



# **Media Strategy & Implementation Plan**

for

# **CAFII**

May 18, 2016

# CAFI Media Strategy - Background

## Background

- **CAFI would like to implement a media strategy which builds on its 2014 External Communications Strategy & its proprietary research**
- **The strategy should help position CAFI with media and consumers as a credible source of information about Creditor's Group Insurance and Alternate Distribution Channels**
- **The strategy should be low risk, focusing on consumer education, media relationship development, and reactive media relations**

## Potential Challenges

- A media relations strategy focused on CAFI promoting its members' products may result in unintended consequences (e.g. more critical articles by misinformed reporters)
- There is little benefit for CAFI in getting involved through media in individual claims disputes between a member FI and its client (e.g. media may try to put CAFI in a position where it publicly contradicts a member FI)
- It is difficult to change the mind of a consumer reporter with respect to creditor insurance when they are already working on a story (e.g. they have already developed a theory and no longer have the time or patience to change it)
- The FI members have their own media relations capability, but some have less insight into creditor insurance & alternative distribution
- CAFI needs to build its media relations capacity and its ability to respond to enquiries from PR people at member firms over time

***So what should our strategy be?***

# A Media Strategy Focused on Consumer Education

## Current State:

Biased reporting based on myths

Difficult to change entrenched views

Media relations not a core skill

Regulators expect industry to explain its products & practices

## Desired State:

Source of easy to find information on product choice, channels & benefits

More informed media & consumers

Overall tone of reporting improved

## Solution:

Focus on consumer education

Build a consumer-friendly section of website & promote through SEO

Populate website with value-added product info & tips

Engage media with timely tips, research & helpful info

Respond to media in a timely manner

CAFI's media strategy will be built around training designated staff to excel in the communication aspects of their mandates, and on these core initiatives

Build a popular repository of helpful consumer information



Educate media & engage them before they become too negative



Collaborate with member firm PR teams to build a coordinated approach

# CAFI Media Strategy – Role of S2C

## How S2C can help

- **Recommend and manage design changes to make the CAFI website more appealing for consumer and media, and to increase traffic to it**
- **Generate content for the website that will address the needs of reporters, consumers and FI member PR teams**
- **Review existing CAFI research & content on consumer education & make it suitable for use with media & consumers**
- **Recommend seasonal themes and create content to support them that will be attractive to reporters and consumers**
- **Recommend research-based topics of use to the public**
- **Serve as media spokesperson & provide advice and counsel on how to handle media issues**
- **Develop and deliver the necessary protocols and training to help designated CAFI staff excel in the communication aspects of their mandates**
- **Write and edit news releases**
- **Recommend and help implement an outreach program to FI member PR teams**

# CAFI Media Strategy - Deliverables

## Key Deliverables

### **Key Deliverable # 1:** *Make CAFI's website more appealing to consumers and media, and increase traffic to it*

- a) Assess the current website, recommend design changes, & provide costing so a public section can be created for consumer & media education & manage its implementation
- b) Create content, utilizing existing research, that should be placed on the website to meet external communication objectives with consumers & media
- c) Provide recommendations & costing that will improve the SEO capability of the website, & manage its implementation

### **Key Deliverable # 2:** *Enhance the external communications capability of CAFI*

- a) Serve as media spokesperson for CAFI as required & until in-house capability is ready
- b) Develop key messages for use with media & consumers
- c) Draft press releases & articles as needed, including consumer tips related to seasonal themes
- d) Recommend & manage research based surveys for media & consumer consumption
- e) Help in the preparation of presentations

# CAFI media strategy - Deliverables

## Key Deliverables

**Key Deliverable # 3:** *Develop and deliver the necessary protocols and training to help designated CAFII staff excel in the communication aspects of their mandates.*

- a) Provide advice & counsel on media issues management
- b) Provide media relations training to a designated staff member (s) so they understand how to deliver a rapid response media capability in a prudent manner
- c) Create protocols for staff to follow on how to deal with media





**Key Deliverable # 4:** *Implement an outreach program to FI member PR teams to increase their awareness of CAFII and its new website capabilities*

- a) Send an email letter to selected FI member PR team members introducing CAFII
- b) Meet with interested FI member PR team members to discuss mutually beneficially activities
- c) Organize a reception for selected FI PR team members

# CAFI – Current Website Rating

*As the original CAFI website was designed for member use, it has a number of issues that must be addressed before it can serve as an effective media & consumer education site.*







Critical issue =  Needs improvement = 

CRITICAL	SCORE
Responsive Design	
Mobile Site Speed Test	
Desktop Site Speed Test	
Telephone Optimization	
Rel = Publisher	
Google My Business	



# CAFII – Current Website Rating

Critical issue =  Needs improvement = 

CRITICAL	SCORE
Google Social	
Online Reputation	
Bing Places	
Title Tag + Meta Tag	
Optimized Content	
Internal Linking	

# CAFI – Website Design

## Project elements of redesign

<b>Digital Marketing Analysis</b>	<ul style="list-style-type: none"><li>• An in-depth dive into the data needed to make the most effective public website possible. Including: language, intent, search volume, trend data, geographic data and competitive analysis. Culminating in an in-person presentation of the insights and opportunities as well as collaboration on mock-ups, site navigation mapping and content creation strategy.</li></ul>
<b>Responsively Designed Public Facing Website</b>	<ul style="list-style-type: none"><li>• This website will be created based on the data obtained in the Digital Marketing Analysis and will incorporate all best practices for search engine optimization. This will ensure the best possible launching point for the continuation of an online marketing program as we move ahead.</li></ul>
<b>Rel = Publisher</b>	<ul style="list-style-type: none"><li>• Is a “snapshot” of your business that should appear on the top right of the screen in a Google search for your business.</li><li>• We will create this for you which will increase: on page visibility, search rankings and user experience for a potential prospect.</li></ul>

# CAFI – Website Design

## Project elements of redesign

<b>Google My Business</b>	<ul style="list-style-type: none"><li>• On mobile devices, Google prefers to show Google My Business search results first.</li><li>• We will claim, verify and optimize your Google My Business Account.</li><li>• This is critical as it would allow you to win on Google for both your website as well as your Google My Business account giving you two chances to secure leads while knocking a rival further down the search results.</li></ul>
<b>Strategic Title, Meta, H and Image Tags</b>	<ul style="list-style-type: none"><li>• Tags are foundational in search engine optimization as they are one of the many ways a search engine knows to index your site. They also act as information sources for the end user.</li></ul>

# CAFI media strategy – Website Design

## Project elements of redesign

<b>Strategically Optimized Content</b>	<ul style="list-style-type: none"><li>• We will align your content with what potential prospects are looking for, before creating optimized content on up to 12 new pages of your website.</li></ul>
<b>Strategic Internal Linking</b>	<ul style="list-style-type: none"><li>• We will link non-branded keyword terms within the body of optimized content on your web pages helps to move Google Trust through your site in the preferred manner for search engines.</li></ul>
<b>Training and Support</b>	<ul style="list-style-type: none"><li>• Upon launch, we will train you on your new website. You will be empowered to update images, blogs and add and delete elements from your page.</li></ul>

## What will it cost?

**There are 3 components of the budget:**

- 1) Cost of redesigning the landing page and consumer components of the CAFI website to make it more attractive to consumers & media -- \$9,510**
- 2) Cost of establishing & running a successful SEO initiative to drive more traffic to the CAFI website -- \$185 per month (\$2,200 p/y)**
- 3) Cost of implementing the media relations and consumer education strategy -- \$40,000**

**Total investment for one year: \$51,730**

# Your Consultant - David Moorcroft

**David Moorcroft** is the founder and president of Strategy2Communications Inc., a boutique public relations firm that specializes in translating corporate strategy into meaningful communication for multiple stakeholder groups including investors, employees, communities, government and media.

He is also a senior associate of The Lanes, a global association of leading public affairs practitioners. S2C can utilize people and resources from The Lanes on behalf of its clients when needed.

Born in Montreal, David attended Concordia University where he graduated with honours. After college, he joined a small public relations firm and then worked as a business writer and magazine editor.

In 1979, he joined the Royal Bank of Canada where he worked his way up from Manager of Employee Communications to become Vice-President of Corporate Communications in 1993, and Senior Vice-President in 2000. During his leadership, RBC was selected Canada's Most Respected Corporation five times in a row, its President was chosen as Canada's CEO of the Year, and RBC's communications team was honoured with 50 national and international awards for excellence in communications. David served as RBC's chief public spokesperson with the media.

Since retiring from RBC in 2008, David has been consulting with companies across North America in a variety of industries including financial services (RBC), Private Equity (Legacy Partners Wealth Strategies) energy (Direct Energy), travel (EF Educational Tours) and not-for-profits.

David is a member of the International Association of Business Communicators and the North American Travel Journalists Association.