



The Story: Content Strategy

Marketing focuses on three key business objectives: increasing fundraising, improving operational efficiency, and supporting USO mission delivery. Developing a unified content strategy that would guide content development, distribution, amplification and measurement across the organization was foundational.

This strategy was designed to:

- Expand the donor base by boosting awareness of USO's mission and value to active service members and their families
- Create a presence with new audiences
- Improve content quality and the donor experience
- Establish content governance
- Provide insights to executive leadership



ComBlu Deliverables

- Developed a multi-faceted donor profile, cutting across current and emerging segments
- Conducted an industry peer review to assess what was on trend and innovative in the space
- Audited the client's content quality and the donor experience journey across email, web, social, video, storytelling, direct mail and corporate channels.
- Provided insights to executives on content performance, donor engagement and content utilization
- Engaged with stakeholders along the way to help coalesce the team



Impact

- Common understanding of content best practices and donor preferences across teams
- Detailed assessments and recommendations for each workstream
- Content roadmap and planning tools to set priorities and guide development
- Greater efficiency by reducing quantity but elevating quality
- Content governance framework to better synchronize content operations
- Integrated measurement framework