



Content & Communication

S T R A T E G Y

THURSDAY, AUGUST 25, 2016

by BEN F. ESPANTO

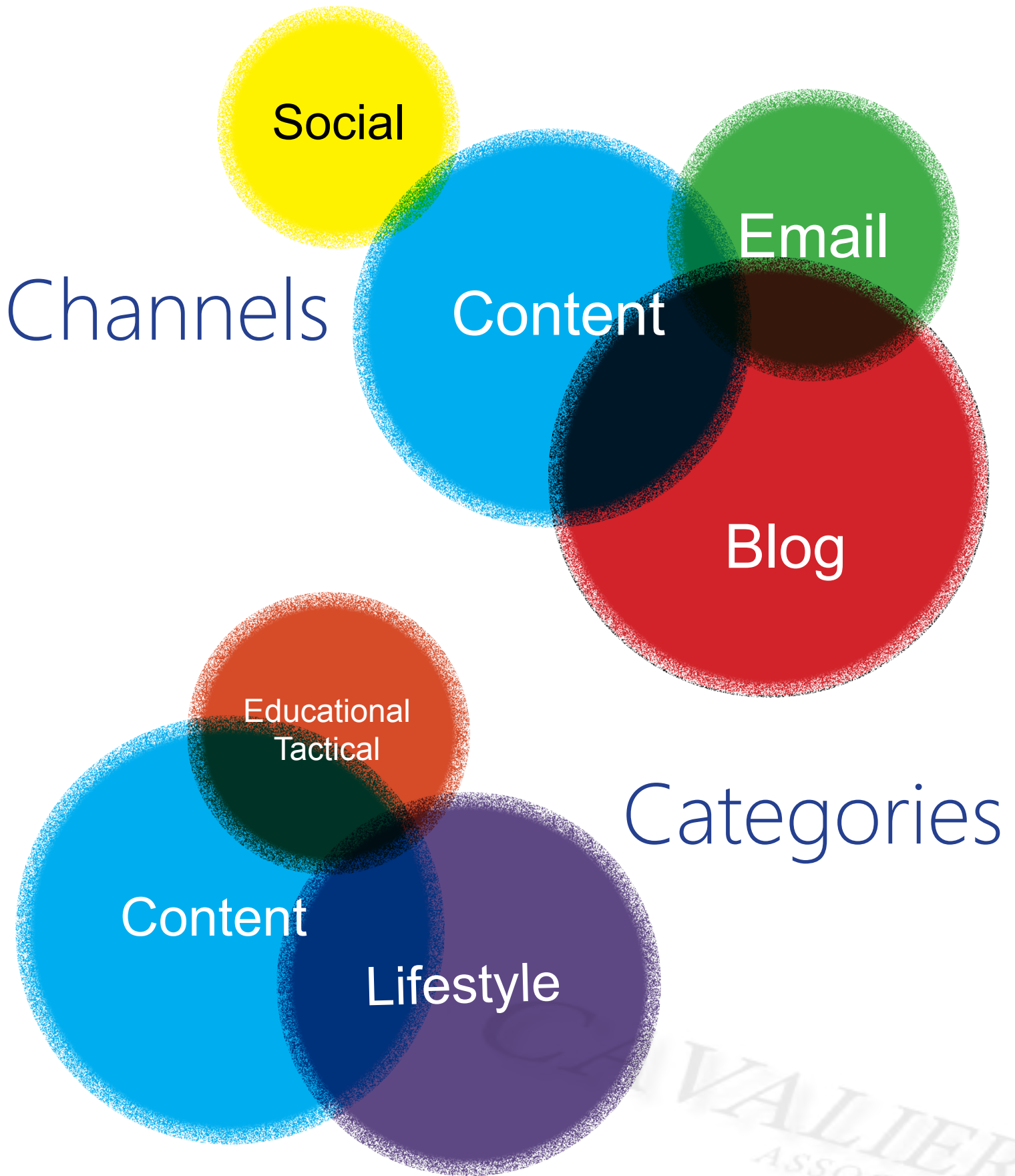


1 authority elegance
high-end **sophistication** exclusive
luxury premium **grace** affluence
white-glove service

2 *...diversity and variety by way of fluid design*

3 “The Destination”

Content Proportion Splatter Maps



Content Funnel

Top of Funnel

This is intended to cast a wide net. These are individuals who have not been categorized. There is no need for a form.

Lifestyle Posts
Educational

General Insurance
News Articles

Middle of Funnel

These are warmer prospects. We provide them with more targeted content that needs a form.

Webinars
Infographics
Videos

White Papers
Tactical

Bottom of Funnel

Hottest prospects with exclusive content. They need to feel like they have special access to this information

Content Library
Technical ebooks
Other Exclusive Info

White Papers
Technical How-Tos



Content Overview

Each month, we will publish 12 - 20 articles for the blog/email based on the Macro and Micro content buckets¹. The author will pitch ideas during the content meeting. The content team will then decide on which articles to post and scheduled for deployment. We will provide a general guideline¹ on initial subject matter, but the topics may evolve based on current events, engagement metrics and demand.

From time to time, current events related to the industry may arise, and content may need to be produced with a quick turnaround. Scheduled topics may be bumped or moved based on these types of content.

Content Creation and Editing Process

1. Author submits/pitch blog post idea to Marketing for approval
2. Marketing reviews the idea for approval and scheduling.
3. Marketing notifies the author if the topic is approved
4. Marketing notifies the author how the content will be utilized as a guideline for the writing
5. Author drafts blog and email content
6. Marketing approves written content
7. Content is scheduled for publishing/deployment

¹Content Buckets *(These are just starting points and will expand in the future)*

I. Educational/Tactical

- Annuity
- Life Insurance
- Disability
- Long-Term Care
- Assets Under Management
- Estate Planning
- Executive Benefits

II. Lifestyle (May change based on pitch)

- Health and Fitness
- Travel
- Collections (Cars, wine, cigars, watches)
- Real Estate
- Fashion/Jewelry
- Gear

III. Social Science

- Behavioral (*Buying, Generation, Archtypes*)
- Communication Style
- Psychology of Persuasion
- Generational Psychology

IV. Informational

- Factoids/Did You Know?
- Laws
- New Legislations/Regulations
- Tips (*Planning, Marketing*)

Content Overview Cont'd

Content Types

1. Written Articles
2. Whitepapers
3. Visual Pieces – Infographics
4. Video
5. Audio – Podcasts
6. Slideshares

Content Contributors

1. Paid Writers
2. Thought Leaders - Idea Forum members, AIN Presenters
3. Internal - Marketing reps, Jeff Reed
4. Carriers

Article Lengths

1. Short Articles should be 200-300 words. These are ideal for opinions, features, and news flashes. *(Typical submission for content writer)*
2. Medium Articles should be 400-600 words. These are ideal for explaining something on a top level, as well as providing reference on something. *(Typical submission for content writer and internal sources)*
3. Long Articles should be up to 1,500 words. These are ideal for how to's, comparisons, research, and trend pieces. *(Typical submission from thought leaders and carriers)*

Download Library

Writer will familiarize themselves with the existing download library. Whenever possible, emails and blogs will be driven toward these pieces of content. Writer may also pitch ideas on future downloadables, which may include whitepapers, infographics, video, audio and slideshare.

Promoting Your Content

1. When the post goes live, we will provide by-line credit to writer.
2. At that time, we would love for writer/marketers to post it on LinkedIn & Twitter via personal accounts.
3. We will post it to all the Cavalier properties, including social networks and cross-marketing banners across the website.

Content Overview Cont'd

Post Topic Overviews

Analytics

Each month, marketing will provide analytics based on engagement and conversion. Metrics derived from these meetings will provide a gauge as well as direction to future articles based on resonance, and may adjust the content strategy accordingly.

Brand Look and Feel

Collateral material look and feel will be based on the anticipated approved design of Cavalier's website. The white color provides a clean backdrop that gives the page an overall airy feel. In color psychology, white means purity and perfection, and can be used to highlight luxury brands.

To add focus and intent blue (specifically CMYK 100, 90, 10, 0) was added as an accent color to most of the level one pages to add impact and to bring attention to deliberate call-to-action elements. Other colors within the shade are also implemented to pages level two and below to avoid too much of the duotone effect that may seem monotonous after viewing multiple pages.

CAVALIER
ASSOCIATES

ABOUT SERVICES MARKETS UTILITIES TEAM EDUCATION CONTACT LOGIN

2801 Townsgate Rd, Suite 350, Westlake Village, CA 91361 | 800.350.2019

we handle the middle

Since its inception, Cavalier Associates has catered to the upscale insurance professional, and strives to be an **exceptional resource** to those in the insurance brokerage community who seek the **best product, sales support and underwriting process**. Our staff is responsible for identifying and capitalizing on market trends and product opportunities. We specialize in **large case management, advance sales support, sub-standard or hard to place cases**, as well as underwriting and product niches.

Call to Action

Call to Action

CAVALIER
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our commitment

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Life Insurance

Linked Benefits

Long Term Care

Annuity

our partners

life insurance

Each of our life carriers has been selected for a specific purpose. The reason: our expertise to compensation and effective business processes.

Allianz AIG AVIVA

AIG Allianz AVIVA

Allianz AIG AVIVA

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get a quote

Term Insurance

Guaranteed UL

Long Term Care

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2801 Townsgate Rd, Suite 350, Westlake Village, CA 91361 | 800.350.2019

our team

One of Cavalier Associates' strongest assets is its "human capital". The breadth of experience and dedication of our Marketing Consultants and Case Management team is **second to none**. It is truly a rare combination of enough experience to know the intricacies of our business, enough youth and energy to do the heavy lifting required, and the right attitude to **solve the most challenging cases**.

general agents



ADAM M. CAVALIER
General Agent
Direct: 805-367-8646
adam@cavalierassociates.com
LinkedIn

Profile



MICK CAVALIER
General Agent
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LinkedIn

Profile



JUSTIN SMITH
General Agent
Direct: 949-777-6073
justin@cavalierassociates.com
LinkedIn

Profile

large case management

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Call to Action

Content Implementation Channels: Blog

The Blog

The Cavalier blog will be a subset of the overall Cavalier website, and will begin to be marketed as the destination for compelling, timely and educational content. It will shift the entire company platform from a content push to a content pull. The blog will be a lead gen source where engagement occurs even with the absence of an email, becoming its own, independent content channel. It will be a cleaner and leaner section of the main site with familiar blog user interface.

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the strategy

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Category 1

Category 2

Events



The City

By: admin | Jan 08, 2016 | Comments: 0

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Read More



Giant Telescope View

By: admin | Jan 08, 2016 | Comments: 0

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Read More

event calendar

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Delicious Red Berry #1

By: admin | Jan 08, 2016 | Comments: 0

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Search

LOOKING FOR...

search

Categories

Blog

Fruits

Uncategorized

Popular Posts



GIANT TELESCOPE VIEW

By: admin | Jan 08, 2016



DELICIOUS RED BERRY

By: admin | Feb 11, 2016



HUGE AMUSEMENT PACK

By: admin | Jan 10, 2016



Left Sidebar

By: admin | Feb 11, 2016 | Comments: 0 | Category: Fruits | Views: 45

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Content Implementation Channels: LinkedIn

LinkedIn

Just like the blog, the Cavalier LinkedIn page will serve as a gateway for timely, thought-provoking information. We will drive all articles published on the blog through this page, as well as all our upcoming events calendar.

CAVALIER ASSOCIATES Cavalier Associates 115 followers Following [Edit](#)

[Home](#) [Products & Services](#) [Insights](#)

the strategy

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Recent Updates

Strother Communications Group

5 Services to Boost Email Productivity
mashable.com · Two hours and 14 minutes. That's how long on average it takes for workers to sift through the stacks of email they get every single day. When you break down the 8 hour work day, that comes out to more than 25% of "work time"...

Shared with all followers
Like · Comment · Share · Feature this update · 2 minutes ago

Strother Communications Group

What Goes into the Most Effective Websites?
scgpr.com · Website designers and developers have a particularly difficult task when embarking on producing a new site. We want to make something usable to everyone who comes to visit and, at the same time, create something beautiful and market

Shared with all followers
82 Impressions
Like · Comment · Share · Feature this update · 1 day ago

Strother Communications Group

Secret Revealed: How to (Finally) Connect B2B Marketing to Sales...

How You're Connected

12 first-degree connections
1 second-degree connection
17 Employees on LinkedIn [See all](#)

Careers

Interested in Strother Communications Group?
Learn about our company and culture. [Learn more](#)

Products And Services

Branding
Branding is more than names, catchy taglines or fancy designs. It involves... [See all](#)

Ads By LinkedIn Members

For Web Developers
Deploy For App Monitoring & Complete Visibility! And You Get A New T-Shirt!

Collect Better Feedback
Free Lunch Seminars in Minneapolis.

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Email Style Guide and Implementation

Dynamic Thematic Design

High-end designs are not limited to rudimentary, one-dimensional templates. A thematic design works better for more sophisticated brands that can cater layouts to different offerings and subject matter.

- White logo with dark blue background
- Equidistance space around the logo
- Primary color is blue at 100% tint

- Dark logo with light background
- Equidistance space around the logo
- Primary accent color is black at 90%

- Pull quotes are great ways to highlight a point or testimonial

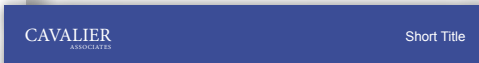


Super-Awesome Full-Length Title Goes Here

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Call to Action



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"lacinia at neque mollis, pulvinar interdum libero. In pretium felis at hendrerit auctor."

Call to Action

Eric Gerwig, CLU, ChFC
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- Text never go edge to edge
- Always equidistant white space around text

- Accent color is Blue: CMYK 100, 90, 10, 00

When it comes to sales effectiveness

Generation Matters

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tortor eros, pharetra non interdum ac, ultrices quis nisi. Phasellus non lacus in leo lacinia accumsan nec eu mi. Suspendisse et ullamcorper diam. Quisque nec nunc ullamcorper, feugiat elit et, pharetra quam. Proin nibh leo, lacinia at neque mollis, pulvinar interdum libero. In pretium felis at hendrerit auctor. Nunc eu mi sit amet elit accumsan finibus

Baby Boomers		
born between 1946 and 1964 AGES 70-82		
1948 The Jukebox	1958 The Hula Hoop	1964 The British Invasion
Gen X		
born between 1965 and 1979 AGES 51-67		
1965 The Mustang arrives	1969 Man lands on the Moon	1974 Disco era is born
Millennials		
born between 1980 and 2000 AGES 36-52		
1984 Personal Computers	1993 The Internet is here	2000 Y2K arrives at last

Call to Action

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Landing Page Implementation

Dynamic Thematic Design

High-end designs are not limited to rudimentary, one-dimensional templates. A thematic design works better for more sophisticated brands that can cater layouts to different offerings and subject matter.

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Super-Awesome Full-Length Title Goes Here

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TUESDAY
July 12, 2016
11:00 AM - 12:00 PM PST
2:00 PM - 3:00 PM EST

Presented by
KENNETH TURSCAK

Register to Attend

First Name

Last Name

Email Address

Phone

Company

Years in Industry

Avg Annual Insurance Premium

Submit

See Our Events Below:

- The New Era of Underwriting: Understanding Today's Automated Underwriting Programs
- The Need for Credible Life Insurance Management Given the Lapsing Policy Crisis
- Pitfalls to Avoid in Planning for Same-Sex Couples After Recent Supreme Court Decisions
- Bruce Givner, Esq.: Selling a Business or Real Estate for Little or No Tax
- Michael Maslansky & Chris Behling: The New Language of Life Insurance

When it comes to sales effectiveness

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Generation Matters

Generation Matters Communication Style

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Lorem ipsum dolor

Download

First Name

Last Name

Email Address

Phone

Company

Years in Industry

Avg Annual Insurance Premium

Download

See Our Events Below:

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- Michael Maslansky & Chris Behling: The New Language of Life Insurance

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Generation Matters Communication Style

Watch Video

First Name

Last Name

Email Address

Phone

Company

Years in Industry

Avg Annual Insurance Premium

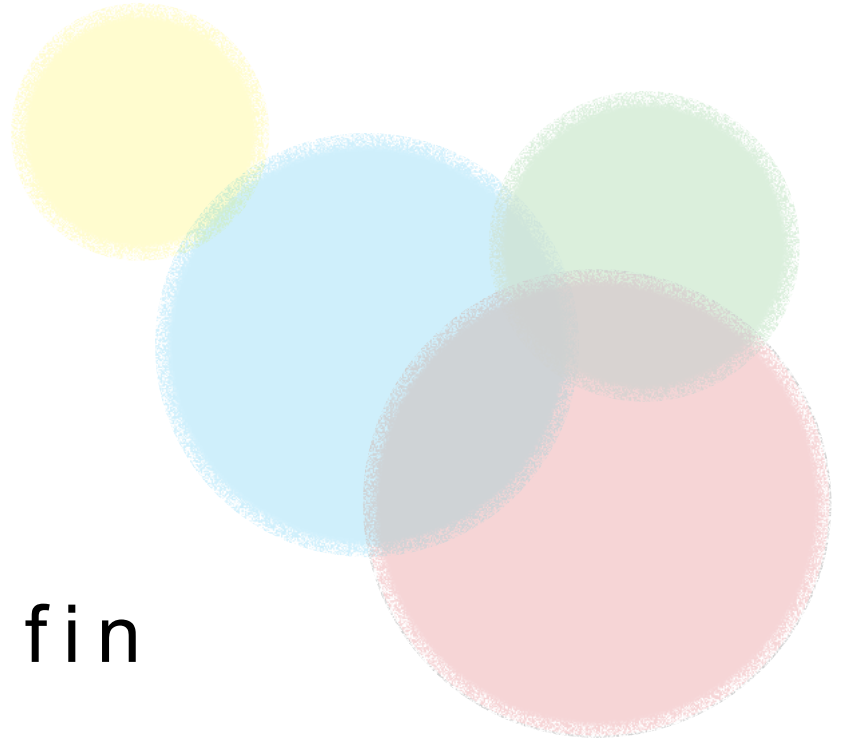
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