

IHiS

DPL Channel Management Strategy

Objectives

To recap the updated CHM Objectives & Priorities

+

Share and discuss the draft CHM Digital Solution Framework

Which in turn will inform the 3-Year Enablement Roadmap

Agenda

1. CHM Objectives & Priorities Recap
25 mins
2. CHM Digital Solution Framework
30 mins
3. Next Steps
5mins

CHM Objectives & Priorities

HH CHM Overview

An overview of the HH outbound communications.



Organic Channels (leveraged by HH)

Paid Channels (leveraged by Partners)

Legacy Channels & Tools (not currently leveraged)

*Based on
20.01.21
Meeting*

Aware

Search

Consume

Evaluate

Next Steps

What is the
Outbound Comms
Channel Objective?

Aid Exposure & Reach of
health content, services &
programs via a variety of top
of funnel channels.

Aid Search Discovery via
relevant keywords linked to
relevant content.

Aid deeper Engagement and Actionability
via Relevant, Useful & Credible content.

What Channels
Are Utilized?

1. **Organic Social Media** (i.e., TikTok)
2. **Paid Display Ads** (e.g., GDN, Yahoo News)
3. **Syndicated Articles** (e.g., News Websites)

1. **Google Search Engine Optimization**
2. **Google Search Engine Marketing**

1. Telegram Messages (e.g., articles)

What 1P Data Is
Captured?

1. User Engagement (e.g., views, shares, comments, clicks, CTR)

1. Search Performance (e.g., traffic, CTRs)

1. User Engagement (e.g., views, shares, clicks, time spent)

What Tools Are
Utilized For
Orchestration
& Tracking?

1. **Google Floodlight**
2. **Yahoo Dot**
3. **Taboola**
4. **Outbrain**

1. **Google Analytics**
2. **Google Tag Manager**
3. **Google Conversion Tracking**

1. **Email Orchestration Tool: MailChimp**
2. **SMS Orchestration Tool**
3. **App Management Tool**

HH CHM Objectives & Desired Outcomes

Based on
20.01.21
Meeting

Primary CHM Objectives / Outcomes

1. Increase traffic to HH
2. Improve consumption of HH content
3. Engage active users
4. Re-engage inactive users

Secondary CHM Objectives / Outcomes

1. **Persona-based CHM journeys** (i.e., channels & content)
(if viable in Sitecore)
2. **Data capture / enrichment** (i.e., content preferences) **via CHM**
(if viable in Sitecore)

HH CHM Priorities & Planning

Based on
20.01.21
Meeting

Priorities & Planning

Foundation Building

- a. Focus strategy on existing organic channels (i.e., Telegram, TT)
- b. Determine what & how to build a user database and leverage Email marketing (e.g., newsletters) (*in line with PDPA, IHIS data governance & Sitecore capabilities*)
- c. Test personalization & data capture capabilities of Sitecore

Expansion

- a. Design & launch foundational CHM Email journeys (*in line with PDPA, IHIS data governance & Sitecore capabilities*)
- b. Expand strategy to paid channels (i.e., TT, GDN, SEM, Article Syndication)
- c. Expand organic channels (i.e., app push notifications)
- d. Establish persona-based CHM journeys (*if viable in Sitecore*)
- e. Embed data capture / enrichment into CHM journeys (*if viable in Sitecore*)
- f. Streamline CHM operations and ways of working

Evolution & Innovation

- a. Develop annual integrated CHM strategy & execution plan (i.e., organic & paid channels)
- b. Assess impact (i.e., business value) and effort (i.e., capability, tech & investments) required to evolve CHM with the latest trends & innovations
- c. Embed latest trends & innovations into CHM journeys

CHM Digital Solution Framework

Digital Solution Framework Overview

For consistency, for CHM we will utilize the same Digital Solution Framework as we did for other key tracks of work (UX, Data, Content, Tech), as ultimately all recommendations will need to be represented in the 3-Year Enablement Roadmap.

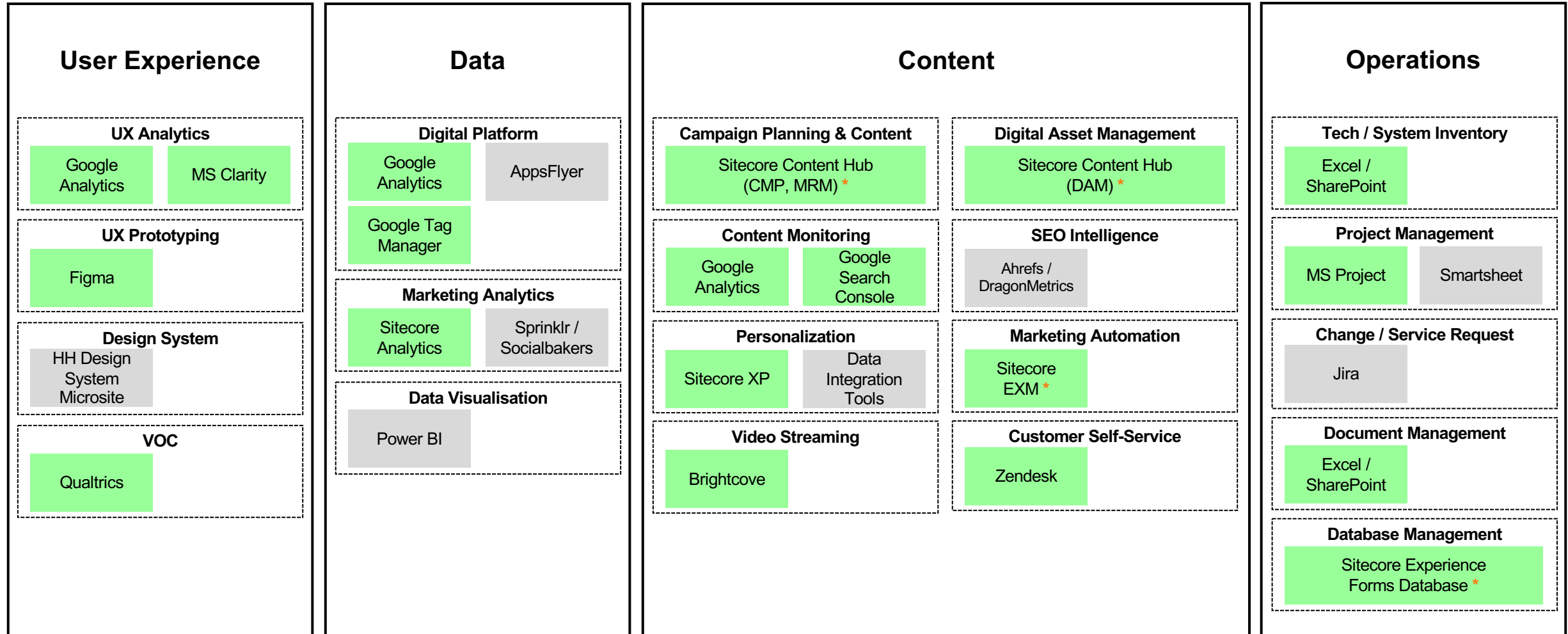
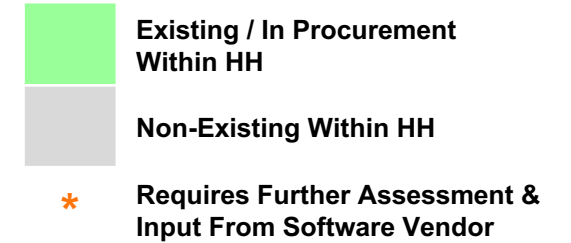
Capabilities Enablement: UX				
User Experience	L2 Capability:	Desired Future:	Future State Enablement Requirements:	
			People (i.e., skills):	Process (i.e., WOWs):
				Tools (i.e., tech):
	Website User Experience	Advancing - 4 UX methods and processes covering the entire HH website UX (including all pages, article and microsites) are in place. Almost all teams within the organization are performing UX optimization activities (e.g., website performance effective manner.	<ul style="list-style-type: none">User Experience Design (Interaction)Visual Design (UI)UX Research	<ul style="list-style-type: none">Quarterly website performance reviewsDefinition of required UX enhancements /
Capabilities Enablement: Data				
Data	L2 Capability:	Desired Future:	Future State Enablement Requirements:	
			People (i.e., skills):	Process (i.e., WOWs):
				Tools (i.e., tech):
	Strategic KPIs & Metrics	Advancing - 4 Goals of the website have been identified, as well as a KPI framework that ladders up to these goals. The KPI framework identifies metrics across platforms and channels that provide a unified view that build towards the organization goals.	<ul style="list-style-type: none">Analytics StrategyData Analytics	<ul style="list-style-type: none">Share data insightsAlign initialSetup dataConduct regular performance discussion
Content	Reports & Insights	Advancing - 4 The organisation clearly understands how different reports can be used in conjunction in service of a unified strategy / ambition. Such reports are integrated into a commonly accessible dashboard.	<ul style="list-style-type: none">Analytics StrategyData AnalyticsData Visualization	<ul style="list-style-type: none">Develop content reportingDevelop Content reportsDevelop high benchmark
	Tagging & Tracking	Advancing - 4 Tracking is comprehensive, and reports and dashboards relate accurate insights at correct frequencies to inform organisational decision making.	<ul style="list-style-type: none">Maritech Functional ExpertiseIHIS Tech SupportData Analytics	<ul style="list-style-type: none">Perform property wise KPI based taggingPerform marketing channel-based tagging
	Data Integration	Performing - 3 Digital data is combined with customer records. Transactional data can be correlated to patterns of traffic and engagement on digital platforms.	<ul style="list-style-type: none">Maritech Functional ExpertiseIHIS Tech SupportAnalytics StrategyData Analytics	<ul style="list-style-type: none">Identify data sourcesFormulate use-casesSelect integration parameters
				<ul style="list-style-type: none">Data Visualization Tools: Power BIVOC Tools: Qualtrics
Capabilities Enablement: Content 1/2				
Content	L2 Capability:	Desired Future:	Future State Enablement Requirements:	
			People (i.e., skills):	Process (i.e., WOWs):
				Tools (i.e., tech):
	Data-Driven Content Strategy Planning	Advancing - 4 Content has become the forefront asset of the brand and optimized for performance in a smooth end-to-end process. Strong content leadership exists within the content-development clusters).	<ul style="list-style-type: none">Content WritingContent Strategy & Governance	N/A
Technology	Content Calendar Planning	Advancing - 4 Content calendar is integrated across platforms and adheres to set framework/processes that contribution from multiple partners. Team leveraging tools to automate content planning publishing deadlines. Content formats h owned, earned and paid media channel HH website as single source of truth.		
	Content Quality & Governance	Advancing - 4 Content published on HH adheres strict and identity and is religiously monitored performance. HH's articles are highly reliable single source of truth and referred to as exceptional content quality.		
Capabilities Enablement: Technology				
Technology	L2 Capability:	Desired Future:	Future State Enablement Requirements:	
			People (i.e., skills):	Process (i.e., WOWs):
				Tools (i.e., tech):
	Technology Selection	Advancing - 4 Processes include additional considerations for scalability in technology selection to accommodate larger business/industry needs and partnerships.	<ul style="list-style-type: none">Technical / Architectural SolutioningIndustry Experience/Subject Matter Expertise	<ul style="list-style-type: none">Define the technology roadmap (i.e., software lifecycle)
User Experience	Change Management	Performing - 3 Formalized change management with SOPs when tech changes are requested and evaluated are in place, that focus more on users' business needs and ideally integration into development pipeline (CI/CD).	<ul style="list-style-type: none">Functional / Business AnalysisSystem Maintenance / Upkeep	<ul style="list-style-type: none">On-going task and project trackingResource, budget and timeline management
	Technology Integration & Extensibility	Advancing - 4 Formalized format for single source of truth for data / content exists, as well as subsequent data model and structure for sharing with and contribution by industry partners & clusters.	<ul style="list-style-type: none">Technical / Architectural SolutioningTechnical DevelopmentFunctional / Business Analysis	<ul style="list-style-type: none">Data governance (i.e., security)Management of data sources and processes
	Workflow System Integration	Advancing - 4 Scope and specific R&Rs for parties involved in creating and managing data / content have been defined and documented.	<ul style="list-style-type: none">Functional / Business AnalysisProcess Workflow Design	<ul style="list-style-type: none">Define & document workflowsDefine R&Rs (i.e., RACI)
	CRM System	Advancing - 4 Anonymized HH user data (i.e., user behavior data) is shared between HH and CRM / campaign management system for the other partner & clusters.	<ul style="list-style-type: none">CRM Configuration & SetupData Processing	<ul style="list-style-type: none">Data governance (i.e., user data)Data processing (i.e., data integration workflows)

Capabilities Enablement: CHM

	Capability:	Desired Future:	Future State Enablement Requirements:		
			People (i.e., skills):	Process (i.e., WOWs):	Tools (i.e., tech):
Channel Management	Channel Operations	Integrated CHM (across organic & paid campaign and always-on channels) is planned and budgeted ahead of each calendar year, and CHM operations and ways of working (i.e., planning > brief / scoping > execution > performance optimization) are streamlined to drive greater campaign effectiveness, speed-to-market and cost efficiency.	<ul style="list-style-type: none"> Marketing Strategist Content Strategist Marketing Project Manager 	<ul style="list-style-type: none"> Annual integrated CHM strategy & execution plan Annual “CHM operations retrospective” 	N/A
	Data Capture & Personalisation	User data (i.e., email address, content preferences, engagement rates) is captured, enriched and utilized on an on-going basis to enable persona-based CHM journeys (esp. on owned channels e.g. Email).	<ul style="list-style-type: none"> Martech Functional Expert Marketing / CX Strategist Data Analyst 	<ul style="list-style-type: none"> Tactics (what & how) to build a user database to enable Email marketing Testing of data capture & personalization capabilities of Sitecore Strategy (what & how) for persona-based CHM journeys Tactics (what & how) to embed data capture / enrichment into CHM journeys 	<ul style="list-style-type: none"> Database / contact management system: Sitecore Experience Forms Database* Marketing Automation: Sitecore Email Experience Manager (EXM)*
	Channel Expansion & Innovation	To expand reach and engagement, additional organic and paid channels + new trends & innovations are progressively introduced into HH CHM operations.	<ul style="list-style-type: none"> Martech Functional Expert Marketing / CX Strategist Data Analyst Content Strategist 	<ul style="list-style-type: none"> Design & launch foundational CHM Email journeys Strategy (what & how) to expand organic & paid channels Assess impact and effort required to evolve CHM with the latest trends & innovations 	* requires further assessment by WT (to determine PDPA and IHIS data governance implications) and input from software vendor to determine suitability

HH Future State Martech Toolkit

An overview of Martech tools (updated 10.02.2023) required to enable the desired future state.



Next Steps: 3-Year Enablement Roadmap

3-Year Enablement Roadmap:

How the HH Future State Digital Solution Framework (i.e., UX, Data, Content, Tech, IA & CHM) can be enabled across a 3-year time horizon.

- a. Activity scoping: WT
- b. Activity prioritization & phasing: WT & IHIS
- c. Finalized 3-year roadmap: WT & IHIS

Timing: TBD based on IA workstream

THANK YOU