



### The Story: Content Strategy

The goal was to help the Commercial Bank develop an overarching content strategy that would:

- Reinforce new brand attributes and support the go-to-market plan
- Establish an integrated, multi-channel approach across the business
- Build awareness and visibility of its market expertise



### ComBlu Deliverables

- Strategic framework to guide content creation, distribution and channel amplification
- Cohesive, replicable approach to determining topics that customers and prospects find relevant and engaging and align with Client's expertise
- Plan and support for building a publishing organization that would facilitate executing on the strategy
- Map out an initial approach to measure success and guide what's next



### Impact

- Improved the breadth and quality of the content
- Consistent approach to content roadmaps across lines of business
- Fully staffed content organization to more efficiently produce and better leverage content across channels