CORE CONTENT STRATEGY

CHESAPEAKE EMPLOYERS | DECEMBER 2017

EXECUTIVE SUMMARY

DOCUMENT GOALS

This document serves to:

- Tie discovery and strategic planning phases together by ensuring findings from discovery phase are kept in mind and carried out through the strategic planning phase
- Guide the Chesapeake Employers team in creating new, engaging content that is beneficial to their users

INFORMATION SOURCES

- (16) Stakeholder Interviews
- (6) User Interviews

- Competitive Analysis
  - (4) selected competitors
  - (25) indirect competitors

INCLUSIONS

- Website Purpose
- Website Value Proposition
- Website Goals
- Core Topics & Themes
- Voice and Tone
- Core CTAs
- Writing For The Web
- Implementation

WEBSITE PURPOSE

Reduce customer service phone calls and **increase the number of policies** by providing **engaging** and **understandable** content that makes **policyholders, agents, claimants, and medical providers** feel **informed** and **confident** so that they can **create safer workplaces.**

WEBSITE VALUE PROPOSITION

- Provide timely/up-to-date information on Chesapeake Employers news and recent worker's compensation legislation.
- Allow users to have a self-serve digital experience.
- Assist policyholders in creating safer workplaces by promoting safety culture and identifying potential improvements.
- Guide users through key processes, like claims, to ensure clear expectations.
- Educate agents on how/why to sell policies for Chesapeake Employers.

WEBSITE GOALS

INCREASE

Member Engagement

Policy Sales

Downloads of Safety Resources

DECREASE

Call Center Volume

Workplace Injury

CORE TOPICS & THEMES

Chesapeake Employers is:

- Experienced, with longevity in the field of insurance
- Interested in the safety and wellbeing of policyholders & their employees
- Knowledgeable, with certified legal and medical professionals
- Versatile (across industries)—"we insure *anyone* in Maryland"

VOICE AND TONE

All copy should be written so that you seem:

- Approachable
- Dependable
- Knowledgeable

- Familiar
- Friendly
- Trustworthy

CORE CTAs

- Get Insured
    - Get a Quote
    - Find an Agent
- Explore Safety Resources

- File a Claim
- Manage a Claim
- Create an Account
- Log In

WRITING FOR THE WEB

Web is an active medium compared to print. Print media is linear, guiding users through an entire story before reaching the conclusion. On the web, users are generally more task-focused and browse site contents in a non-linear fashion to complete their goals as quickly as possible.

Good web content should be…

ACTIONABLE/USEFUL

Content should serve a specific purpose for users, ultimately helping users to accomplish their goals. Utilize core calls to action within and after page content to direct users toward the next step in completing their goals.

For instance, a blog post about a recent piece of legislation should inform users of important changes to their policies, and how that will affect their policy management, followed by a call to action for users to manage their policy.

UNDERSTANDABLE

Content should exist in ways your users can understand. Users visualize information differently than internal teams. Newer users often will not understand some of your terminology. Avoid overly complex sentences and explain jargon whenever used.

TIMELY

Stale, outdated content will deter users from returning to the site. Highlight recent and featured content to keep users coming back to the site. Regularly archive any content that is out of date to ensure the presented content remains relevant to users.

RELEVANT

With so many unique audiences (policyholders, employees, medical vendors, agents), the website will need to use language and content each target audience will understand and want to read. Review the personas and journey maps to put yourself in the mindset of each user group before writing and editing content for them.

SCANNABLE

- **Bulleted/numbered lists** make information easier to comprehend
- **Short sentences** should contain a maximum of 16 words
- **Short paragraphs** should contain single themes and about 4 sentences maximum
- **Line lengths** should be between 50 and 75 characters
- **Headings, subheadings** can chunk content by topic and reinforce content hierarchy
- **Images, video, and other media** should supplement text whenever appropriate
- **Using the active voice** shortens text by removing unnecessary words
- **Front-load headings** with the most important keywords
- **Whitespace** allows users to breathe before moving to the next topic

CONSISTENT

As much of your site's content will be generated by representatives from different departments, you'll want to ensure the content is consistent to ensure a cohesive site experience for users. Provide an example template/piece of content to guide content authors. Then review content together to ensure consistency in:

- Element use
- Layout
- Functions
- Visuals
- Quality
- Quantity

SUPPORTED

Highlight tangible benefits that underscore the importance of working with Chesapeake Employers to create convincing content. Use different (rational, emotional, reputation-based) types of supporting data to reinforce core ideas.

CORE IDEA	Chesapeake Employers provides excellent customer service.
RATIONAL APPEAL	Our average response time to emails and phone calls is 30% shorter than other insurance companies.
EMOTIONAL APPEAL	Our dedicated claims adjusters will ensure that your claim is handled smoothly and free of stress.
REPUTATION-BASED APPEAL	We've served 21000+ businesses, large and small, all over Maryland for many years.

Try for yourself:

CORE IDEA
RATIONAL APPEAL
EMOTIONAL APPEAL
REPUTATION-BASED APPEAL

CORE IDEA
RATIONAL APPEAL
EMOTIONAL APPEAL
REPUTATION-BASED APPEAL

CORE IDEA
RATIONAL APPEAL
EMOTIONAL APPEAL
REPUTATION-BASED APPEAL

IMPLEMENTATION

- Chesapeake Employers to develop a structured content workflow
  - Determine content to be created/revised
  - Define ownership and roles
  - Get oversight from a consistent source
  - Create a content calendar to set concrete deadlines