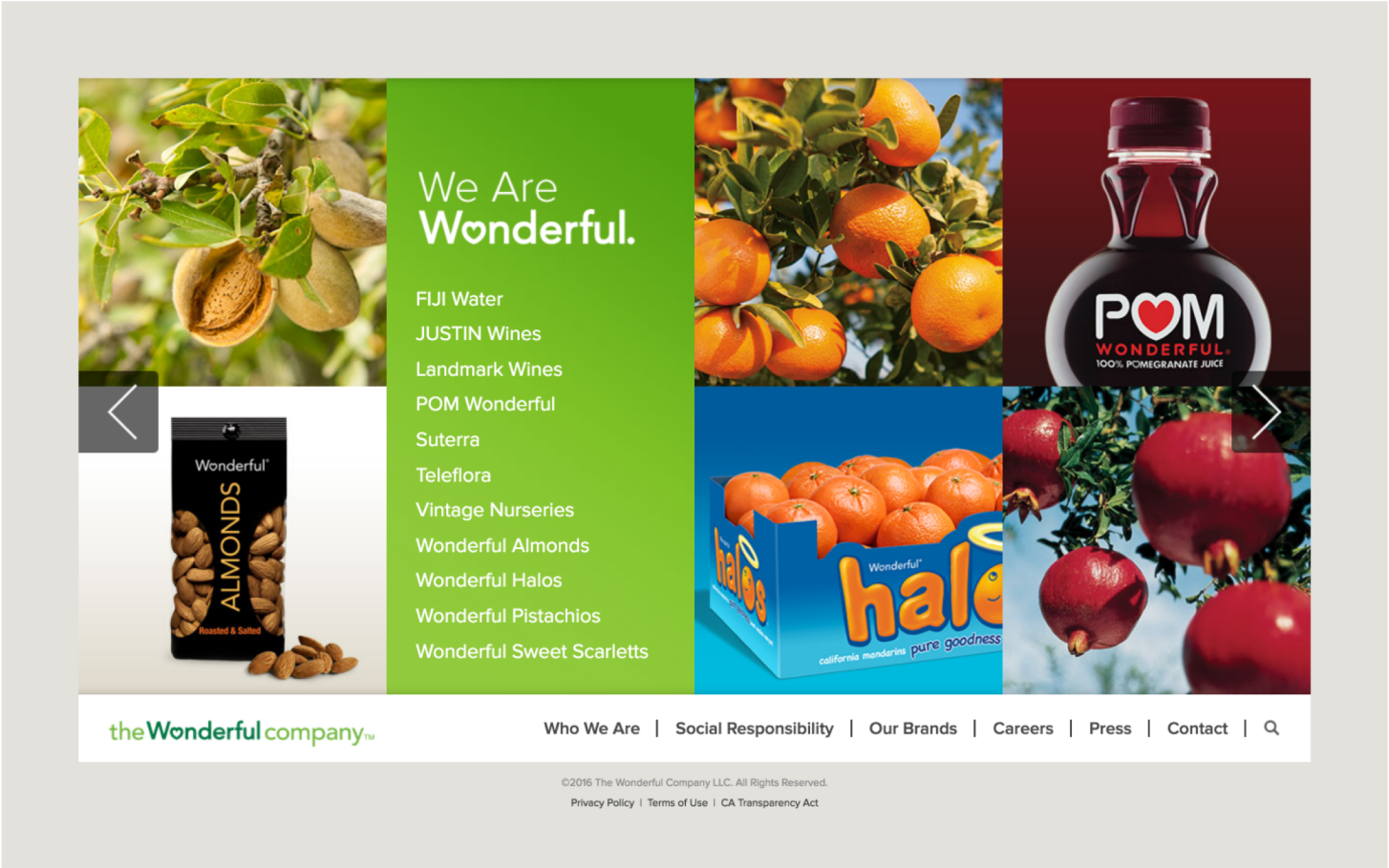


**SUZANNE'S DIGITAL BRANDING WORK**

# Wonderful.com

The Wonderful Company's diverse holdings make it the world's largest grower of tree nuts, America's largest citrus grower, and the world's largest flower delivery service with the Teleflora network of florists.

- Marketing Copy
- Product Descriptions
- SEO strategy
- Omnichannel strategy (social, email platforms)
- Content creation and management
- Workflows and governance
- Persuasive Landing Page design and strategy
- Brand storytelling
- Brand strategy: identity and positioning
- Message maps
- Style guides



ABOUT

# Leverage existing content to create a destination for the brand change

## Brand Refresh: Nationstar to Mr. Cooper

- SEO strategy
- Content Strategy
- Omnichannel strategy (social, email platforms)
- Content brief creation and team oversight
- Persuasive Landing Page design and strategy
- Brand storytelling
- Brand strategy: identity and positioning

Mr. Cooper | Homepage

ABOUT

# Discover Mr.Cooper

The new page is within the About section.

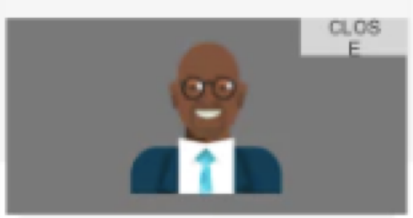
Add the homepage video here. Consider additional videos.

Update 'The Story' that's on Mr. Cooper.com now

Add the FAQ section from Mr. Cooper.com. Add the ability to play video as an overlay.

Add video or graphical content. Anchor link from the homepage and across the site.

Link for new customers




LOGO

LOANS

CALCULATOR

REFINANCE

BUY

SUPPORT

CONTACT

TRANSFERRED

LOG IN APPLY

**The Mr. Cooper Story**
Homepage video

**Our Story**
Updated copy block

**FAQ'S + What's Changing**
Updated table from Mr. Cooper.com

**RTB's**
Anchor link from across the site

**Get a Loan**
Let's talk - email + phone

CONTENT STRATEGY

# Framework to Tell a Story

MODEL

A page is a story

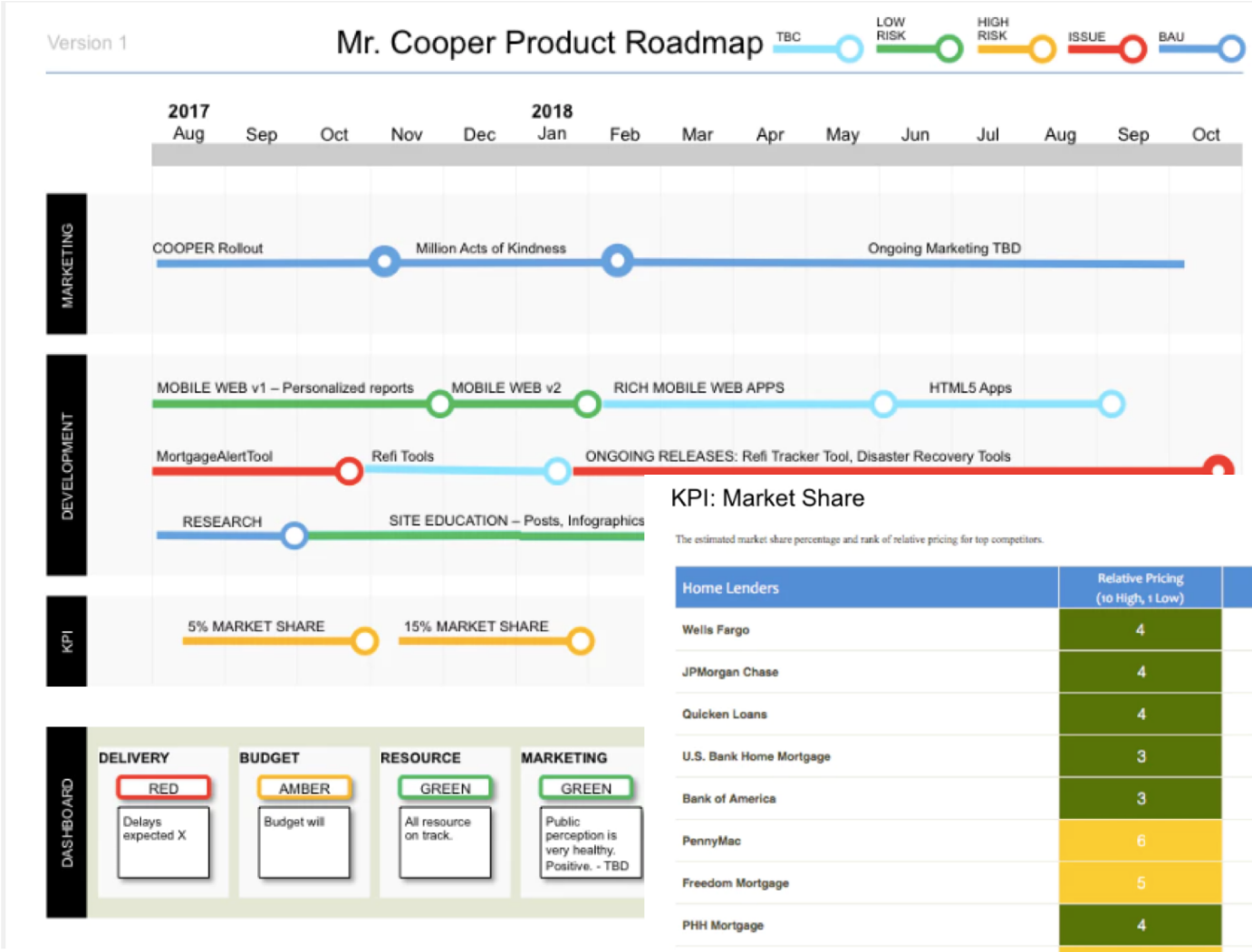
A panel is a chapter

Content assets are story characters

PANELS

# Brand Refresh: Nationstar to Mr. Cooper

- Product roadmap creation
- KPI research and measurement
- Go-to-Market strategy
- Campaign integration
- Omnichannel strategy measurement



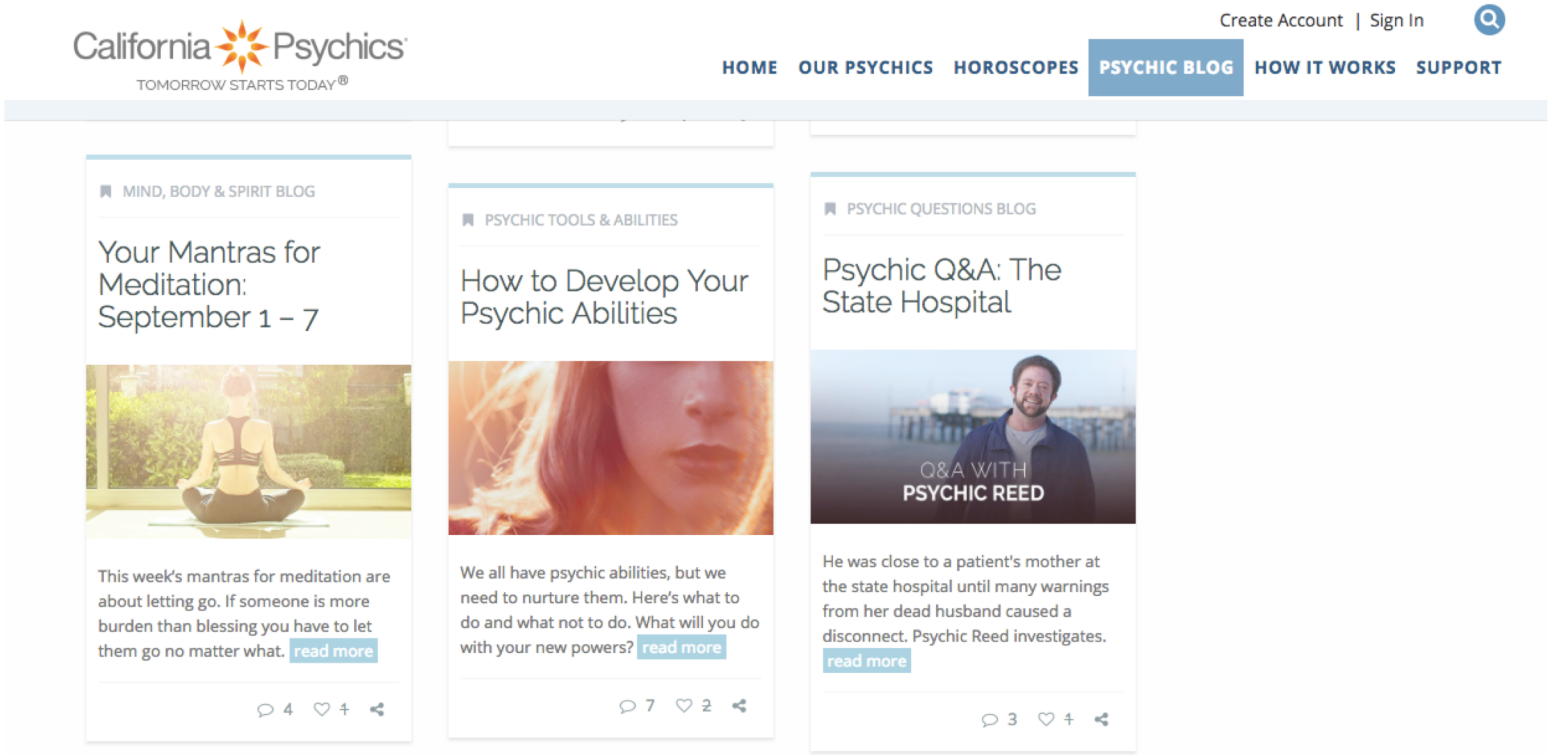

## KPI: Market Share

The estimated market share percentage and rank of relative pricing for top competitors.

| Home Lenders | Relative Pricing (10 High, 1 Low) | Market Share % |
|---|---|---|
| Wells Fargo | 4 | 13% |
| JPMorgan Chase | 4 | 6% |
| Quicken Loans | 4 | 5% |
| U.S. Bank Home Mortgage | 3 | 4% |
| Bank of America | 3 | 4% |
| PennyMac | 6 | 3% |
| Freedom Mortgage | 5 | 3% |
| PHH Mortgage | 4 | 2% |
| Caliber Home Loans | 6 | 2% |
| loanDepot | 7 | 1% |
| Total Market Share | | 43% |

# Digital Property Redesign: California Psychics

- Product roadmap creation
- KPI research and measurement
- Campaign integration
- CRM integration
- Content Management System migration
- Governance and workflow
- Content creation, planning and management
- Omnichannel strategy
- Email template redesign
- Site redesign
- Publishing process overhaul
- Landing page copy
- Analytics dashboards
- WordPress training
- WordPress blog creation
- Newsletter production
- Audience Segmentation
- Email KPIs
- Direct mail catalog creation




**KPIs:**

1. Quadrupled blog traffic: 80K/month to 500K PVs/month
2. in 9 months
3. Increased new customer referrals from 85K to 400K in 6 months
4. Increased newsletter open and click through to highest rates (opens 7-8% of 3.5 mil subscribers, CTR: 74-95%)

KEY AREAS

# Content Strategy

## Storytelling Experience

Less utility-driven, reflect real scenes of life at home
Show how will the consumer's life be changed by the product
Appeal to users by relating to their lifestyle

## Intelligent Content

Ensure consistent messaging, branding, storytelling and content delivery methods across the production life cycle.

## Localization | Globalization best practices

Thematic, useful and reusable content production within intelligent structures will cull down on translation efforts to create a content pattern library across properties.

KEY AREAS

# SEO

## Increase Effectiveness of UX

Help users find solutions themselves

Decrease call volume

## Search Engine Results

Build strawman taxonomies to facilitate faceted search. Determine top terms, page levels to crawl/index, create domain structure for multi-lingual SEO best practices.

## Tactical Fixes

Identify duplicate content, outdated content and lower-performing pages for redirect strategy and landing page aggregation.

## Best Practices

Consolidate all support information relating to a specific product on one comprehensive page - no searching support types in multiple locations