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# Content Audit

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HIGHLIGHTS & RECOMMENDATIONS

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# The Big Picture

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- 4A's produces a large amount of content that is information-rich but it's neither findable nor searchable
- 4A's must transform its digital strategy and the organization to serve the advertising agency community of the future and, in the process, change perception of 4A's and broaden value to members via new framework, content and manner of presentation
- 4A's can achieve this in part through expanded relevant content delivered to the appropriate constituents, by creating an organizational structure that supports the new initiatives and direction

# Start to Think Differently

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- **Key is in changing content and culture** for an ongoing shift leading to an increase in value of the 4A's to its members--New site alone will not be panacea—that's about the technology change
  - Implementation, training and adoption of new culture and new approach by the entire organization will be key to success
  - Opportunity to turn 4A's site and other offerings into meaningful and relied-upon resources for member agencies and the individuals who work there
  - Must embrace analytics for actionable insights and accountability, and use them to drive change
  - All efforts must be supported by a cohesive marketing strategy and communications plan that educates the industry of the value of the 4A's
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# Many Improvements Already Underway

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- NetForum (AMS): upgraded and must be acknowledged as critical system, despite its shortcomings (**also due to understaffing**)
- Marketing: New CMO (aka Alison) now driving content direction proactively
- Real Magnet: new email program under implementation will enable creation of a strategic email program
- Digital team: Web Project and CMS revamp critical and progressing, but realize this is a BIG project that will progress over the next year +

# Key Insights

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- Curation is critical
- Content can be used to reposition the 4A's as future thinking
- Emphasize and drive decisions through analytics and insights
- Better address constituents within the website and beyond
- Current staffing inadequate to realize the necessary change in content and culture

# Content is Critical

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- Marketing now taking on content curation and direction across the organization
- Content can be used to reposition the 4A's as future thinking
  - Initiated through marketing strategy and consistent voice
  - Redefined role of Communications to Marketing
  - Integration across site, mobile, social, email and events
- Emphasize and drive decisions through analytics and insights
  - More consistent tracking and use of data
  - Must be beyond digital usage to calculate ROI on 4A's offerings




# Focus on Dissemination

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- From Strat Plan: We need to make an organizational and cultural transition from aggregators **to distributors**; to a company that both embraces and requires **content creation** and **active community engagement**.
- Tactics:
  - Multiplatform approach
  - Email strategy / new platform
  - Improved site embracing social, mobile
  - Onboarding new members/retraining existing members
  - Partnerships for broader content distribution
  - Integration within members' internal sites and other means to become part of agency employees' daily touch points

# Better Address Constituents

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- **Members** warrant further breakdowns into subgroups:
    - Clearly delineate Members Only content
    - Target by key constituents as outlined in the strategic plan
    - Target by level in Agency
  - **Prospective Members**
    - Revamp membership to clearly present value prop and benefits
  - **Individuals** within Agency World
    - Create a career-long resource by being an invaluable resource at the individual level
  - **Job Seekers** within the industry
  - **Related Community** of marketers, brands and tangential services
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# The Site: 2013 Web Metrics\*

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Page Views	193,000
Visits	76,000
Unique Visitors	55,000
Home Page	48,935
Management Matters (incl Job Descriptions)	27,128
Events	18,982
Agency Search	18,804
News & Views	11,002
Talent Development	8,982
Research	8,884
Bookstore	2,267


\*Monthly Averages

# The Site: 2013 Ancillary Metrics\*

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4astransformation.com	24,319
4astrategyfestival.com	26,486
CreateTech	14,150
Data Summit	5,037
Patent Forum	1,824
Straight A's Blog	3,604
The Face of Talent	2,201
TruthBrief	2,740
MAIP Alumni Matters	1,446

\*Total 2013 Page Views



# The Site: Registered Users

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- ***2013 Logins via NetForum:***

- 8,452 individuals login to the 4A's website one or more times
- 51% members / 49% non-members

- ***Total Registrants in system***

- Members: 22,275
- Non-member: 10,140

- Note: Members must register to get member rate for events, but many registrants have not used the site for content

# The Site: Improvements Needed

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- Searchability
- Findability
- Consistency
- Relevancy
- Reformatting of content
- Distribution of content

# The Site: Taxonomy and Tagging

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- Creating a taxonomy will enable the 4A's to connect, relate and classify the 4A's website's content
- Three main areas to be addressed:
  - Subject/topic of content
  - Type of content/media (video, insight, post, etc.)
  - Constituent group/role/level of user
- Tagging system key for **searchability** and **findability** and **connecting related content**


# Membership

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- Many shortcomings found in audit are being address during Q1/Q2 revamp
- Added stronger call to action: *Why join the 4A's*
- Added form to capture leads and direct to the appropriate resources
- Improving *About the Association* with marketing input
- Making language more digestible
- In process: new infographic on 4A's member benefits

# Management Services

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- Management Services provides valuable information to members
  - Members often do not know that the 4A's offers this information or they cannot find it due to poor searchability
  - Heavy emphasis on contact through committee meetings, forums, surveys, and individual inquiries rather than via the site
  - Most Management Services content in format of long meaty documents, rather than smaller, more digestible formats
  - Value of Management Services clearly reinforced by high percentage of site traffic, but many members do not visit site
  - Lack of promotion of availability and value of this information has limited the audience to date
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# Book Store: Recommendations

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- Create new multiplatform content store
- Offer only updated or recently reviewed titles
- Offer a wide range of content: Whitepapers, Guides, Videos
- Integrate multimedia into docs and make meaningful for tablet viewing
- Create series, thematic bundles and the ability to search in that manner
- Show suggestions based on prior purchases
- Consider additional short formats for relevant topics—white papers etc.
- Consider uncoupling from NetForum