a proposal by

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SCOUTROL

CONTENT STRAT

project

**CONTENT DELIVERY STRATEGY
FOR SCOUTROL**

CONTENT

is more or less worthless unless it does
one or both of the following:

- Supports a key business objective
- Fulfills a user's need

—Kristina Halvorson, *Content Strategy for the Web*

PROJECT OVERVIEW

CORE STRAT

Align with what's already been done while emphasizing Scoutrol's newest features.

To highlight Scoutrol's latest upgrades, I'm going to focus on reaching customers directly and refreshing Scoutrol's knowledge base. This will allow me to solve Emily's problem while also making it easier for Doug to integrate new technologies into his design.

Scoutrol needs Microcopy, FAQs, Branding & Marketing, Knowledge Base, and an Email/Newsletter.

The message is simple: This is Scoutrol's newest feature and this is what it does for you!

EMILY

Meet Emily's needs by clearly communicating Scoutrol's features through simple, friendly, and clear messaging.

PRIMARY MESSAGE

- Scoutrol's latest update gets you where you want to go while keeping you and your car safe—without breaking the bank.

PURPOSE

- Inform > Validate > Instruct

TACTICS

- Microcopy that is clear and direct, including "update messages" that share new features and where further explanations can be found
- FAQs that detail new features, how to make sure they're activated and the fulfill user needs
- Branding and marketing that highlights Scoutrol's newest features

PROJECT OVERVIEW

BENEFITS

- Supports business objectives by clearly promoting Scoutrol's new features, which has the potential to increase user engagement
- Fulfills Emily's needs by providing her with an easy-to-use solution that is affordable and safe.

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DOUG

Meet Doug's needs by revamping Scoutrol's knowledge base. This will allow Doug to quickly and efficiently locate and then troubleshoot common problems he faces when integrating Scoutrol into Tesla's dashboard.

PRIMARY MESSAGE

- Scoutrol's newest update provides you with the information you need, making integrations faster and easier than before.

PURPOSE

- Persuade > Inform > Instruct

PROJECT OVERVIEW

TACTICS

- Audit and analysis of the current knowledge base
- Clearly highlight all new additions and feature so that users can quickly and easily see what's new (interface + content)
- Direct communication through email to enterprise level users about updates, features, and implementation

BENEFITS

- Supports business objectives by retaining enterprise users
- Fulfills Doug's needs by making his job easier