

# Content Experiences Your Audience Will Love

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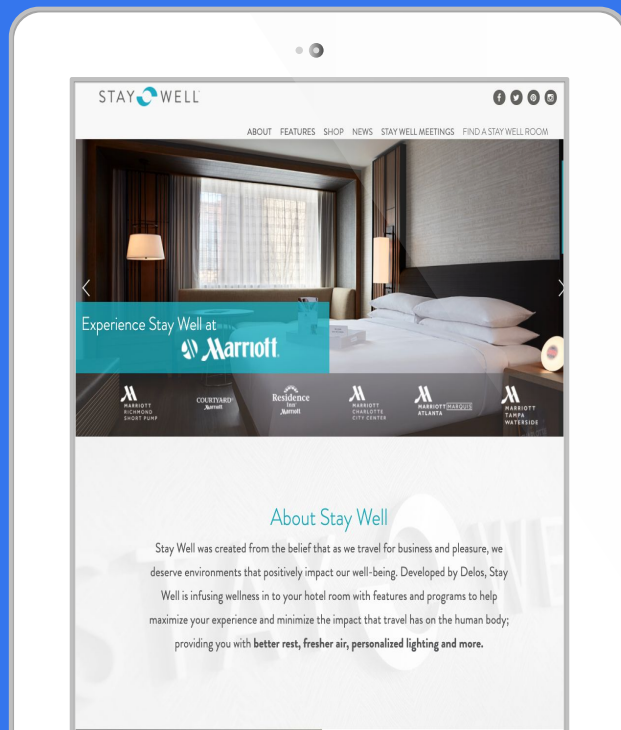


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# About Delos / Stay Well

Delos supports the health, well-being and performance of people around the world through leading research and evidence-based standards, programs and solutions. Stay Well is the wellness and lifestyle brand.



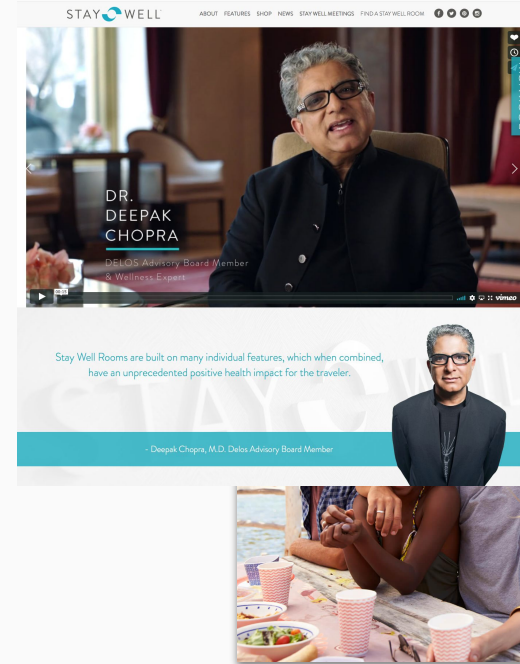
# Stay Well: The Opportunity Ahead

Position Stay Well as a leading lifestyle brand

Capitalize on Stay Well's organic success to date, and for the first time start to build out unique Stay Well content

Leverage content around the Stay Well narrative at every stage in the user journey (awareness, consideration and conversion) ie purchase Stay well shop.

Learn through content and grow with the audience



# Our proposed **Content Model**

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- **Brand Building Content Experiences**
  - Emotional, educational content to build memory structures and generate demand
- **Lead Generation/Activation Content Experiences**
  - Rational, data-driven content experiences to capture data and harness demand

**Long-term brand building and activation** are NOT mutually exclusive but should work together. If we don't build memory structures within category buyers, we won't be able to trigger their interest.

What we recommend:

A collection of content to engage,  
educate, and convert.

# Campaign Material

A	B	C	D	E	F	G	H	I	J	K
Editorial Calendar										
PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC/TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCE	
example	Blog	Case study	Direct Marketing	Email marketing	Fale	How Samuels helped 2017 College improve recruitment quotas 3 straight semesters with improved post-grads.	Write post, images, site results.	Serves as one section of a "why choose Samuels" video to be planned and produced.		
example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (free based).		
example	YouTube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.		
example	Scrubd	Report	Marketing Research	Research report	Brook	Recent findings of year-over-year retention rates for 2 institutions implementing a Samuels strategic plan. (include names if needed.)	PDF with text, graphics, images.	Write eNewsletter article, share with LinkedIn Group.		
example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among employees? What new is your university building community?	Facebook poll application	Link within eNewsletter to Survey/Monitoring survey. Collect data, use to create a new report.		
example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images.	Concentrated tutorials for small groups (free based).		
example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Samuels' POV on relevant topics.	NA	NA		
example	Twitter	Snorfy	Digital Marketing	Storytelling	Curren	How to use Storyfy to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar		
example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to (Survey/Monitoring poll allowing readers the opportunity to weigh in.	If enough poll results are received, write more report and publish to Facebook and Twitter, eNewsletter.		
example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burlyman or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.		
example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Samuels' POV on relevant topics.	NA	NA		
example	Flidr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, stakeholders, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.		
example	eNewsletter	Article	Direct Marketing	Strategy	Fale	Design and production on a budget.	Write post, images, mock budget and goal scenarios.	Blog post that's shared on Facebook.		

\* Calendar for example purposes

- **An editorial calendar** can be created to align affirmations posted on social and sent through an email drip campaign to blog posts or site content.
- **Campaign material** such as social banner ads, newsletter graphics, and blog imagery will be included.
- **Simple quizzes** will be created either monthly or bi-weekly to drive users from social to the Stay Well content hub. These interactives will be quizzes, infographics, or lookbooks which are perfect for social campaigns.

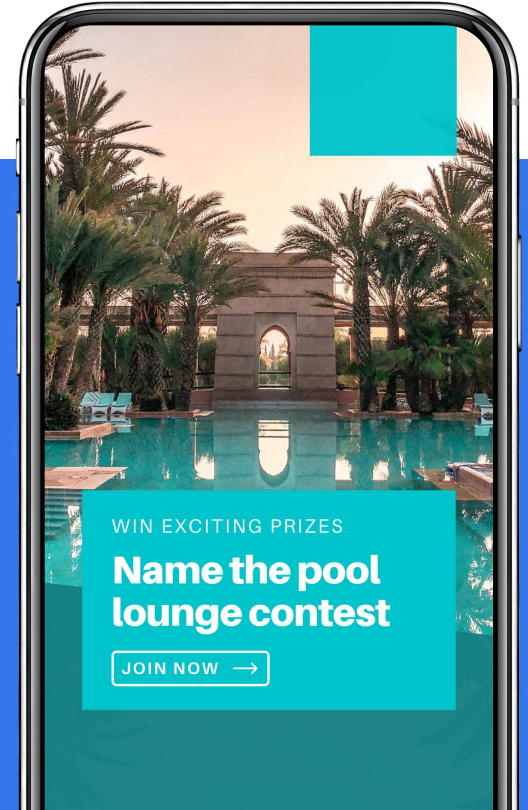


# Social Media / Traffic Driver Content



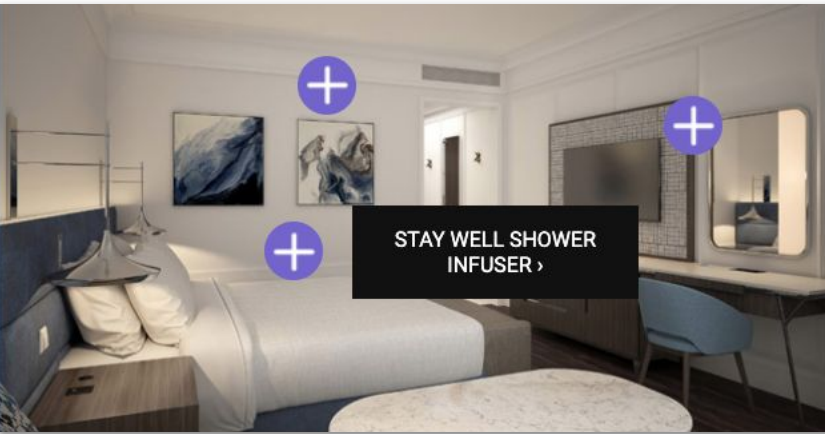
Awareness content such as Instagram posts and Stories may drive users to the Stay Well site to make a purchase or book a stay at a Well hotel.

Motion graphics, video content, and animations can be added to all assets to capture user attention and push them to the CTA.



# Stay Well **Interactive Experiences**

## (In Room Marketing)

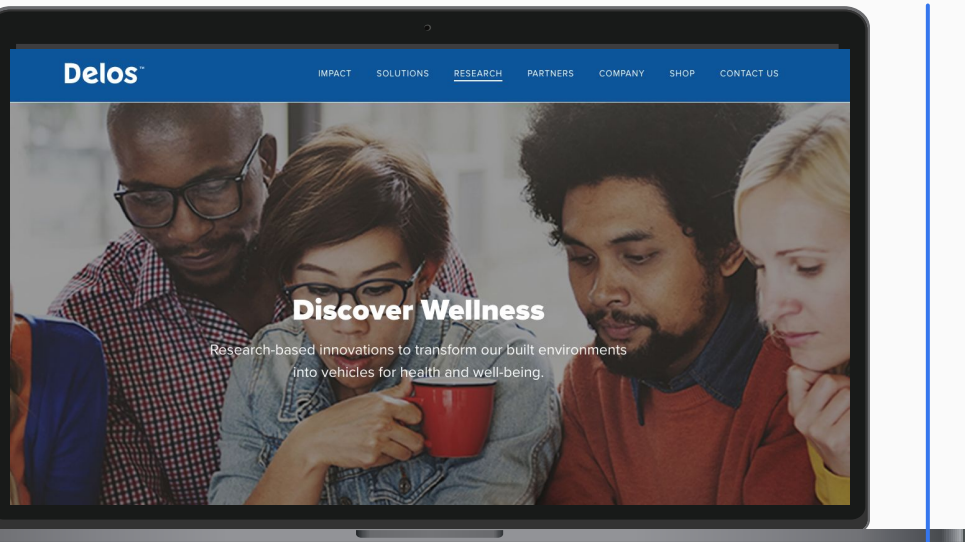


- **Stay Well Interactive Experiences** such as an interactive room tour or product finder, will be used to capture data about unknown site visitors in order to send them targeted products on social or email.
- **GEO-Tagged Interactives** can be created for users that visit the Stay Well site when near a Stay Well hotel. Visitors can be driven to specific interactive landing pages to personalized content such as images of the hotel or area. Products available in their hotel will be highlighted for purchase.





# Stay Well **Interactive Experiences**



- **Wellness Assessment:** Research captured by Delos can be turned into interactive such as assessments, to test users knowledge, or analyze their own wellness. The assessments can be used for both B2B Marketing initiatives and B2C.
- **Interactive Reports for Partners:** Interactive Reports can be created from research and sent to partners in an immersive way, highlighting key data points to ensure they aren't missed.

# Stay Well Lifestyle **Content Hub/Blog**

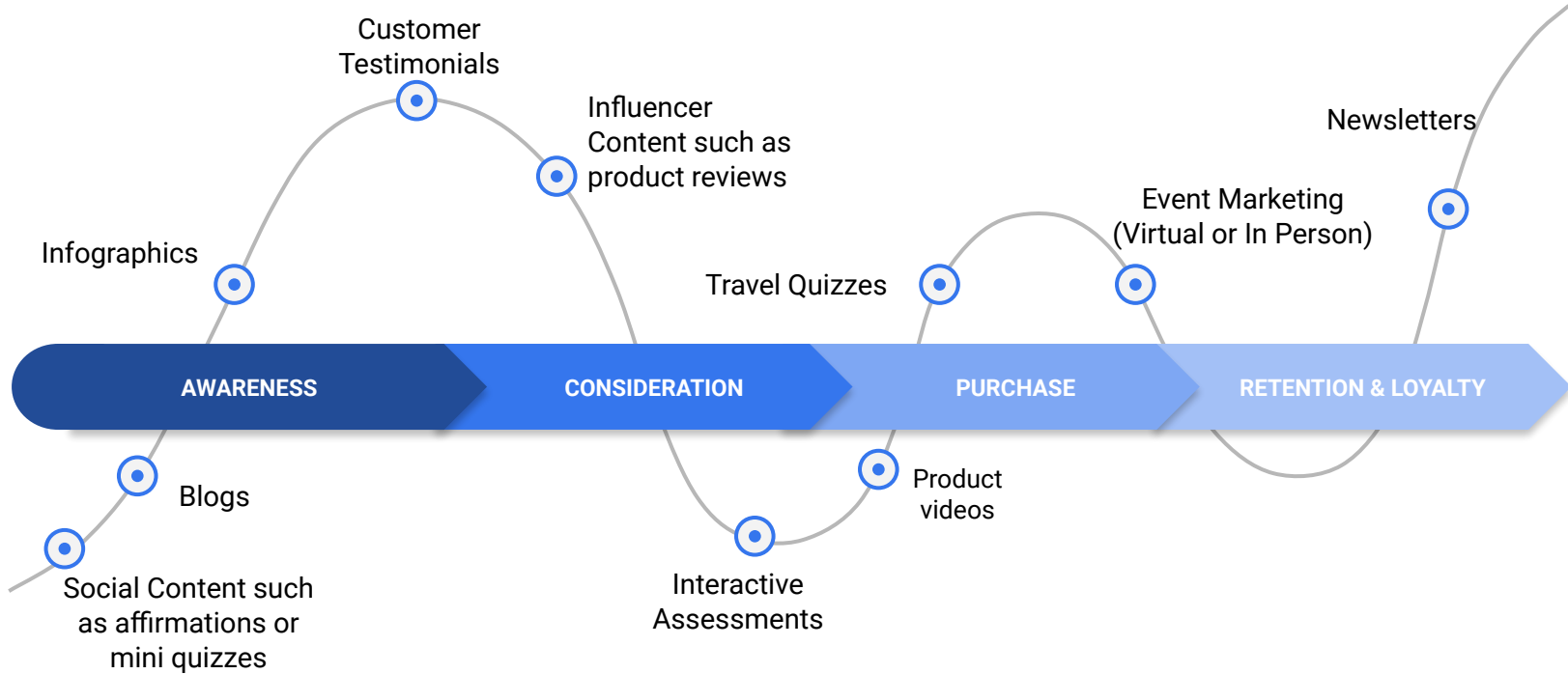


- Mid-funnel content hub, such as a blog or a mini-site, where potential buyers **can learn and be educated** about the Stay Well approach.
- The content hub will host **top-of-the-funnel content and interactive experiences, and how to blog posts** covering topics like lifestyle, wellness, travel, and well-being experiences.
- Content hubs can be **personalized** based on user input to the hub or by previous engagements.
- The hub may include **testimonial video-stories**

# How can the data captured in an **interactive experience** be used?



# When you own content you own the full **customer journey**



*Q* & *A*

**Thank**  
*you!*



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