

Content & Communication

S T R A T E G Y

THURSDAY, AUGUST 25, 2016

by BEN F. ESPANTO

Content Theme

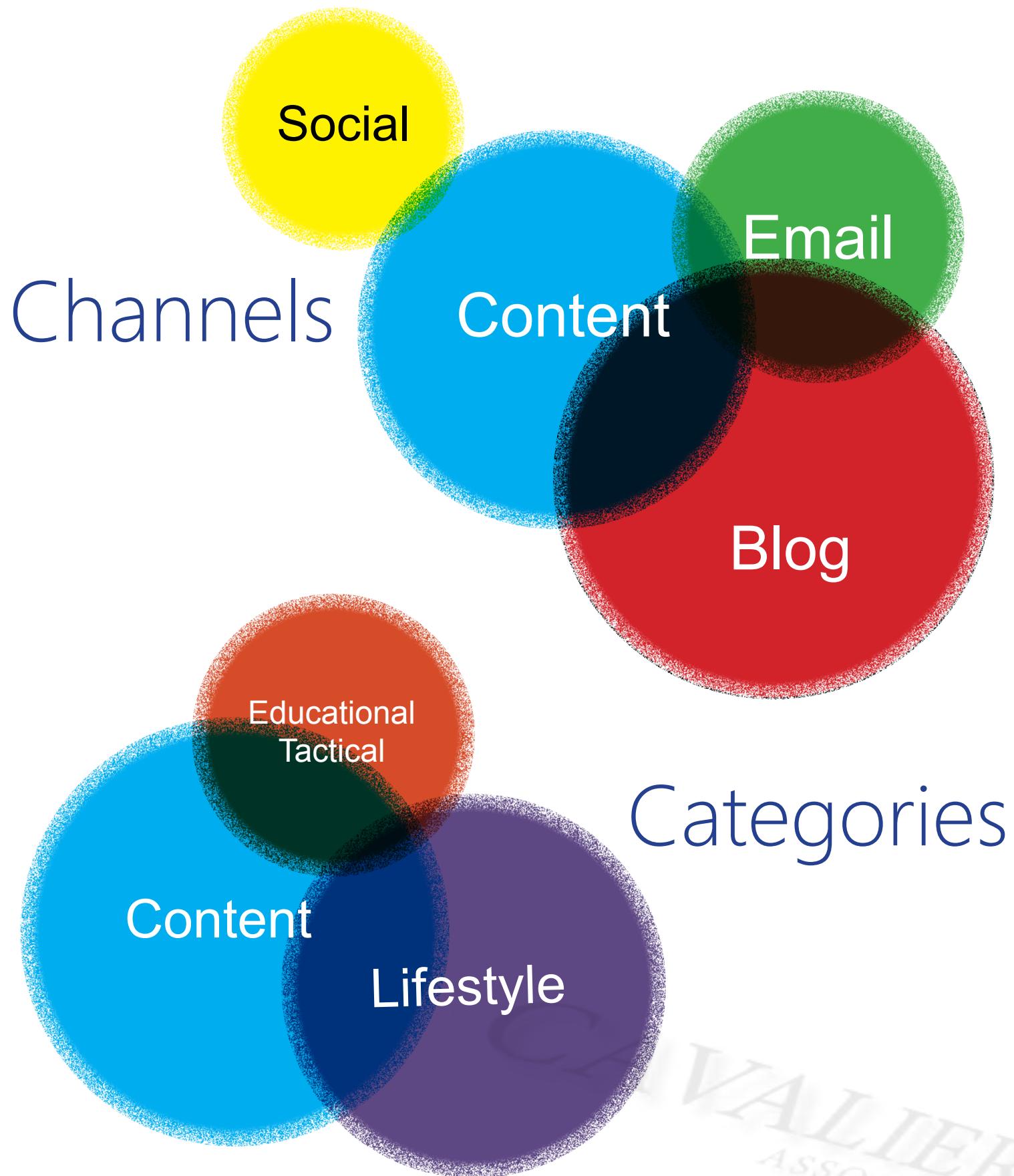
1 authority elegance
high-end **sophistication** exclusive
luxury premium **grace** affluence
white-glove service

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

3 “The Destination”

CAVALIER
ASSOCIATES

Content Proportion Splatter Maps



VALIER
Associates

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, Archetypes*)
- Communication Style
- Psychology of Persuasion
- Generational Psychology

IV. Informational

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

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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.



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



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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
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adam@cavalierassociates.com
[LinkedIn](#)



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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 expertise to compensation and effective business processes.



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get a quote

Term Insurance

Guaranteed UL

Long Term Care

Call to Action

large case management

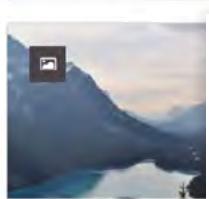
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Call to Action

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.



CAVALIER ASSOCIATES

ABOUT SERVICES MARKETS UTILITIES TEAM EDUCATION CONTACT LOGIN

2801 Towngate Rd, Suite 350, Westlake Village, CA 91361 | 800 350 2019

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: 15

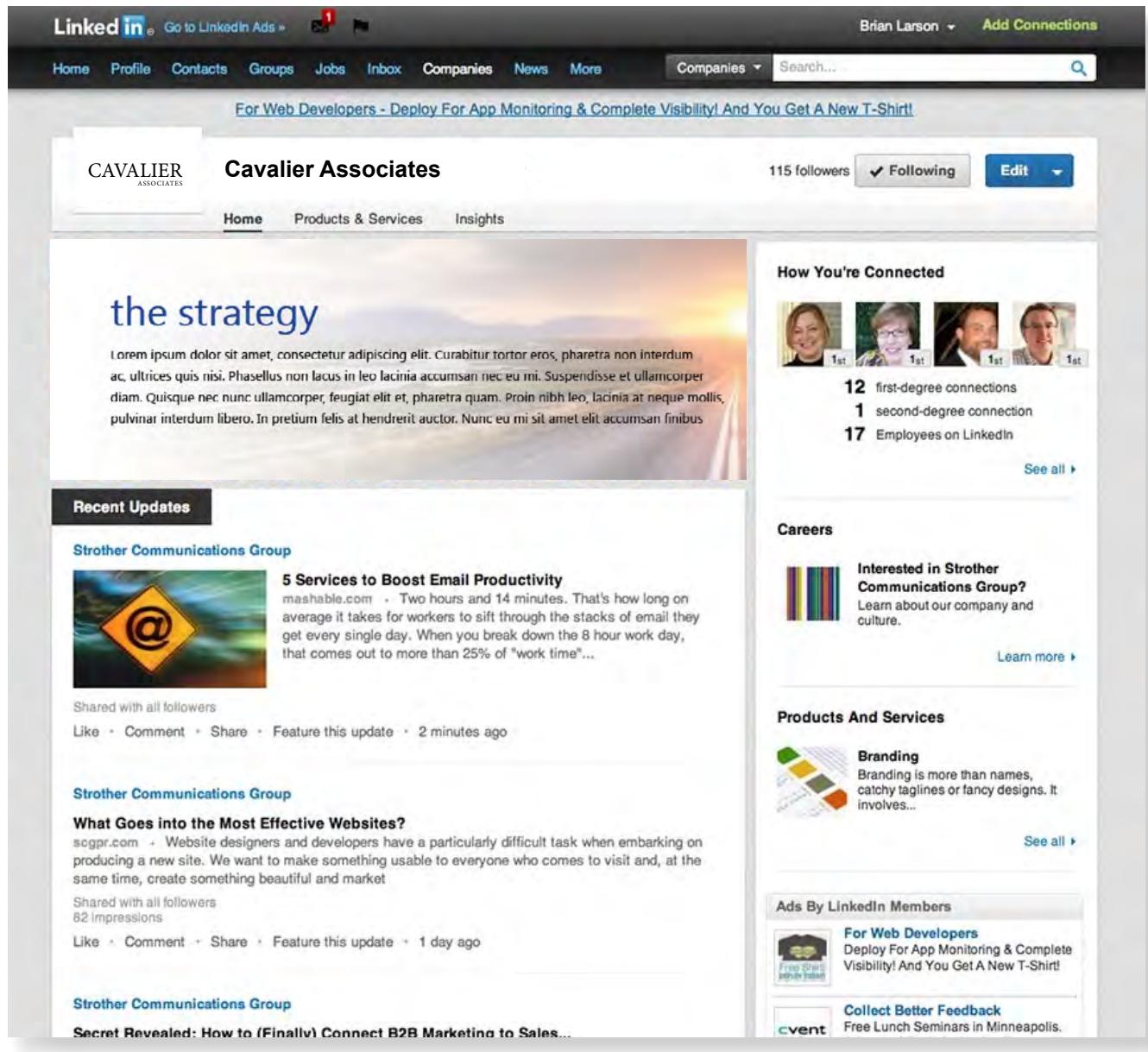
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Content Implementation Channels: LinkedIn

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.



The screenshot shows the LinkedIn company page for Cavalier Associates. At the top, there's a banner for 'For Web Developers - Deploy For App Monitoring & Complete Visibility! And You Get A New T-Shirt!'. The main header shows 'CAVALIER ASSOCIATES' and 'Cavalier Associates' with 115 followers, a 'Following' button, and an 'Edit' button. Below the header, there are tabs for 'Home', 'Products & Services', and 'Insights'. The 'Home' tab is selected. The main content area features a large image with the text 'the strategy' overlaid. Below the image is a block of Latin placeholder text (Lorem ipsum). To the right, there's a section titled 'How You're Connected' showing four profile pictures of 1st-degree connections. Below that, statistics are listed: 12 first-degree connections, 1 second-degree connection, and 17 Employees on LinkedIn. A 'See all' link is provided. Further down, there's a 'Recent Updates' section with a post from 'Strother Communications Group' about email productivity. Another section discusses 'What Goes into the Most Effective Websites?'. At the bottom, there are ads for 'For Web Developers' and 'Collect Better Feedback'.

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.

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.

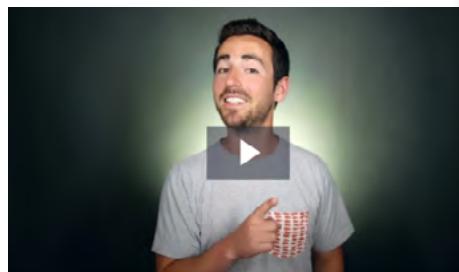
- White logo with dark blue background
- Equidistance space around the logo
- Primary color is blue at 100% tint

CAVALIER
ASSOCIATES

Short Title

Super-Awesome Full-Length Title Goes Here

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



Call to Action

Eric Gerwig, CLU,
ChFC
Marketing Consultant

2801 Townsgate Rd Ste 350, Westlake Village, CA 91361
direct 949.485.1530 | fax 805.371.4890
egewig@cavalierassociates.com

CAVALIER
ASSOCIATES



CAVALIER
ASSOCIATES

Short Title

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

CAVALIER
ASSOCIATES

Short Title



Super-Awesome Full-Length Title Goes Here

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

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

Call to Action

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Call to Action

- Text never go edge to edge
- Always equidistant white space around text

CAVALIER
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Short Title

Super-Awesome Full-Length Title Goes Here

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- Phasellus non lacus in leo
- Suspendisse et

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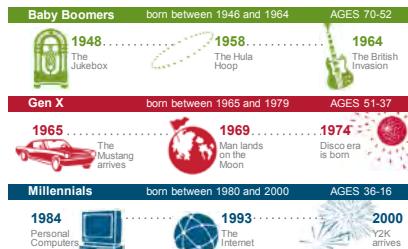


- Accent color is Blue:
CMYK 100, 90, 10, 00

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



Call to Action

Eric Gerwig, CLU,
ChFC
Marketing Consultant

CAVALIER
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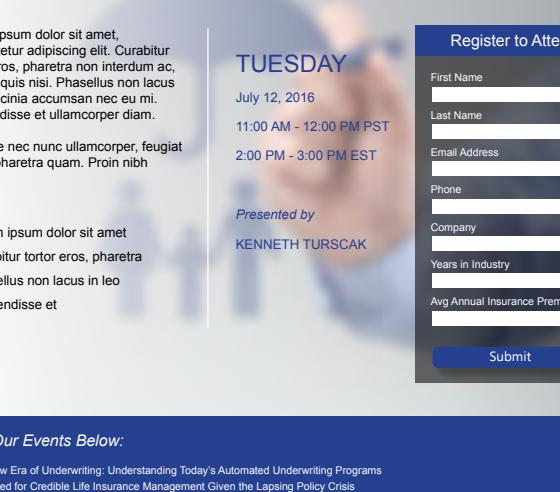
2801 Townsgate Rd Ste 350, Westlake Village, CA 91361
direct 949.485.1530 | fax 805.371.4890
egewig@cavalierassociates.com



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

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

CAVALIER
ASSOCIATES

Generation Matters

Generation Matters Communication Style

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Quisque nec nunc ullamcorper, feugiat elit et, pharetra quam. Proin nibh

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- Suspendisse et

LOREM IPSUM DOLOR

The image shows the front cover of a booklet titled "Generation Matters Communication Style for Baby Boomers, Gen X and Millennials". The cover features a blue and white design with a photograph of a smiling woman. The Cavalier Associates logo is visible at the bottom.

Download

First Name

Last Name

Email Address

Phone

Company

Years in Industry

Avg Annual Insurance Premium

Download

ur Events Below:

Era of Underwriting: Understanding Today's Automated Underwriting Programs
d for Credible Life Insurance Management Given the Lapsing Policy Crisis

Avoid in Planning for Same-Sex Couples After Recent Supreme Court Decisions
vner, Esq.: Selling a Business or Real Estate for Little or No Tax
Maslansky & Chris Behling: The New Language of Life Insurance

A composite image featuring a man with a beard smiling, a pen resting on a faint background of an insurance policy document, and a central video play button.

Watch Video

First Name

Last Name

Email Address

Phone

Company

Years in Industry

Avg Annual Insurance Premium

Submit



fin

