

COLDWELL BANKER

BLOG CONSOLIDATION STRATEGY

DECEMBER 15, 2016



HERE'S OUR AGENDA

OVERVIEW

A SUMMARY OF THE
PROJECT AND OUR
ACTIVITIES

DISCOVERY

THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS

CONCLUSIONS

WHAT WE LEARNED
FROM DISCOVERY TO
DRIVE OUR STRATEGY

STRATEGY

OUR STRATEGIC
RECOMMENDATIONS
TO MOVE FORWARD



OVERVIEW

**A SUMMARY OF THE
PROJECT AND OUR
ACTIVITIES**



**YOU ASKED US TO DEVELOP A STRATEGY THAT
WOULD CONSOLIDATE THE EXISTING BLOGS.**



**TO ACCOMPLISH THIS, WE CONDUCTED A
SHORT BUT THOROUGH DISCOVERY PHASE.**



TO ACCOMPLISH THIS, WE CONDUCTED A SHORT BUT THOROUGH DISCOVERY PHASE.

**1.
CURRENT STATE AUDIT**

**2.
STAKEHOLDER INTERVIEWS**

**3.
COMPETITIVE ANALYSIS**



**WE BELIEVE YOU'LL BENEFIT FROM
CONSOLIDATION IN MANY WAYS.**



DECREASED SUPPORT COSTS

CONTENT CREATORS ARE **UNABLE TO POST** TO GEN BLUE
OR **MODIFY** EXISTING TEMPLATES WITHOUT OUTSIDE HELP.



BETTER DECISION MAKING

IMPROVED **TAGGING** AND ANALYTICS WILL BE IMPLEMENTED
ALLOWING YOU TO MAKE **INFORMED** CONTENT **DECISIONS.**



INCREASED ENGAGEMENT

IT'S CURRENTLY **DIFFICULT** TO NAVIGATE THE BLOGS AND FIND CONTENT. SOME PAGES ARE BROKEN. FIXING THESE ISSUES WILL **INCREASE** TIME ON THE SITE.



FUTURE GROWTH

MOVING TO AN **UPGRADED** BACKEND WITH FLEXIBLE
TEMPLATES WILL CREATE A PLATFORM TO
SUPPORT YOUR **FUTURE** NEEDS.



**WE'LL DISCUSS OUR
RECOMMENDATIONS DURING THE
STRATEGY SECTION OF THIS
PRESENTATION.**



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STRATEGY

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DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

CURRENT STATE AUDIT

STAKEHOLDER INTERVIEWS

COMPETITIVE ANALYSIS

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



**WE CONDUCTED AN AUDIT
OF THE CURRENT EXPERIENCE
AND HERE'S WHAT WE FOUND.**



DISCOVERY

CURRENT STATE AUDIT



BLUE MATTER



USER EXPERIENCE

DIFFICULT TO FIND
ARTICLES

CATEGORIES ARE
OVERWHELMING



LOOK AND FEEL

NOT VERY ALIGNED
TO THE BRAND

FEELS DATED



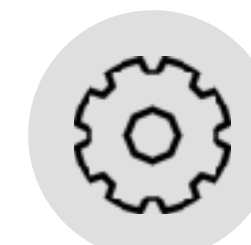
CONTENT

FREQUENT POSTS

GREAT LIFESTYLE
CONTENT

NOT MUCH VIDEO

LACKING REAL
ESTATE CONTENT



FUNCTIONALITY

SEARCH DOESN'T
PROVIDE GOOD RESULTS

SUBSCRIBE IS MANAGED
THROUGH FEEDBURNER



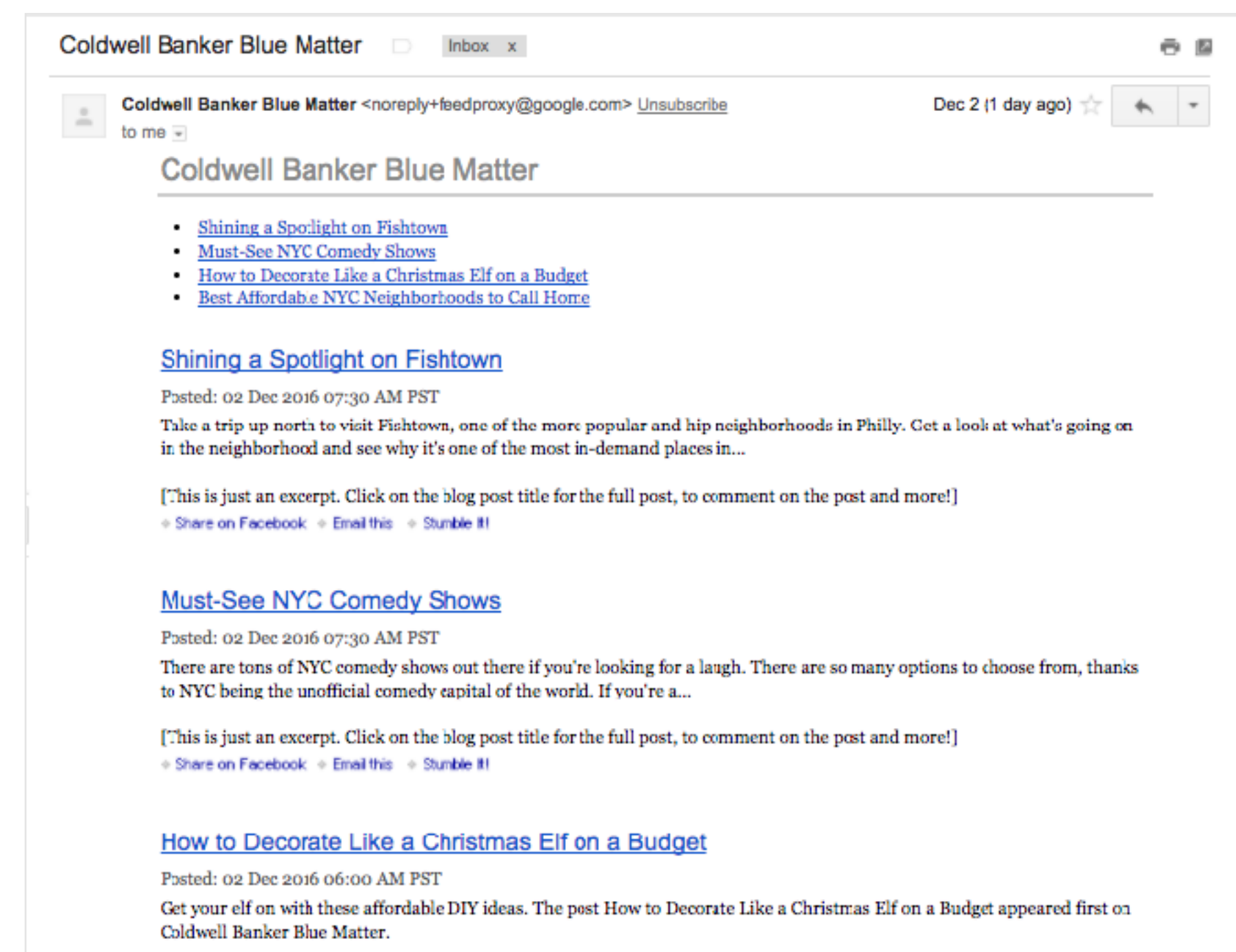
DISCOVERY

CURRENT STATE AUDIT

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL



SUBSCRIPTION FEATURE



DISCOVERY

CURRENT STATE AUDIT

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DISCOVERY

CURRENT STATE AUDIT



CATEGORY PAGE

COLDWELL BANKER BLUE MATTER			
DISCOVERY	CHARIS	CATEGORIES	ABOUT COLDWELL BANKER.COM
Categories			
Autumn	Back to School	Baton Rouge, LA	Best Places to Live
A Fun & Safe Alternative To Carving Pumpkins... To See Your October Home Checklist The Ultimate Pumpkin Soup Recipe for Fall	5 Ways to Get Out the Beer on Time 10 Best College Towns to Call Home How Security Cameras Can Insure After School...	Buying and Selling in Baton Rouge's Tight... Buying Your First Investment Home? Consider These... LBO Tigers & Baton Rouge -- Enjoying Life in a...	5 Cities with Low Rent, But High on Per Why the Suburbs are Big Again Austin's Vineyard Island Living
Buyer Resources	CES	Coldwell Banker Gen Blue	Coldwell Banker Previews International®
2017 Real Estate Trends to Watch Surprising Real Estate Trends that Will Shape the...	The Smartest Way to Meet Thanksgiving at Home Smart Home Tech We're Thankful	Breaking Down the Smart Home Staging Kit Take a Virtual Reality Tour of One of Ours...	Buying Ahead: Panama Take a Virtual Reality Tour of One of Ours...
Columbus, OH	Dallas Fort Worth	Detroit	Dogs
Prepare Your House for Winter Selling Your Home During the Holidays 4 Things That Can Hurt Home Resale Value	2016 Dallas Real Estate Trends Revising Techniques for White Use This Real Estate Buying Guide to Prep for...	The Profiles of High Home Prices Things to Do in Plymouth, Michigan: Welcome Home! Welcome Home!	It's a Good Thing There's No Scary Gift Power's Lives How to Choose the Right Pet Door for Your Home When Your Pet Dictates Where You Live
First Time Home Buyer	Frisco, TX	General	General Real Estate News
Surprising Real Estate Trends that Will Shape the... A Letter to my Future Home Buying a Home 101: Real Estate 101: Demystified	50 Shades of Green for the Design-Challenged 7 Landscaping Tips that Won't Break the Bank Why is Your Local Farmer's Market Important?	2017 Real Estate Trends to Watch Pet Car or Small Car? You Decide in TX... Military Dad Surprises Family with Wedding...	October Home Sales Jump 2017 Real Estate Trends to Watch International Real Estate: A Look at Home Across...

Going Green	Grand Rapids	Headlines	Holiday
Green Remodeling Projects With Major Aesthetic... 5 Reasons to Grow Vegetables in Raised Beds 5 Amazing Green Homes to Dream Over	Government-Backed Loans: What Buyers and Sellers... DIY on the Shelf Overlooked: My Love-Hate Affair... "Travel Trends & Trolley" Blogs...	2017 Real Estate Trends to Watch Why the Suburbs are Big Again New Estate Headlines with Vertical Closures... Dress-Your-Kitchen for Thanksgiving	How to Decorate Like a Christmas Elf on a Budget Prevent a Holiday Disaster at Home With These 10... Dress-Your-Kitchen for Thanksgiving
Home Cooked Recipes	Home Decor	Home Field Advantage	Home of the Week
5 Apple Recipes to Enjoy this Fall 3 Easy Summer Dinners Backyard Bites for a Standing Summer Party	7 Easy and Temporary Ways to Update Your Rental... Home Decor Style Tips for Seasonal Transitions 4 Amazing Easy Ways to Save on Holiday Projects	Homefield Advantage: Major League Baseball... Seven-Piece Enigma: Do Home Kevin Pillar Lay Out at Home Too	Home of the Week: A Smart Home Overlooking the... Home of the Week: A Light-Filled Ranch in San... Home of the Week: A Holiday Haven in Aspen, CO
Home Rocks	Home Tech	Home Tip of the Day	Homeowner Resource
Home is Where the Dog is Sunday Starts at Home for These Cuddly Pals Best Songs About Home in 2016: Homelick by Sheryl...	The Smartest Way to Meet Thanksgiving at Home Smart Home Tech We're Thankful For These Are America's Smart Home Savvy Cities	Home Tip of the Day: Thanksgiving Decorating Home Tip of the Day: When to Change Smoke... A Fun & Safe Alternative To Carving Pumpkins...	Simple Solutions for Protecting Your Car from... The Ultimate Guide to Water Resistant at Home Defining Your Living Spaces Beyond Your Front Door
Honolulu, HI	Houston, TX	Jacksonville	Key Largo, FL
New Condos in Honolulu: Luxury Views, and...	The New Mortgage Rules: Tens of Millions to Do...	Downtown Home Video Beach Has Arrived! The Top 10 Questions Buyers Ask About Moving to Jacksonville's Hidden Gems	Moving to Key Largo: What You Need to Know Celebrate Fall in Key Largo Buying a Second Home from Out of State
Key West, FL	Lafayette, LA	Lansing, MI	Las Vegas
Should You Visit Key West?	Get Your Home Sold Utilizing These Key Factors Cyprus Laker and the Paul and Lodi Hilliard Affair...	Visit a Local Farmer's Market in August Why It's a Great Time to List Your House in... The Best College Towns Other than Miami	Nevada's Incredible Amazing Places to Buy or Sell How to Get a Virgin-Size Crowd to Your Open House This Happy Hour Las Vegas: Secrets to Finding the...

Learning and Children	Learning Style Types	Local Pages	Los Angeles, CA
I Never Found Picky Games Home	Local House Styles Across the Country and Where...	Shining a Spotlight on Flaktown: Meet the NYC Gender Sleets and Affordable NYC Neighborhoods to Call Home	Mexican Dining Cocktail Recipe for Your Endless...
Louisville, KY	Market Report	Marketing	Miami
Art and Architecture are Louisville Culture...	2017 Real Estate Trends to Watch Surprising Real Estate Trends that Will Shape the... Market Spotlight: Miami	Could Your Home Virtually Sell Itself? It's a Good Thing These Scarsy Cars Have 9 Lives 7 > 9: Miami's Most Popular Use of Color for Interiors	Experience Fall in Miami Beach Everything You Need to Know About the Seed Food... Series: Sun Blue 2016 Aired in Miami Beach
Moving	New Jersey	New York	Orange County, CA
Moving Back Up Your Garage in 5 Easy Steps How to Make Moving a Little Bit Easier 5 Things to Do Before Moving Your Car...	Renovator's Rights in New Jersey: The Real Renovator's Rights in New Jersey: The Lease Bordentown City Can't Beer "Lease"	Multi-use NYC Canopy Shows Best Affordable NYC Neighborhoods to Call Home Living in Williamsburg: Is it the Right Move?	Newport Coast -- Put Your Parents' Beach Town Newport Beach Home Prices Strong Due to...
Organization	Orlando, FL	Parties	Pets
8 Genius Ways to Organize Your Kitchen How to Create an organized Garage for Fall The Ultimate Museum Makeover	Home that Let You Live the Waterfront Paradise... How to Create an organized Garage for Fall The Ultimate Museum Makeover	5 Tips for Hosting the Ultimate Football Party 5 Fun Thanksgiving Party Ideas How to Create a Beautiful Drink Station for Your...	When Your Pet Dictates Where You Live 4 Tips to Make Your Home More Pet Friendly How to Find the Right Vet After a Move
Philadelphia	Pinterest Mythbusters	Pop Culture	Redding, CA
Shining a Spotlight on Flaktown: On Your Mind to Live in a Detached Ranch? Elegant Holiday Decor Ideas for Your Philadelphia...	Pinetree Home Mythbusters #1: Becoming Couch... Pinetree Home Mythbusters #1: Not Natural Home...	3 Popular Homes from Disney's Animated Stories 10 Things You Don't Know About the Home of... 7 Homes That Look Like a Mansion Next Door	Thanksgiving Outdoors Scary Halloween Decor Pumpkin Picking for the Perfect Pumpkin

Riverside, CA	Rockwall, TX and Heath, TX	San Juan County, WA	Seller Resources
Farmhouse Park: Riverside's Hidden Gem Whisper in the Forest of Upland: Riverside's...	A Guide to the Local Craft Beer and Homebrew... Rockwall Rental Homes: What Can You Get for Under... Mapping the Pizza Places of Rockwall and Heath...	San Juan Island and San Juan County Real Estate... 2017 Real Estate Trends to Watch	Tips and Tricks for Living in a Staged Home 2017 Real Estate Trends to Watch
Selling	Slideshow	Smart Home	Staging
Could Your Home Virtually Sell Itself? Staged for Success: The Case for Hiring a Home... 5 Super Simple Ways to Sell Your Home Fast	Brook-Park: Kitchen for Thanksgiving Summer Fridays: Amazing Pools to Relax in... 14 Bedrooms Where Making Up is Better Than You...	The 2016 Smart Home Holiday Gift Guide The Smartest Way to Sell Your Home Smart Home Tech We're Thankful For	Increasing the First Ever Smart Home Staging Kit Home Selling 101: Marketing Your Home How to Find a Real Estate Agent
Temecula Valley, CA	Thailand	Tips for Home	Toronto
Yummy! Fresh Farmhouse Market in Old Town Temecula Power Arrangements: Five Insider Secrets Four New Year's Resolutions to Bust the...	The Best of Thailand: Bangkok's Ultimate... Paradise in Phuket: An Oceanfront Villa Suburbs Meet the City in Bangkok - And...	A Fun & Safe Alternative to Carving Pumpkins... 3 Bright Lighting Ideas for Your Living Room 5 Ways to Beat Your Car's Appeal for the Fall...	Canadian Real Estate How Will Trade Wars... The Suburban to Urban Shift in the Washington... The "Real" Differences Between...
Uncategorized	Vail, CO	Vermont	Washington, DC
14 Entertaining Hacks You'll Be Thankful... How to Create an inviting Master Bedroom Moose Bells' Home Away from Home	Y'all Summer Fun Patio, Patio Space is What It Can Do to Help... Vail: Hats The Burton U.S. Open Snowboarding...	Work-Life Balance and Living in Vermont Common Questions from Home Buyers and How to...	Common Questions from Home Buyers and How to... The Suburban to Urban Shift in the Washington... The "Real" Differences Between...
Wichita	Winter		
Holiday Decorating Ideas: Ask a Professional... NEE So Little House on the Prairie: A Look at the Only Prairie House in... Wichita Real Estate: It's the Only House...	"You're Home: Your Dog's Home and Safe at Home This... How to Build the Ultimate Snowman 4 Winter DIY Projects to Try Out With Your Kids		



USER EXPERIENCE

**DIFFICULT TO FIND
ARTICLES**

**NAVIGATION IS A BIT
CONFUSING AND NOT
PERSISTANT**

**NO ABILITY TO
COMMENT**

**SHARING ABILITY
SOMEWHAT LIMITED**



LOOK AND FEEL

**MODERN LOOK AND
FEEL**

**NOT ALIGNED TO THE
BRAND**



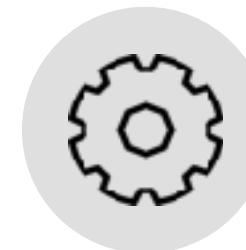
CONTENT

FREQUENT POSTS

**INTERESTING
INTERVIEWS**

**GREAT MAGAZINE
AND LUXURY REPORT**

**COULD USE MORE
VIDEO**



FUNCTIONALITY

**SEARCH DOESN'T
PROVIDE GOOD RESULTS**

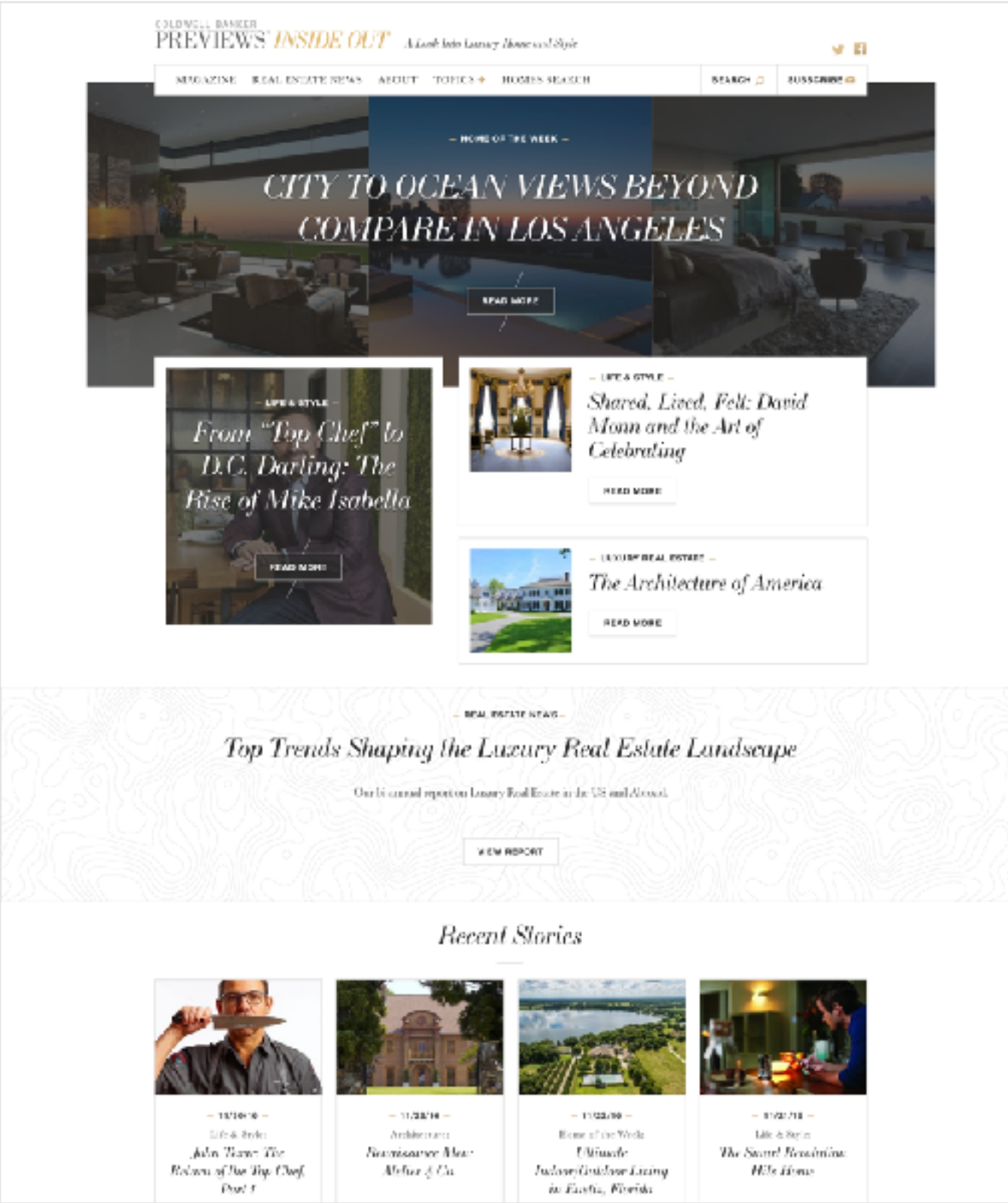
**HOME LISTINGS NEED TO
BE INTEGRATED BETTER**

**SUBSCRIBE DOESN'T
SEND EMAIL
CONFIRMATION**



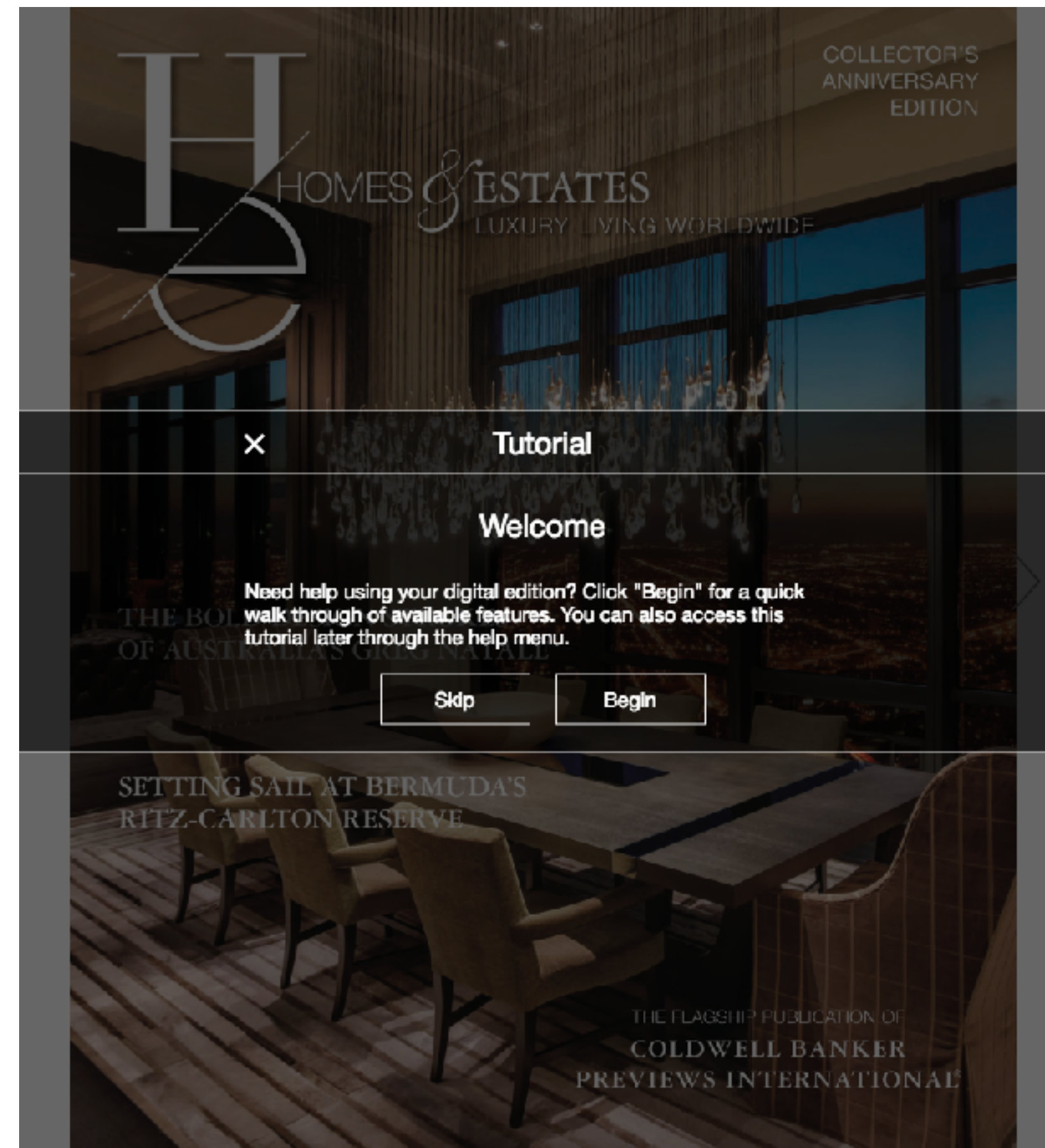
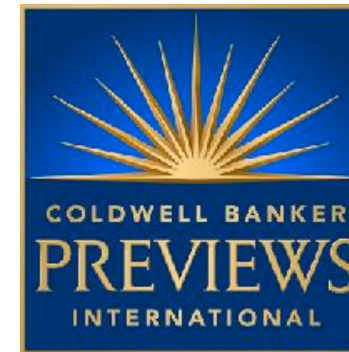


BRANDING



DISCOVERY

CURRENT STATE AUDIT



DISCOVERY

CURRENT STATE AUDIT

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL



USER EXPERIENCE

HAS THE CONTENT
NEEDED FOR EVENTS

ABILITY TO REGISTER

TOP NAVIGATION ISN'T
PERSISTANT

CTA FOR GEN BLUE APP
IS WEAK

NO ABILITY TO COMMENT
AND SHARE



LOOK AND FEEL

DATED LOOK AND
FEEL

GEN BLUE HAS ITS
OWN BRANDING, BUT
CB SHOULD BE
STRONGER



CONTENT

STILL PROMOTING
OCTOBER
CONFERENCE ON
HOME PAGE

GOOD AMOUNT OF
VIDEO

HAS THE INFO
NEEDED TO PROMOTE
AN EVENT



FUNCTIONALITY

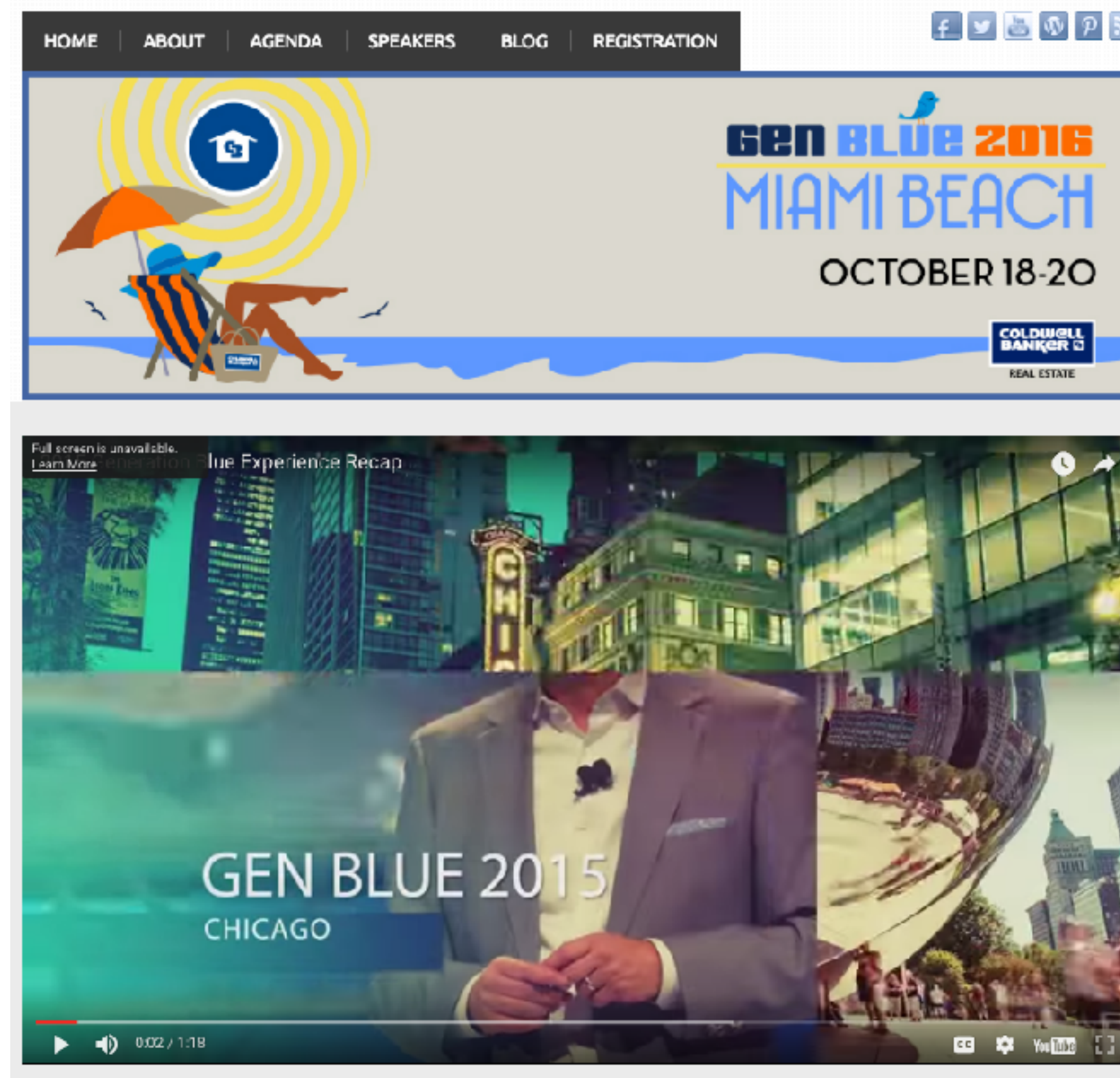
SHARE COUNT IS
BROKEN

ARCHIVE IS BROKEN





DATED CONTENT



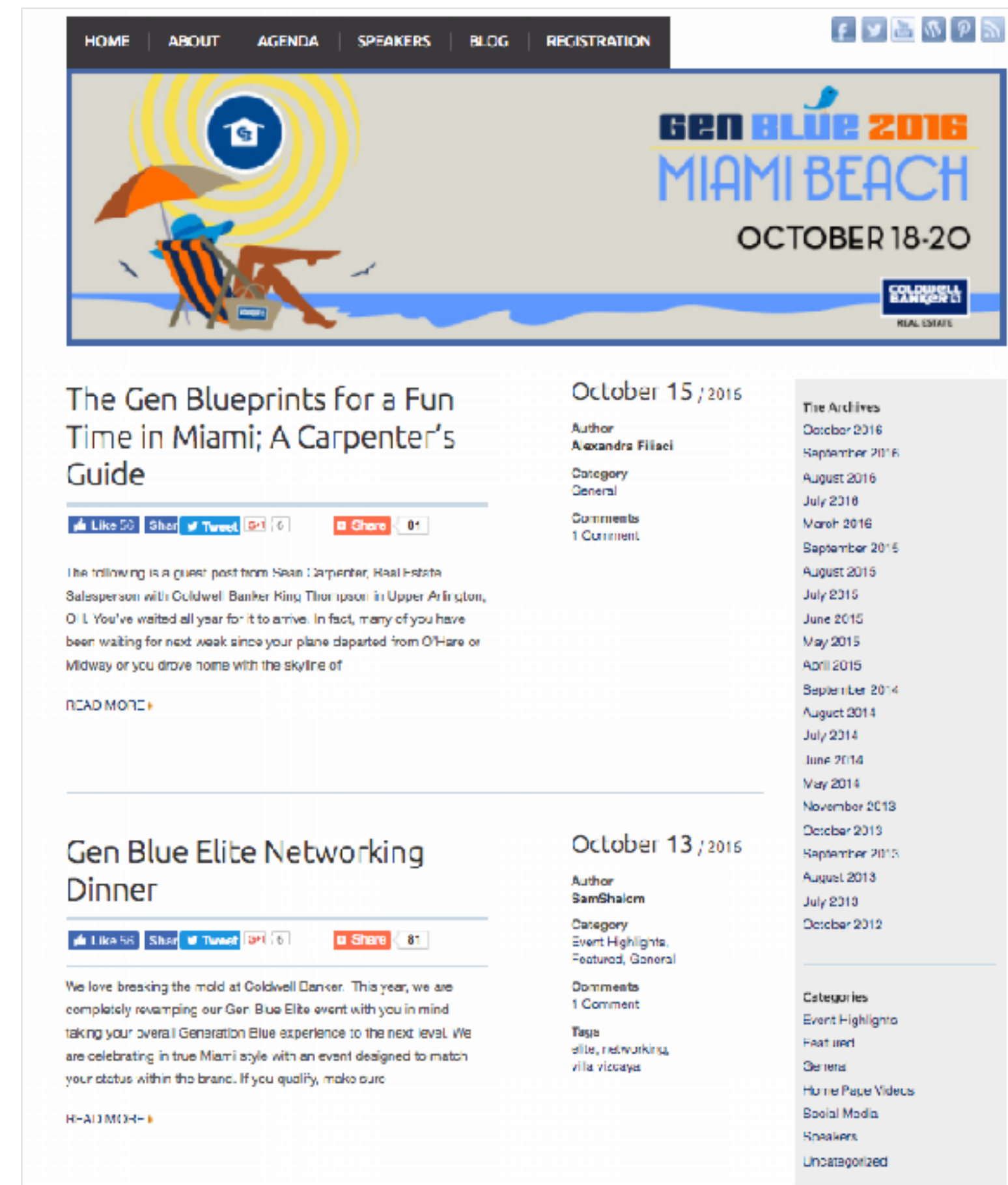
DISCOVERY

CURRENT STATE AUDIT

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BROKEN FUNCTIONALITY



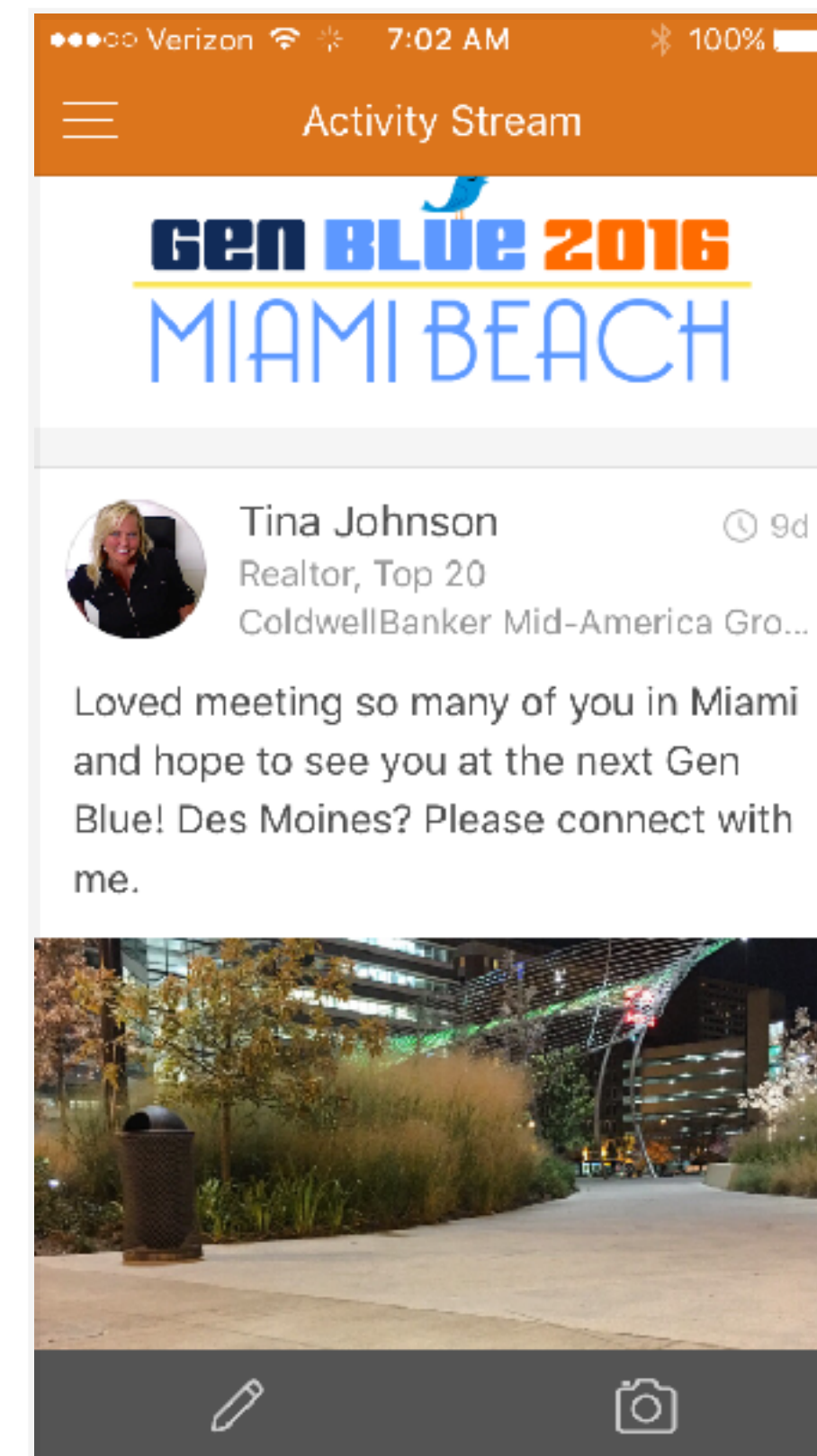
DISCOVERY

CURRENT STATE AUDIT

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USER GENERATED CONTENT



DISCOVERY

CURRENT STATE AUDIT

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**NOW LET'S TALK
ABOUT THE BACKEND.**

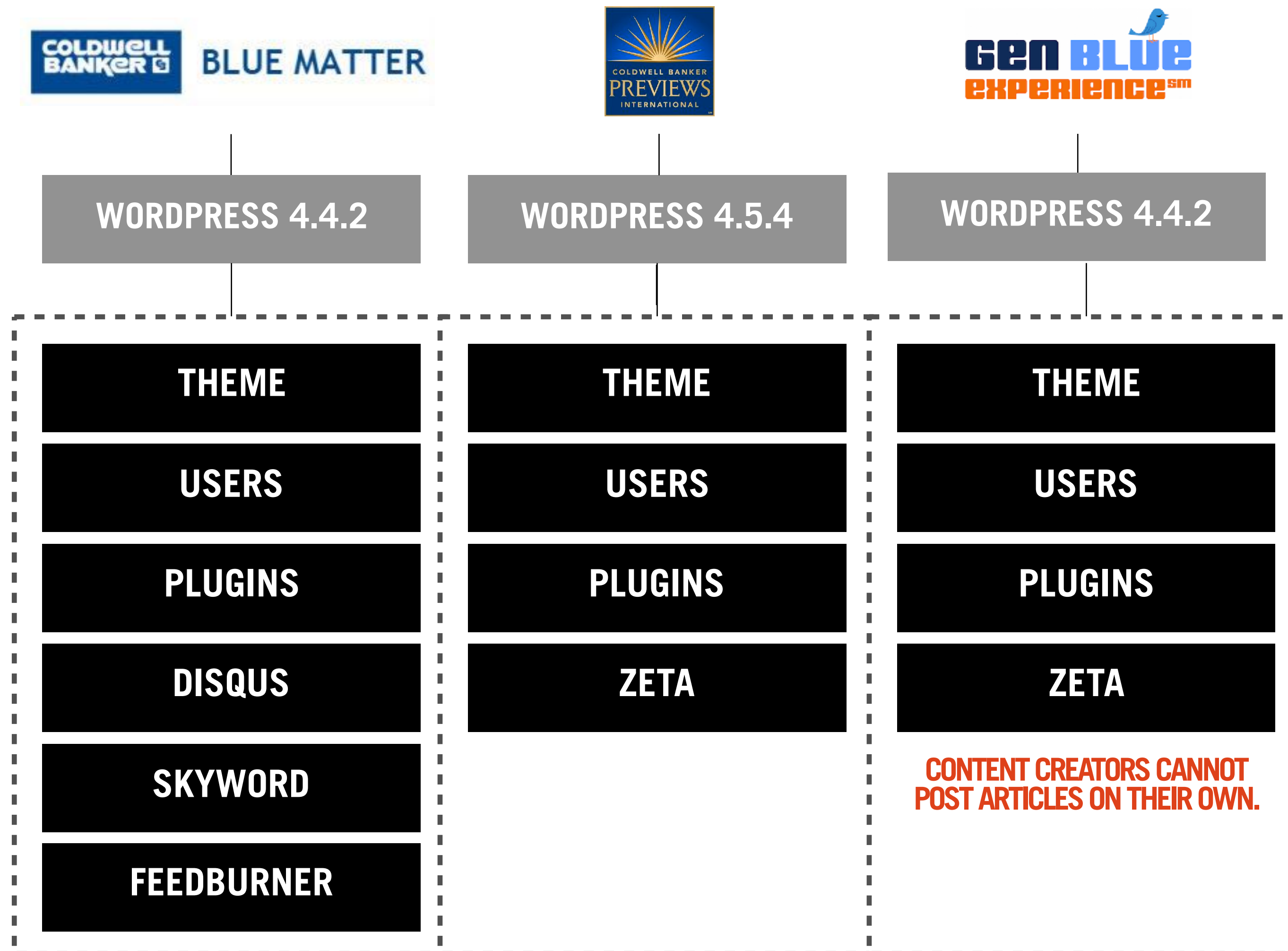


DISCOVERY

CURRENT STATE AUDIT

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THREE SEPARATE INSTANCES OF WORDPRESS



THE APPLICATIONS & PLUGINS NEED UPDATES

This screenshot shows the WordPress dashboard for 'Coldwell Banker Blue Matter'. The 'Updates' link in the left sidebar is highlighted with a red box. The main content area, titled 'WordPress Updates', contains several messages: a notice about plugin activation/deactivation, a message that 'Yoast SEO has been updated to version 3.1.1', and a warning to back up the database before updating. A large red box highlights the 'An updated version of WordPress is available' section, which offers an automatic update to WordPress 4.6.1 or a manual download. Below this, the 'Plugins' section lists three plugins with available updates: 'Advanced Custom Fields' (4.4.5 to 4.4.11), 'Akismet' (3.1.8 to 3.2), and 'All in One WP Security' (4.0.6 to 4.2.3).

This screenshot shows the WordPress dashboard for 'Previews Inside Out'. The 'Updates' link in the left sidebar is highlighted with a red box. The main content area features a 'Dashboard' section with a red box highlighting two messages: 'WordPress 4.6.1 is available! Please update now.' and 'WP Google Tag Manager is missing a container ID. Fix this!'. Below these, the 'At a Glance' widget shows site statistics (505 Posts, 13 Comments, 7 Pages) and a button to 'Update to 4.6.1'. The 'Activity' widget lists recent publishing events and comments. The 'Quick Draft' widget on the right allows for creating a new post. The 'WordPress News' widget at the bottom provides links to recent news articles and a popular plugin.



DISCOVERY

CURRENT STATE AUDIT

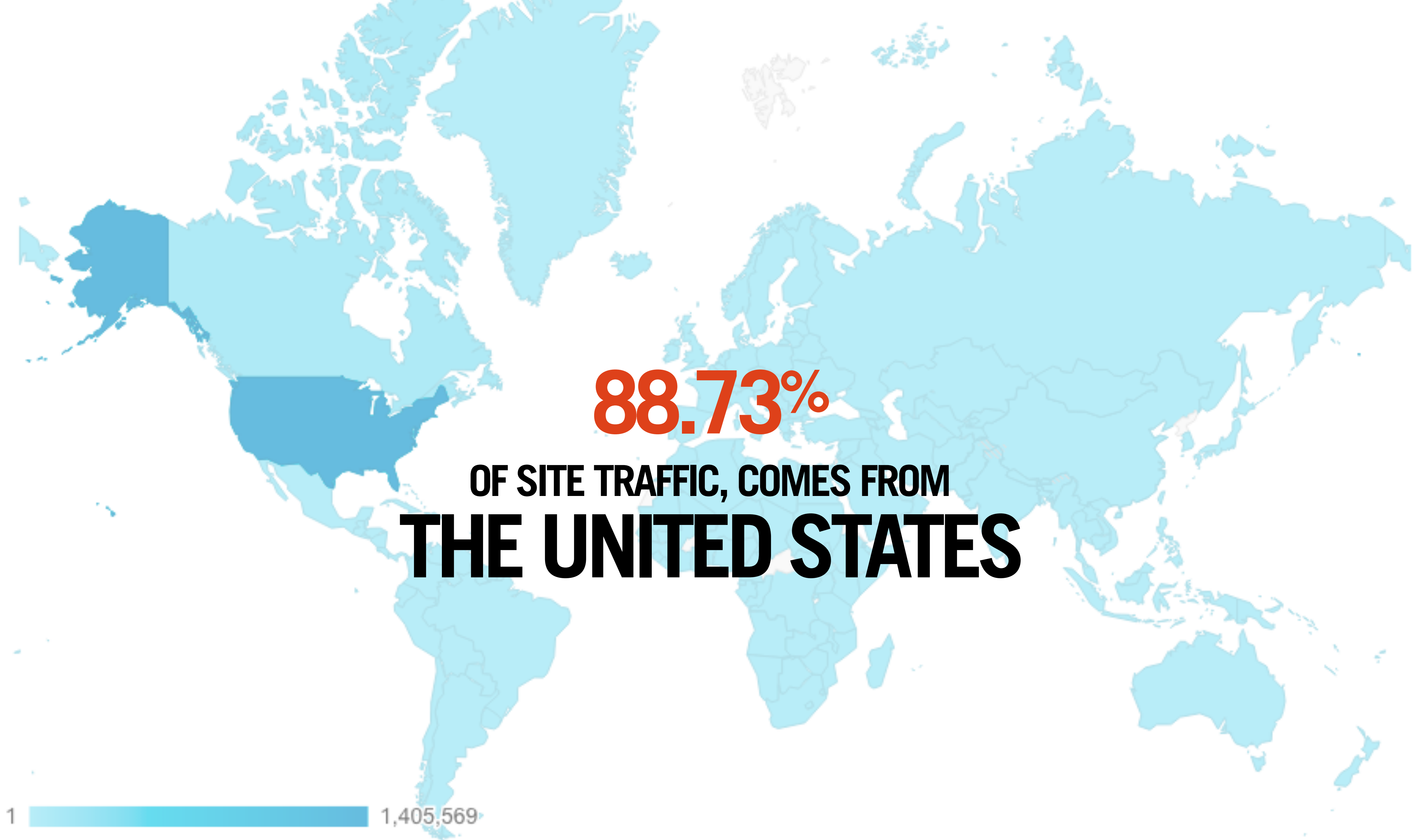
WHAT ARE THE ISSUES WITH THIS CONFIGURATION?

1. **INCREASED SECURITY RISKS** DUE TO INCONSISTENT UPDATES.
2. NO SHARED RESOURCES CAUSES **INCONSISTENCIES, OVERHEAD, AND DUPLICATION.**
3. INCREASED OPERATIONAL **COST** AND COMPLEXITY.



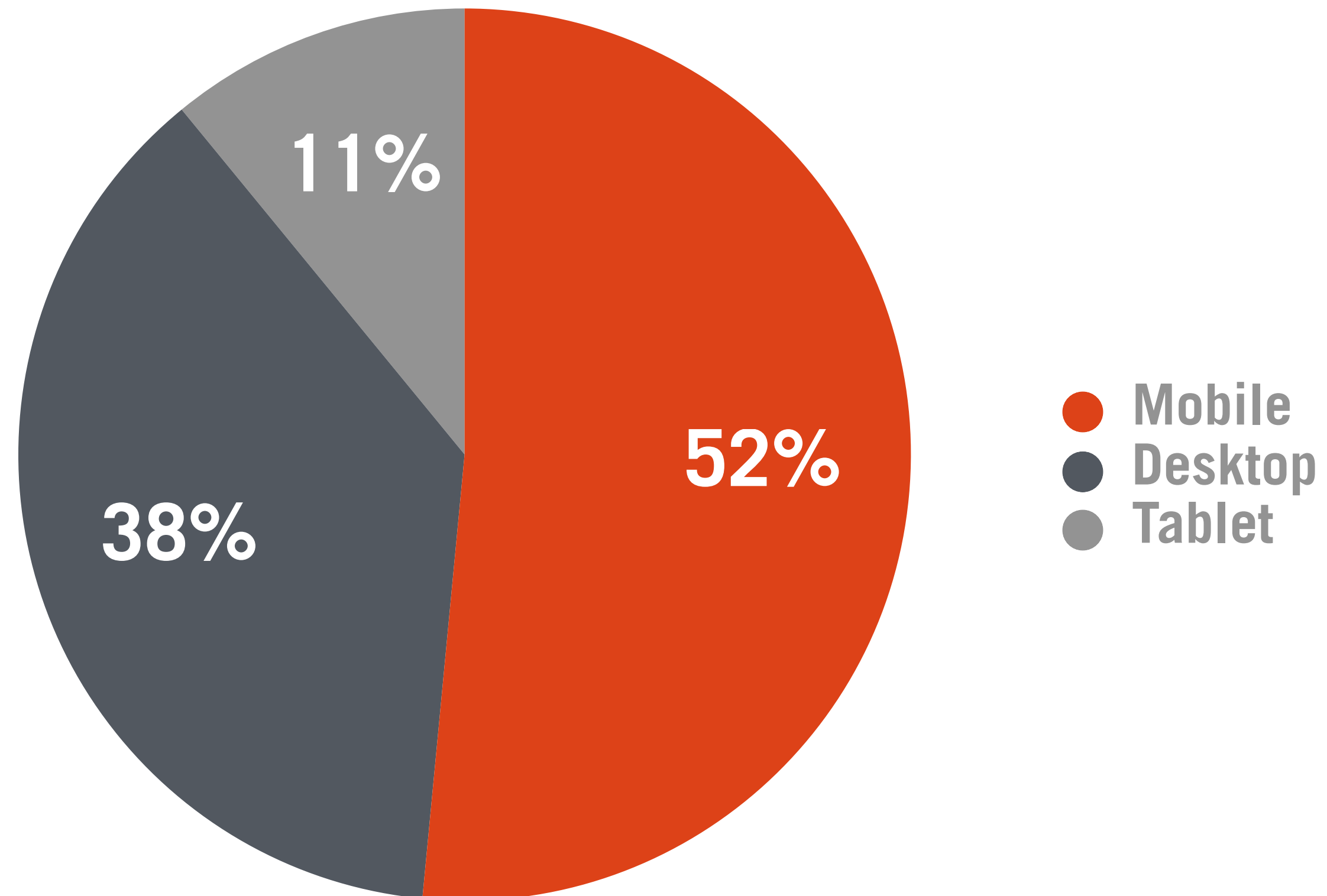
LET'S MOVE ON TO ANALYTICS.





WEBSITE SESSIONS
1,613,003 TOTAL SESSIONS

52%
Mobile



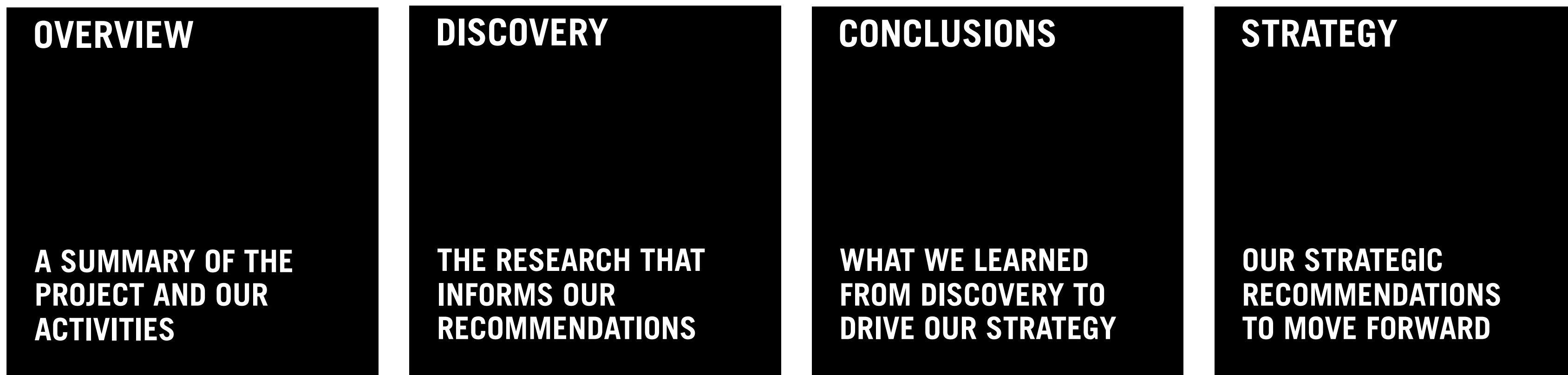
93.75%

OF USERS LEAVE AFTER ONLY VISITING ONE PAGE

**THAT COMPLETES OUR AUDIT.
WHAT DID WE **LEARN**?**

WHAT DID WE **LEARN**?

1. THE BACKENDS ARE NOT UP-TO-DATE, SEPARATE AND **BROKEN** (GEN BLUE).
2. CERTAIN FRONT-END FEATURES **DO NOT WORK**.
3. IN SOME CASES, THE USER EXPERIENCE IS **SATISFACTORY AT BEST**.
4. TWO OF THE SITES LOOK **DATED**.
5. ALIGNMENT WITH THE **BRAND** SHOULD BE STRONGER.
6. CONTENT TYPES AND **CATEGORIES** CAN IMPROVE.
7. USERS ARE NOT SPENDING A LOT OF **TIME** ON THE SITE.



DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

CURRENT STATE AUDIT

STAKEHOLDER INTERVIEWS

COMPETITIVE ANALYSIS

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



NOW LET'S TALK ABOUT OUR INTERVIEWS WITH STAKEHOLDERS.



COLDWELL BANKER

BUSINESS SPONSORS

Anna Visioli
David Marine
David Siroty
Craig Hogan

CONTENT CREATORS

Tori Keichinger
Lindsay Listanski
Gus Gonzales
Alexandra Filaci
Alyson Pitarre
Carla Hayes
Marlene Fernandez
Sharon Lee

TECHNOLOGISTS

Kalpana Krishna-Kumar
Mauricio Uribe



DISCOVERY

STAKEHOLDER INTERVIEWS

EXTERNAL PARTNERS

AGENCIES

Modus

Amp

S&P

Cooper Katz

OMD

AGENTS

Andrea Geller

Heather Ostrom



HERE'S WHAT WE HEARD.



DISCOVERY

STAKEHOLDER INTERVIEWS



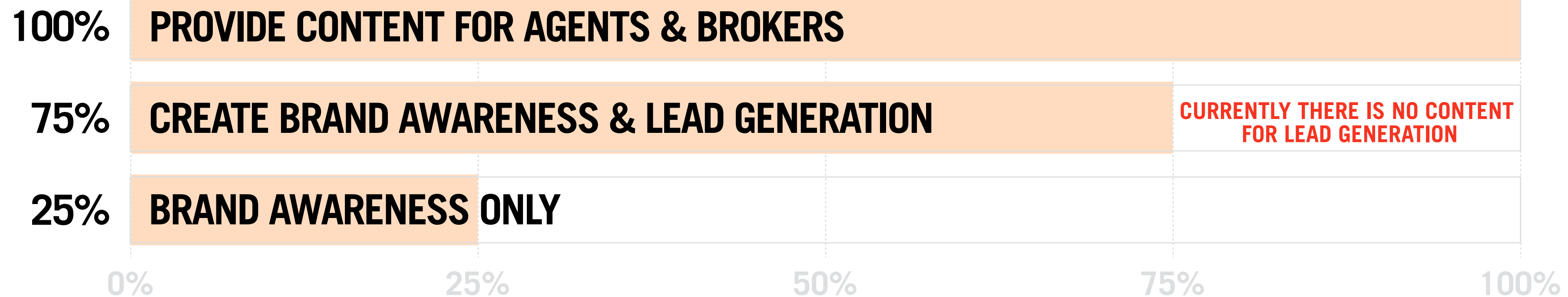
WHAT IS THE **PURPOSE** OF THIS BLOG?



DISCOVERY

STAKEHOLDER INTERVIEWS

WHAT IS THE **PURPOSE** OF THIS BLOG?



**“THERE'S NO CLEAR VISION. NO ONE KNOWS
WHAT WE'RE TRYING TO ACHIEVE.”**

- BUSINESS STAKEHOLDER



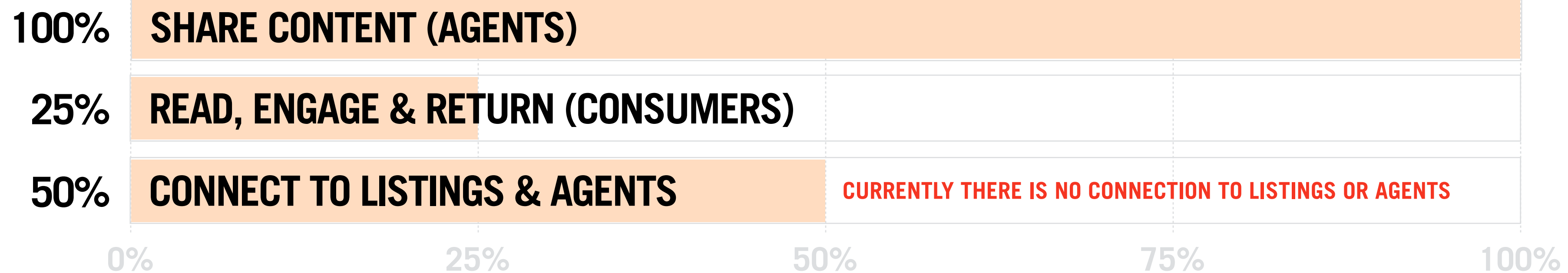
WHAT DO YOU **WANT USERS TO DO?**



DISCOVERY

STAKEHOLDER INTERVIEWS

WHAT DO YOU WANT USERS TO DO?



**“THERE NEEDS TO BE SOME CONTENT THAT GETS A
USER TO DO SOMETHING LIKE VIEW LISTINGS.
WE FORGET WE ARE SELLING SOMETHING.”**

- BUSINESS STAKEHOLDER



WHAT IS THE **PURPOSE** OF THIS BLOG?



DISCOVERY

STAKEHOLDER INTERVIEWS



WHAT IS THE **PURPOSE** OF THIS BLOG?

100% **PROVIDE CONTENT FOR AGENTS & BROKERS**

100% **CREATE BRAND AWARENESS & LEAD GENERATION**

0%

25%

50%

75%

100%



DISCOVERY

STAKEHOLDER INTERVIEWS



WHAT DO YOU **WANT USERS TO DO?**



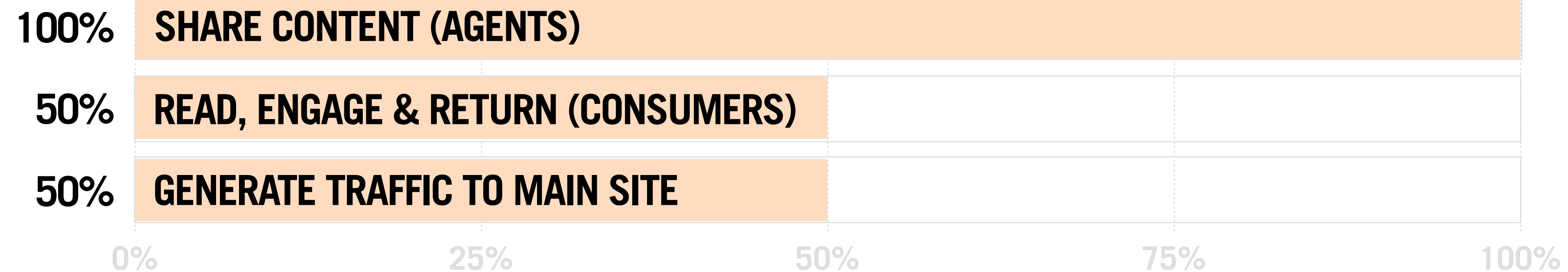
DISCOVERY

STAKEHOLDER INTERVIEWS

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WHAT DO YOU WANT USERS TO DO?



DISCOVERY

STAKEHOLDER INTERVIEWS



WHAT IS THE **PURPOSE** OF THIS BLOG?



DISCOVERY

STAKEHOLDER INTERVIEWS



WHAT IS THE **PURPOSE** OF THIS BLOG?

100%

TO PROMOTE EVENTS

0%

25%

50%

75%

100%



DISCOVERY

STAKEHOLDER INTERVIEWS

**"GEN BLUE SHOULD BE USED THROUGHOUT
THE YEAR TO PROMOTE LEADERSHIP
SUMMITS AND OTHER EVENTS.**

- BUSINESS SPONSOR



WHAT DO YOU **WANT USERS TO DO?**

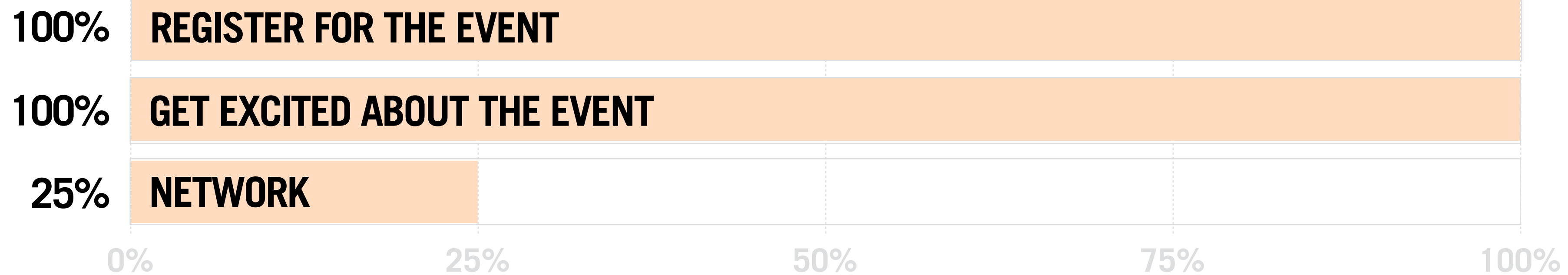


DISCOVERY

STAKEHOLDER INTERVIEWS



WHAT DO YOU WANT USERS TO DO?



DISCOVERY

STAKEHOLDER INTERVIEWS

SHOULD THESE BLOGS BE **CONSOLIDATED?**



SHOULD THESE BLOGS BE **CONSOLIDATED?**

75% **CONSOLIDATE BACK END**

50% **UNIFY FRONT END**

0%

25%

50%

75%

100%



DISCOVERY

STAKEHOLDER INTERVIEWS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

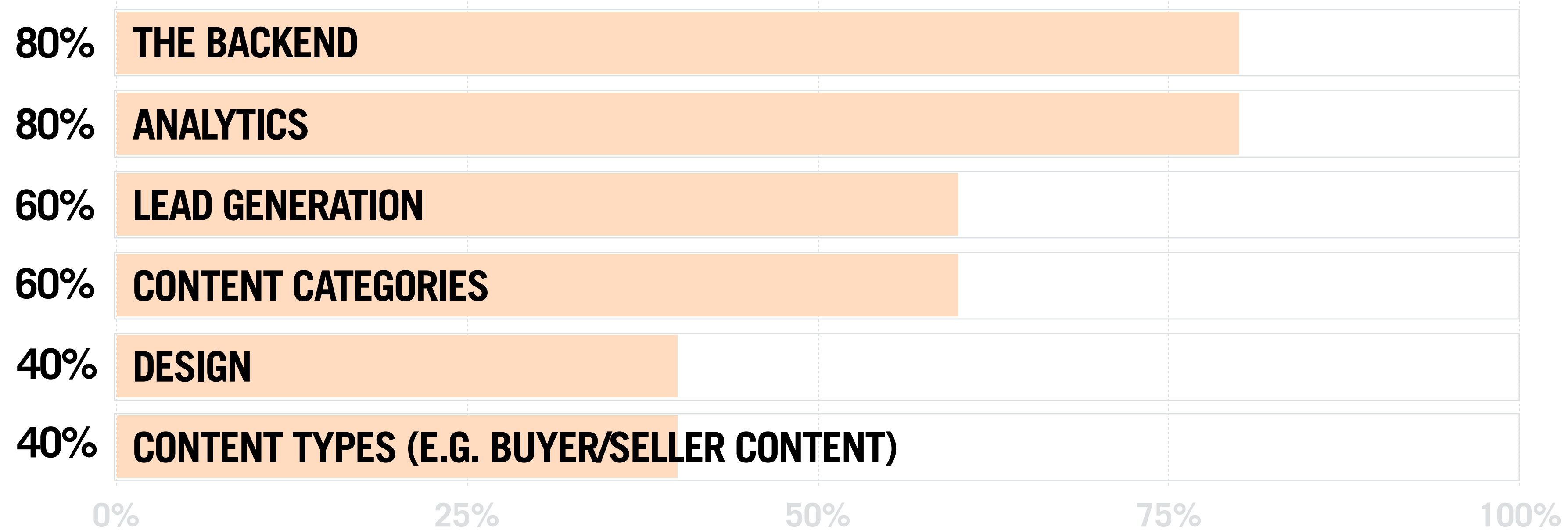
WHAT DO **BUSINESS SPONSORS** THINK CAN BE **IMPROVED?**



DISCOVERY

STAKEHOLDER INTERVIEWS

WHAT DO **BUSINESS SPONSORS** THINK CAN BE **IMPROVED?**



**"WE NEED A WAY TO LOOK AT PAST ARTICLES AND
DEVELOP CONTENT BASED ON WHAT WAS
SUCCESSFUL. THIS IS CURRENTLY DONE BY GUT."**

- BUSINESS SPONSOR

**"WE NEED TO CREATE SOMETHING THAT CAN
ORGANICALLY **EXPAND** OVER TIME WITH THE
FLEXIBILITY TO DO OTHER THINGS."**

- BUSINESS SPONSOR

WHAT DO **CONTENT CREATORS** THINK CAN BE **IMPROVED**?



DISCOVERY

STAKEHOLDER INTERVIEWS

WHAT DO **CONTENT CREATORS** THINK CAN BE **IMPROVED**?

THE FRONT & BACK ENDS

ENGAGEMENT & MULTI-PAGE VIEWERSHIP

CONTENT (TYPES, CATEGORIES)

CONTENT CREATORS (PARTNERSHIPS, INFLUENCERS)

COMMENT MANAGEMENT

ANALYTICS

SEARCH

SENSE OF COMMUNITY



DISCOVERY

STAKEHOLDER INTERVIEWS

"I'M OFTEN **TORN BETWEEN BEING
INTERESTING AND **SEO**."**

- CONTENT CREATOR

“THE BACKEND IS INCREDIBLY BROKEN.”

- CONTENT CREATOR

WHAT DO **TECHNOLOGISTS** WANT US TO CONSIDER?



WHAT DO **TECHNOLOGISTS** WANT US TO CONSIDER?

FACTOR EASE OF USE, SECURITY & BUDGET

STEER CLEAR OF CUTTING EDGE TECHNOLOGY

PLAN FOR A FUTURE AWS IMPLEMENTATION

ENSURE THE TECHNOLOGY CAN SUPPORT SSO



WHAT DO **AGENTS** THINK OF THE BLOGS?



DISCOVERY

STAKEHOLDER INTERVIEWS

WHAT DO **AGENTS** THINK OF THE BLOGS?

THE CONTENT IS SPOT ON

THEY USE THE CONTENT IN THEIR OWN MARKETING MATERIALS

SMART HOME & HOME LISTINGS ARE THEIR FAVORITES

THEY HOPE YOU'LL CONTINUE TO FOCUS LESS ON THE NORTHEAST

SOME OF THE CONTENT COMES OUT A LITTLE TOO LATE FOR THEM TO USE



ARE THESE AGENTS SHARING YOUR CONTENT?



ARE **THESE AGENTS SHARING YOUR CONTENT?**

WE CHECKED OUT OUR INTERVIEWEES' FACEBOOK PAGES.

COMBINED, THEY HAVE OVER 2,000 LIKES.

SINCE SEPTEMBER, THEY'VE POSTED ALMOST 100 TIMES.

OF THOSE POSTS, ONLY TWO LINKED TO A COLDWELL BANKER BLOG.

ANDREA HEAVILY PROMOTED & SHARED CONTENT FROM THE GEN BLUE EVENT.



DO THESE **AGENTS** KNOW WHY OTHER AGENTS **ARE NOT** USING
THE BLOGS?



DISCOVERY

STAKEHOLDER INTERVIEWS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

DO THESE **AGENTS KNOW WHY OTHER AGENTS **ARE NOT** USING
THE BLOGS?**

MOST ARE NOT TECHNICALLY MATURE

THEY DO NOT MARKET THEMSELVES

MOST DO NOT KNOW ABOUT THE BLOGS



HOW CAN WE **GET** AGENTS TO **USE** THE BLOGS?



DISCOVERY

STAKEHOLDER INTERVIEWS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

HOW CAN WE **GET AGENTS TO **USE** THE BLOGS?**

AGENTS COULD ORGANICALLY SPREAD THE WORD

IT WOULD BE POWERFUL IF SENIOR MANAGEMENT MANDATED THE USE OF THE BLOGS



**"BLUE MATTER IS AN UNTAPPED GEM.
NOT EVERY NRT AFFILIATE KNOWS THE VALUE
OF THE SITE OR THAT IT EVEN EXISTS."**

- AGENT

WHAT DO **AGENCY PARTNERS** THINK?



DISCOVERY

STAKEHOLDER INTERVIEWS

**"WE'VE BEEN UNABLE TO ANSWER THE TEAM'S QUESTIONS.
ANALYSIS HAS BEEN VERY LIMITED. THIS SHOULD IMPROVE
WITH ROLLOUT OF GLOBAL TAG MANAGER."**

- AMP

**THAT'S THE END OF THE INTERVIEWS.
WHAT DID WE LEARN?**

WHAT DID WE **LEARN**?

**BETTER
USABILITY**

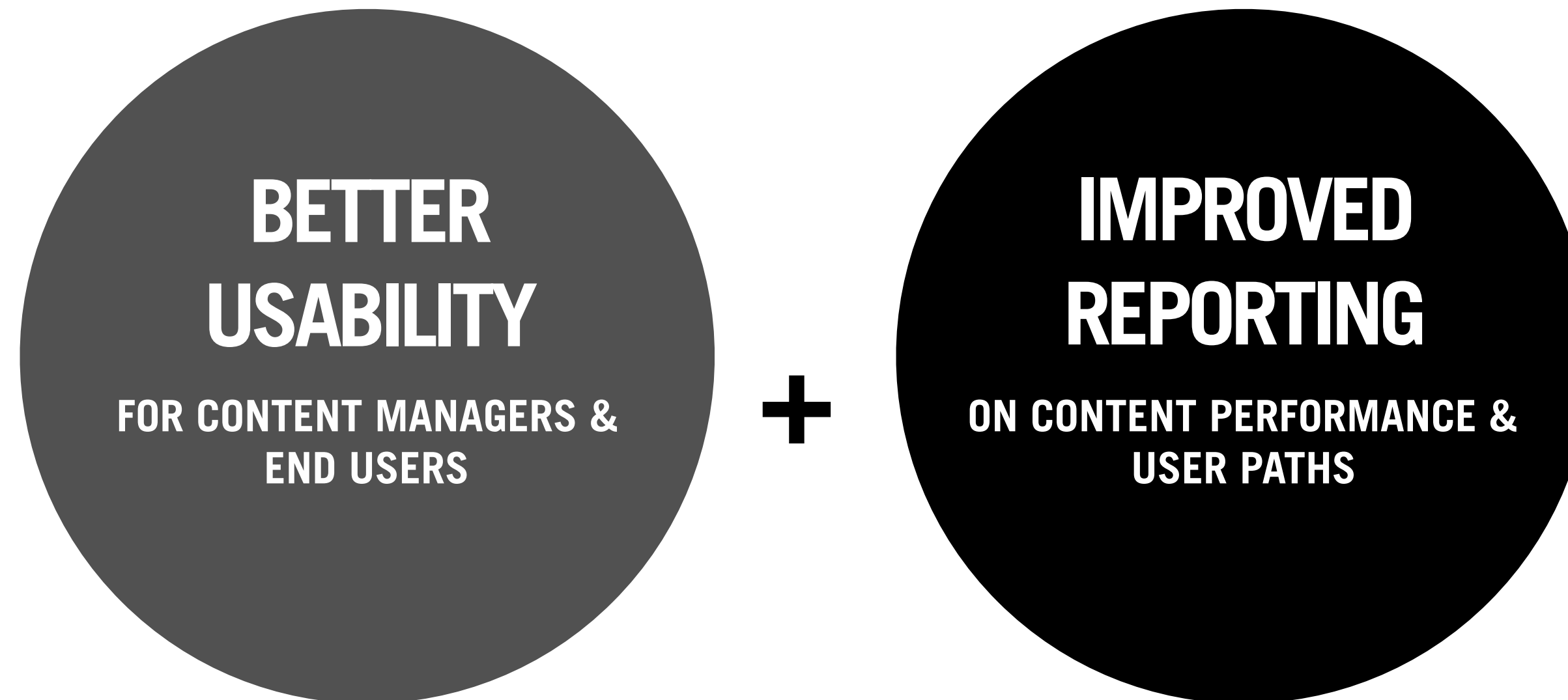
FOR CONTENT MANAGERS &
END USERS



DISCOVERY

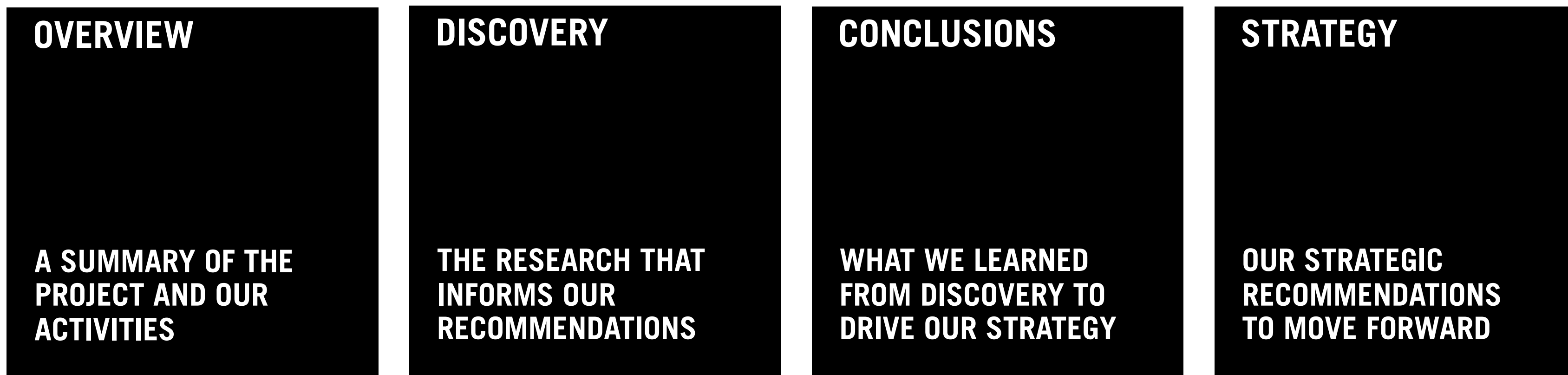
STAKEHOLDER INTERVIEWS

WHAT DID WE **LEARN**?



WHAT DID WE **LEARN**?





DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



DISCOVERY

CURRENT STATE AUDIT

STAKEHOLDER INTERVIEWS

COMPETITIVE ANALYSIS

**THE RESEARCH THAT
INFORMS OUR
RECOMMENDATIONS**



THE COMPETITION

RE/MAX Ytrulia Zillow® FASTCOMPANY in vision



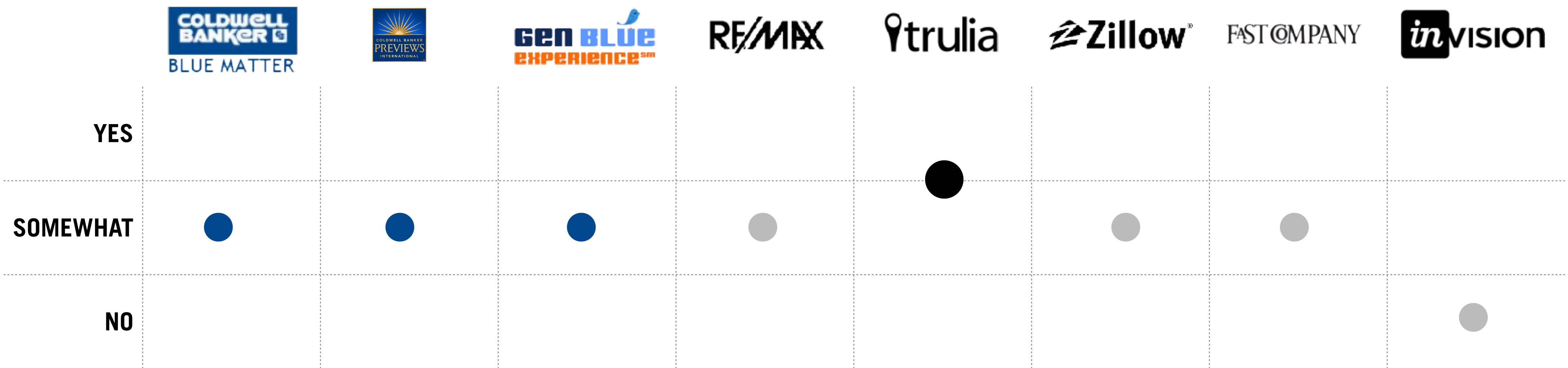
DISCOVERY

COMPETITIVE ANALYSIS

CAN USERS **EASILY** FIND INFORMATION AND COMPLETE TASKS?



CAN USERS **EASILY** FIND INFORMATION AND COMPLETE TASKS?



DISCOVERY

COMPETITIVE ANALYSIS

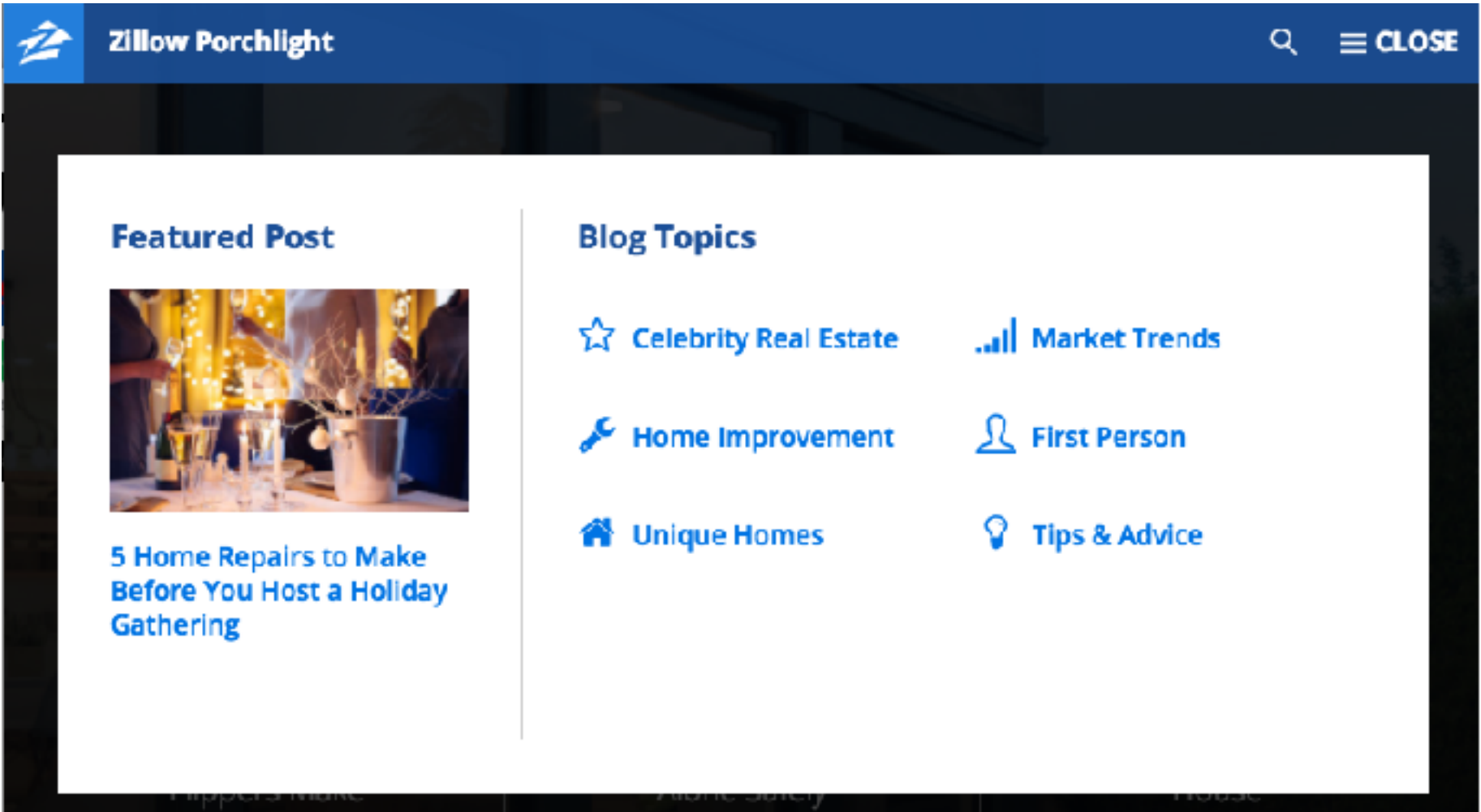
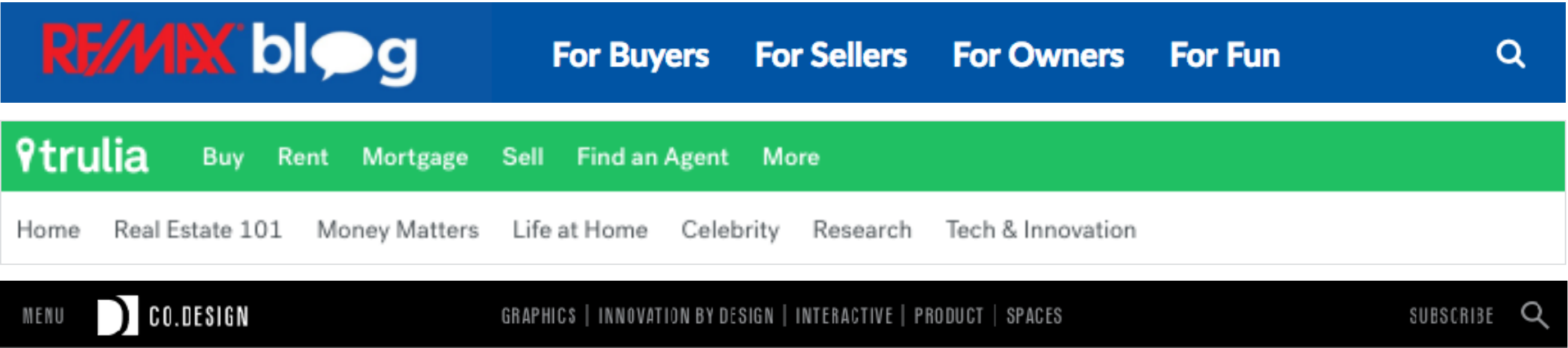
LET'S TALK ABOUT NAVIGATION.



**ALL THE BLOGS WE ANALYZED HAVE
CATEGORIES IN THE NAVIGATION
ALLOWING USERS
TO EASILY FIND CONTENT.**



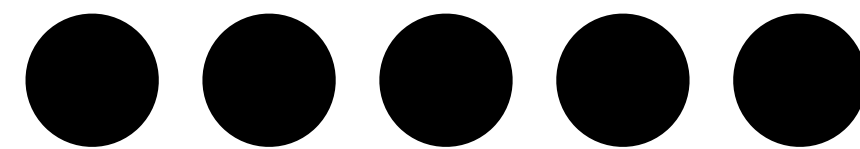
CATEGORIES IN THE NAVIGATION



DISCOVERY

COMPETITIVE ANALYSIS

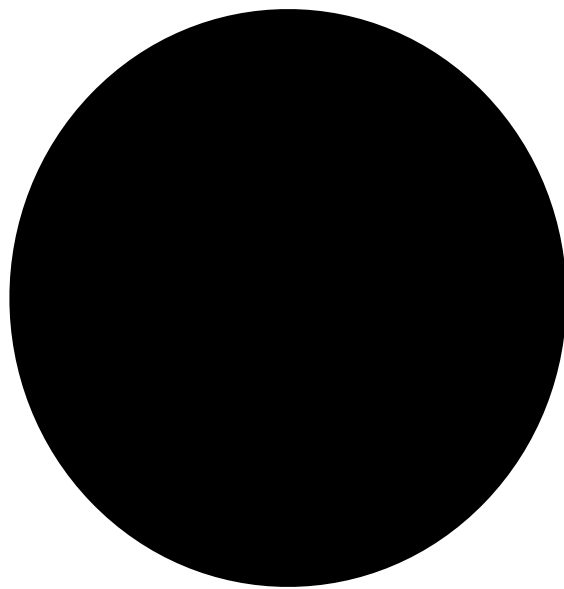
**THESE BLOGS HAVE AN AVERAGE OF
5 CATEGORIES.**



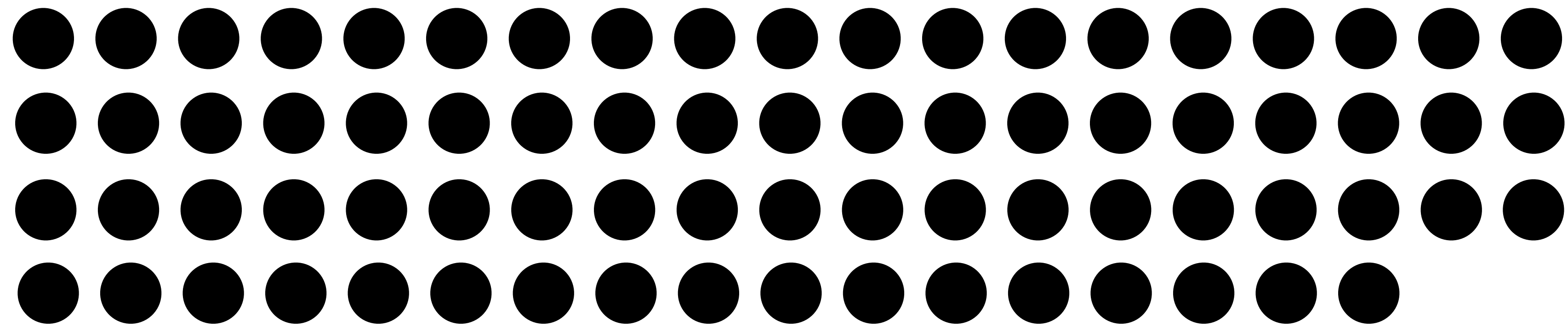


DISCOVERY

COMPETITIVE ANALYSIS



BLUE MATTER HAS



74 CATEGORIES.



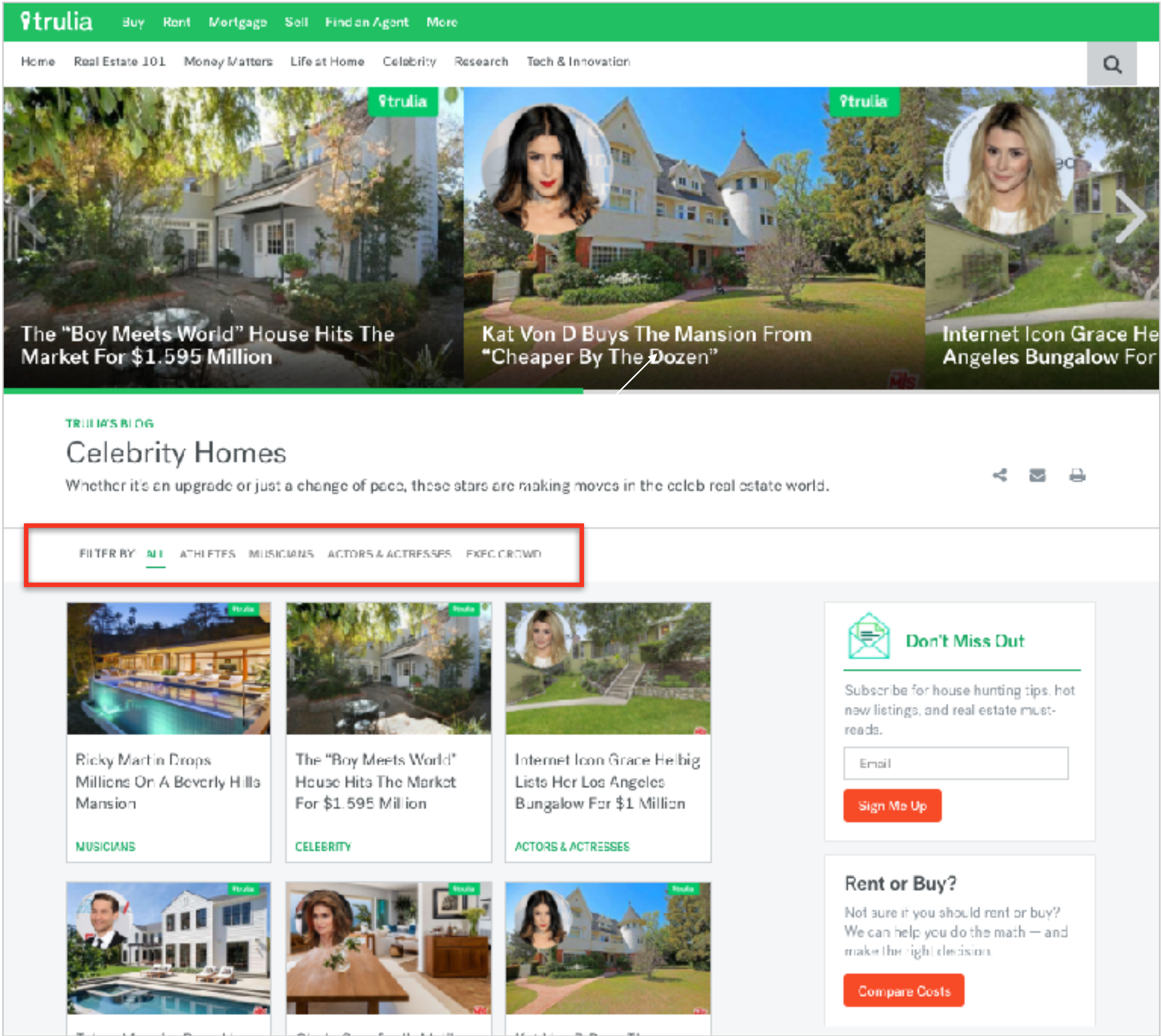
**THAT MAKES IT DIFFICULT TO FIND
CONTENT AND NAVIGATE THE BLOG.**



**"THE SITE NEEDS TO BE EASIER FOR AGENTS &
BROKERS TO USE. THERE'S A TON OF CONTENT
OUT THERE THAT'S IMPOSSIBLE TO FIND."**

- CONTENT CREATOR

SUB-CATEGORIES ALSO HELP USERS FIND CONTENT.



DISCOVERY

COMPETITIVE ANALYSIS

AS DOES LOADING THE NEXT ARTICLE AUTOMATICALLY.

ARTICLE 1



ARTICLE 2



DISCOVERY

COMPETITIVE ANALYSIS

THEY AUTOMATICALLY LOAD ARTICLES TOO.



ARTICLE 1

THE HOME DEPOT BLOG

SEARCH

HOLIDAY TIPS

STYLE CHALLENGE

DIY PROJECTS

ROOM IDEAS

TOP-PINNED PRODUCTS

GRILLING RECIPES

add a spooky touch to her [front porch decorations](#).

Opaque lanterns are hung high on the doorframe, lending scale and height to the creepy graveyard design surrounding her doorway. Shredded fabric pieces cascading from the top of the lanterns add an eerie touch to the Halloween atmosphere Ellsha has cultivated at her own front door. What a difference those little details can make!

Lanterns are the perfect endlessly customizable decor piece for every home. From switching up their finish and color with spray paint, to filling them with different objects and materials, lanterns can easily transition from one season to the next while elevating the look of almost any stylized space. Whether you use different lanterns for each of your seasonal spaces or swap out the items on display, make the most out of this versatile decoration!

Check out The Home Depot's collection of [lanterns](#) to decorate your home, and follow our [Fall Harvest](#) board or Pinterest for more fall inspiration and ideas.

Tags [Curb Appeal Ideas](#) [Holiday](#) [Living Room Ideas](#) [Outdoor Living](#) [Porch Ideas](#)

Related Pinned Items

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PRINT

EMAIL

Four Creative Takes on a Seasonal Door Hanger

Article Posted By: [Home Depot Staff](#)

Items Used In This Article:

Print This List

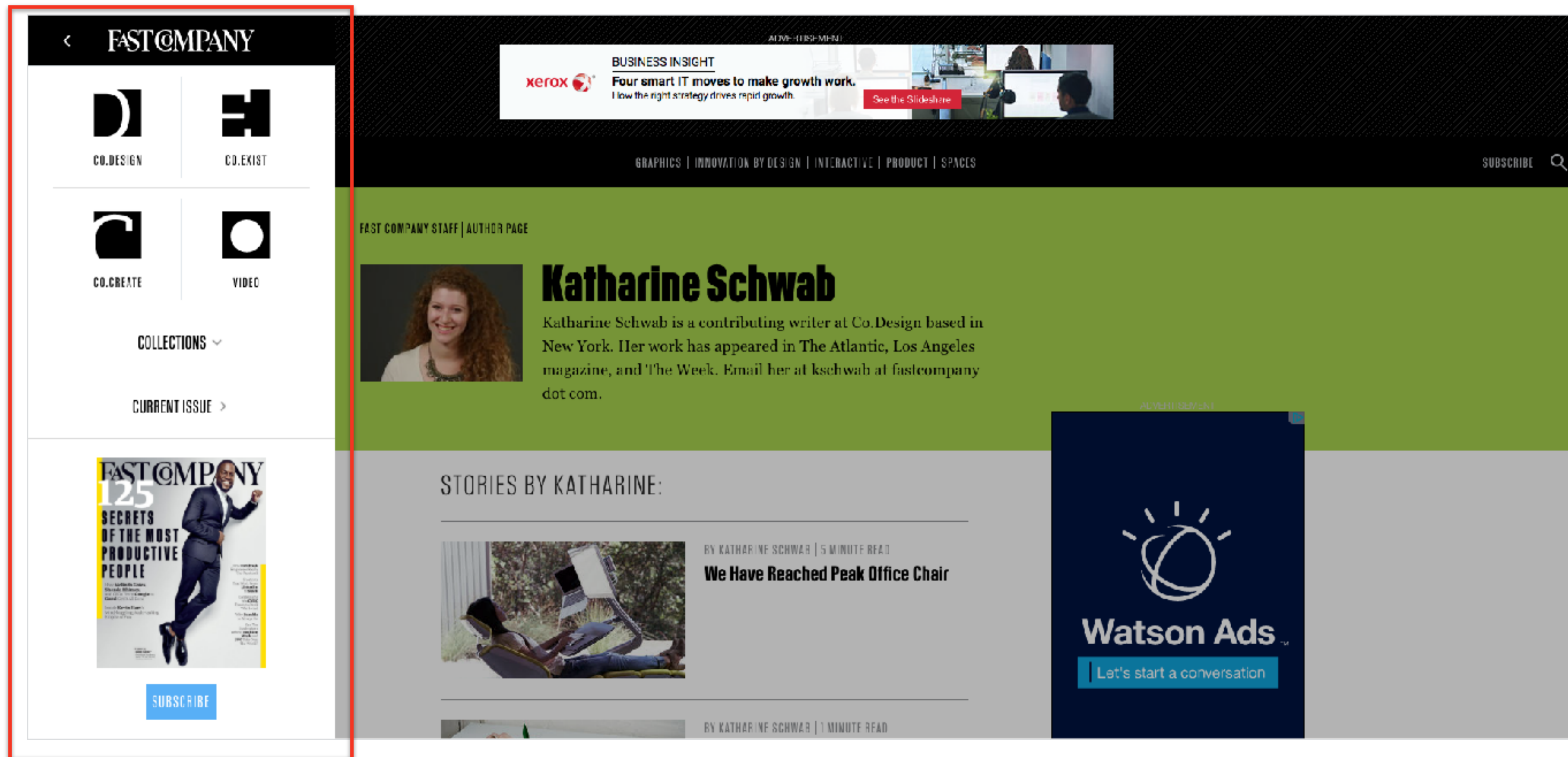
ARTICLE 2



DISCOVERY

COMPETITIVE ANALYSIS

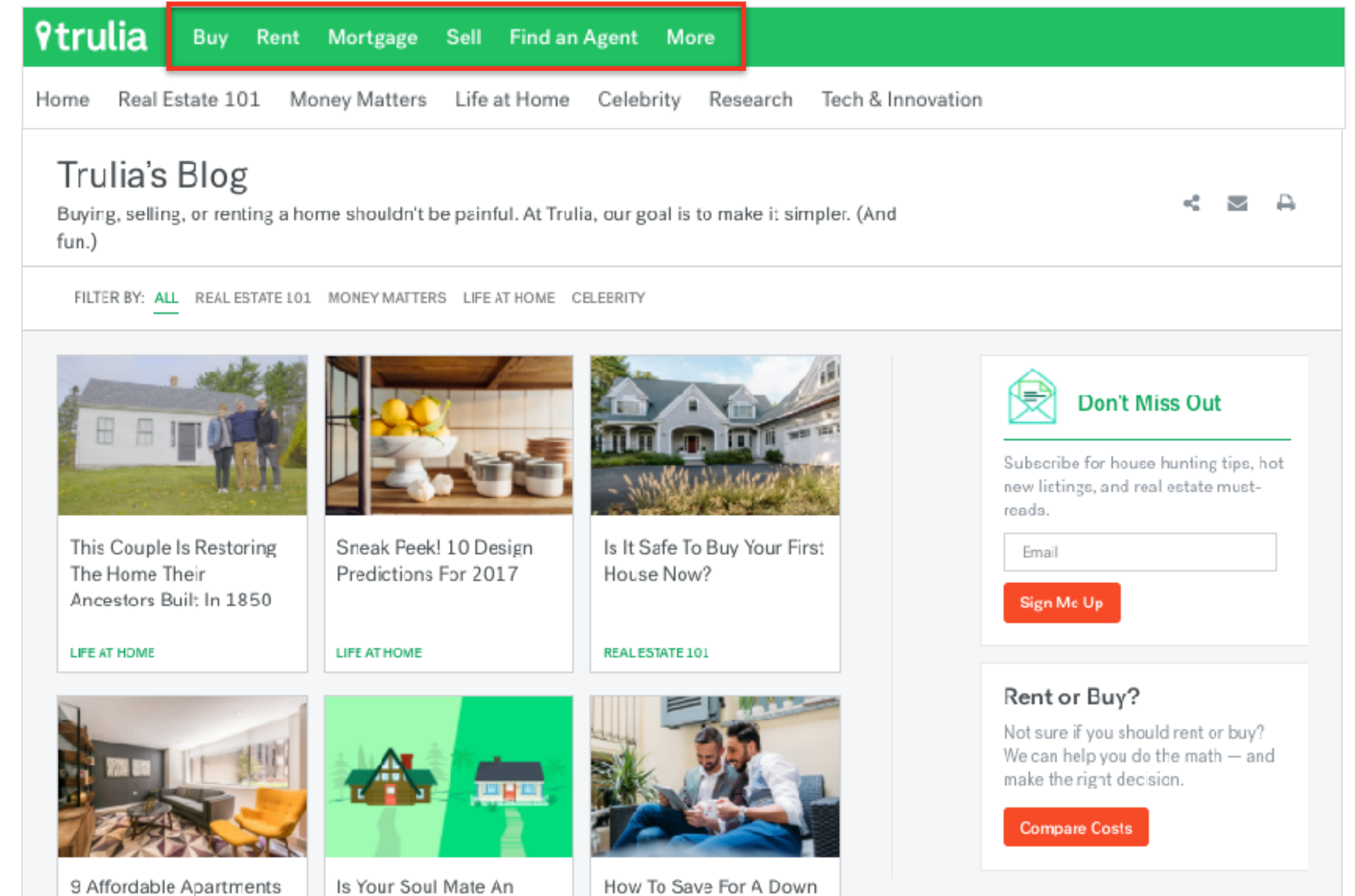
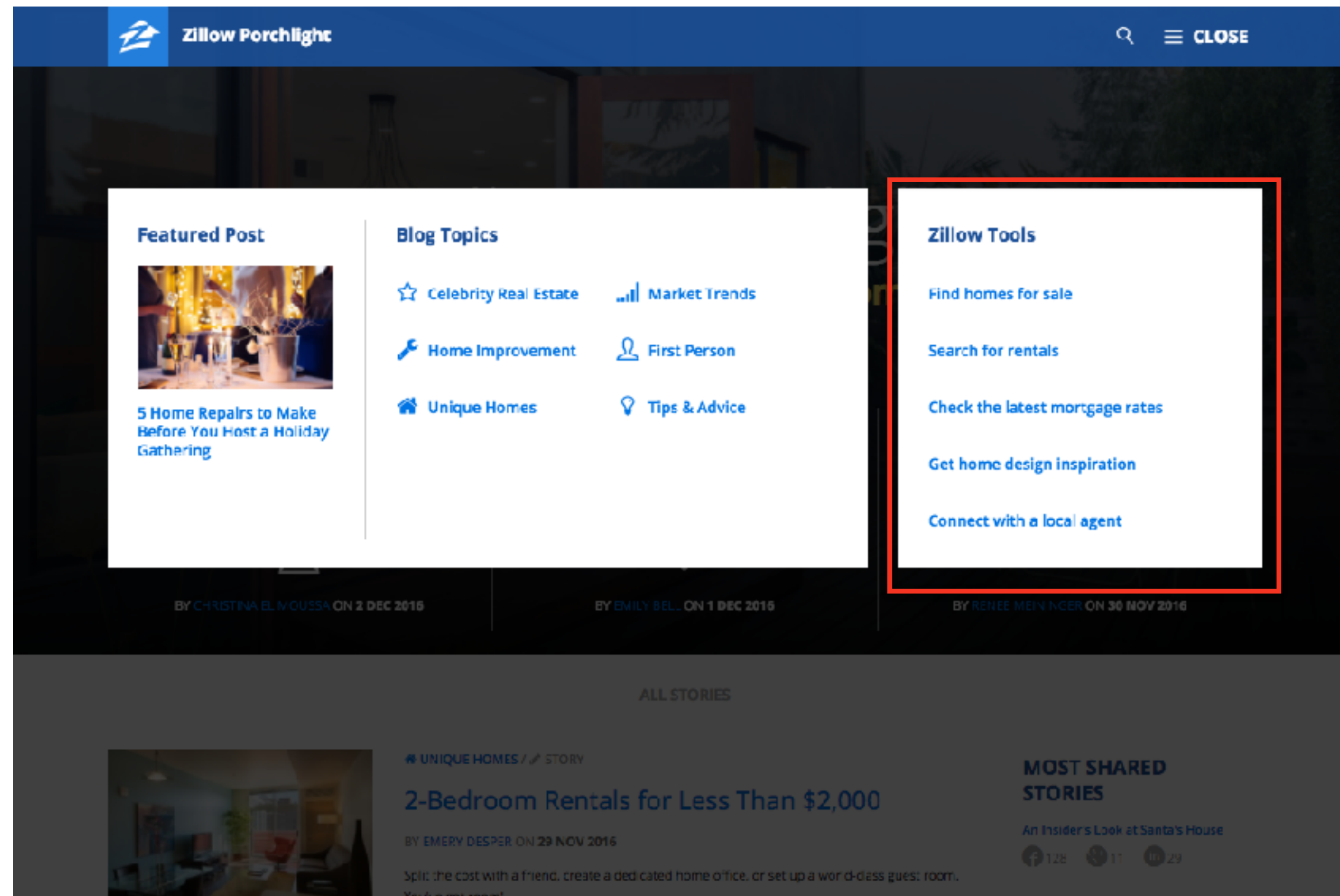
HERE YOU CAN NAVIGATE TO OTHER BLOGS.



DISCOVERY

COMPETITIVE ANALYSIS

THEY BOTH HAVE LEAD GEN LINKS IN THE NAVIGATION.



DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

**LET'S TALK ABOUT
A COUPLE THINGS WE LIKED.**



THEY LET YOU FILTER SEARCH RESULTS.



trulia

BuyRentMortgageSellFind an AgentMore

HomeReal Estate 101Money MattersLife at HomeCelebrityResearchTech & Innovation

Q

TRULIA'S BLOG

Search Results for: New York

new york

SEARCH IN:

BlogCelebrityResearchTech & Innovation

Local Love! New York City Edition

The Big Apple has always been known for its 24/7 lifestyle, the iconic skyline, and the city that never sleeps. It's also known for extremely high real estate prices. [read more ...](#)

Renting in New York City

Finding an apartment in New York is tough. Lots of small, expensive places, crowded spaces and views, and lots (lots) of stairs—renting here isn't for the faint of heart. Take a look and see what we mean. [read more ...](#)

Graduation Nation: Best (And Worst) Cities For New Graduates In 2016

If you listen carefully, all across the country you can hear tassels flipping from right to left. It's graduation season, which means a slew of newly minted graduates are entering the job market. In fact, [read more ...](#)

Don't Miss Out

Subscribe for house hunting tips, hot new listings, and real estate must-reads.

Email

Sign Me Up

Rent or Buy?

Not sure if you should rent or buy? We can help you do the math — and make the right decision.

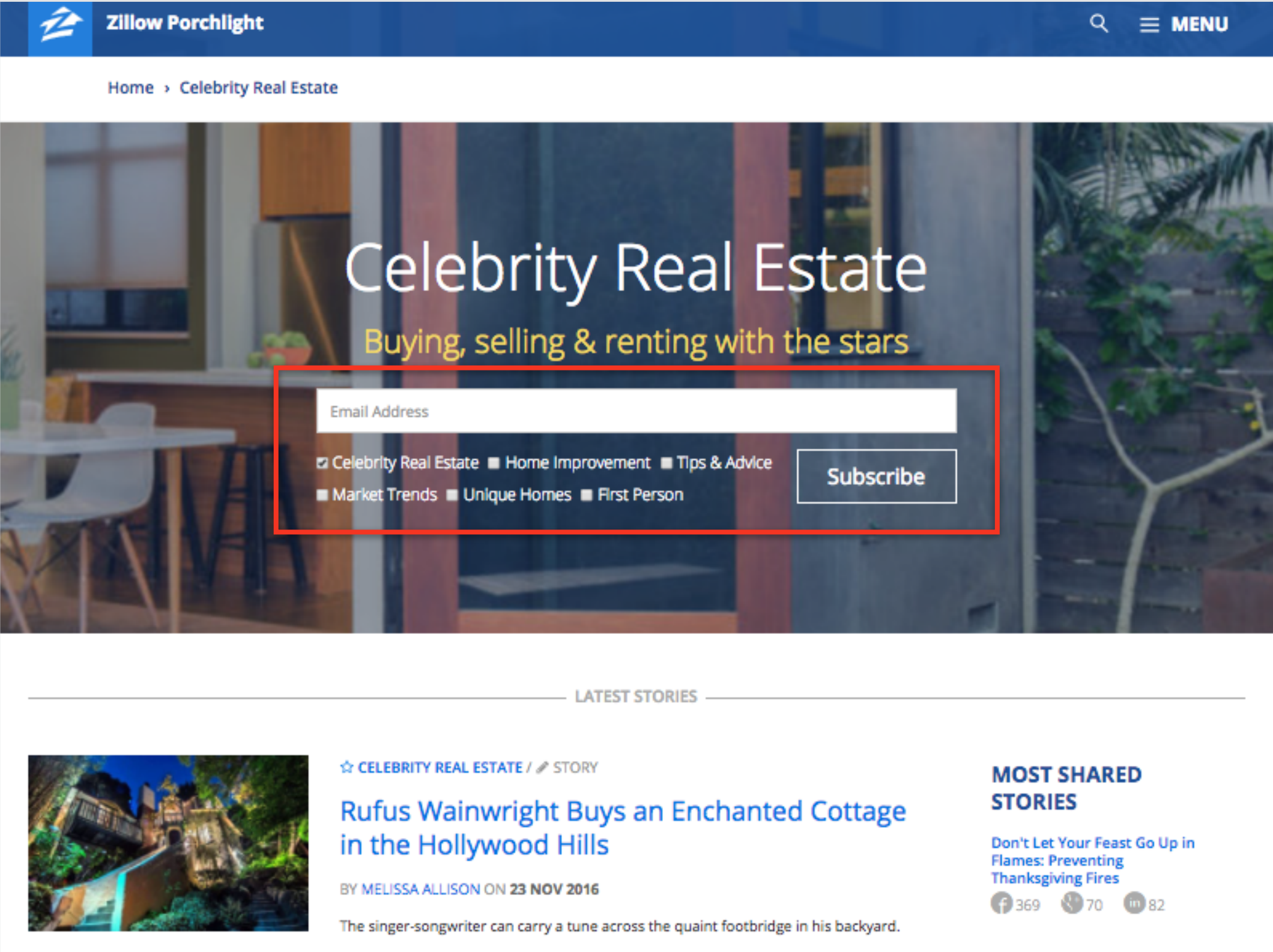
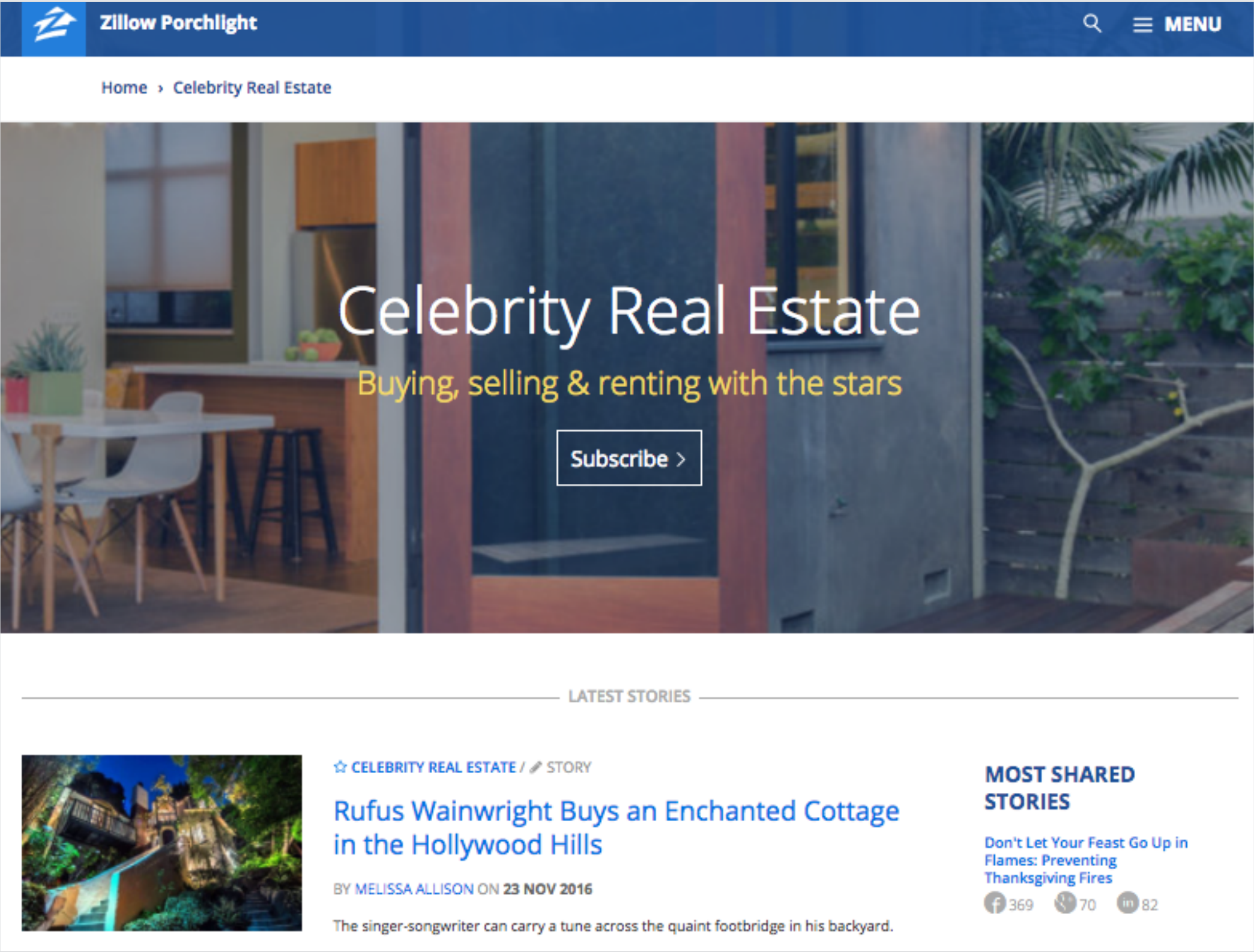
Compare Costs



DISCOVERY

COMPETITIVE ANALYSIS

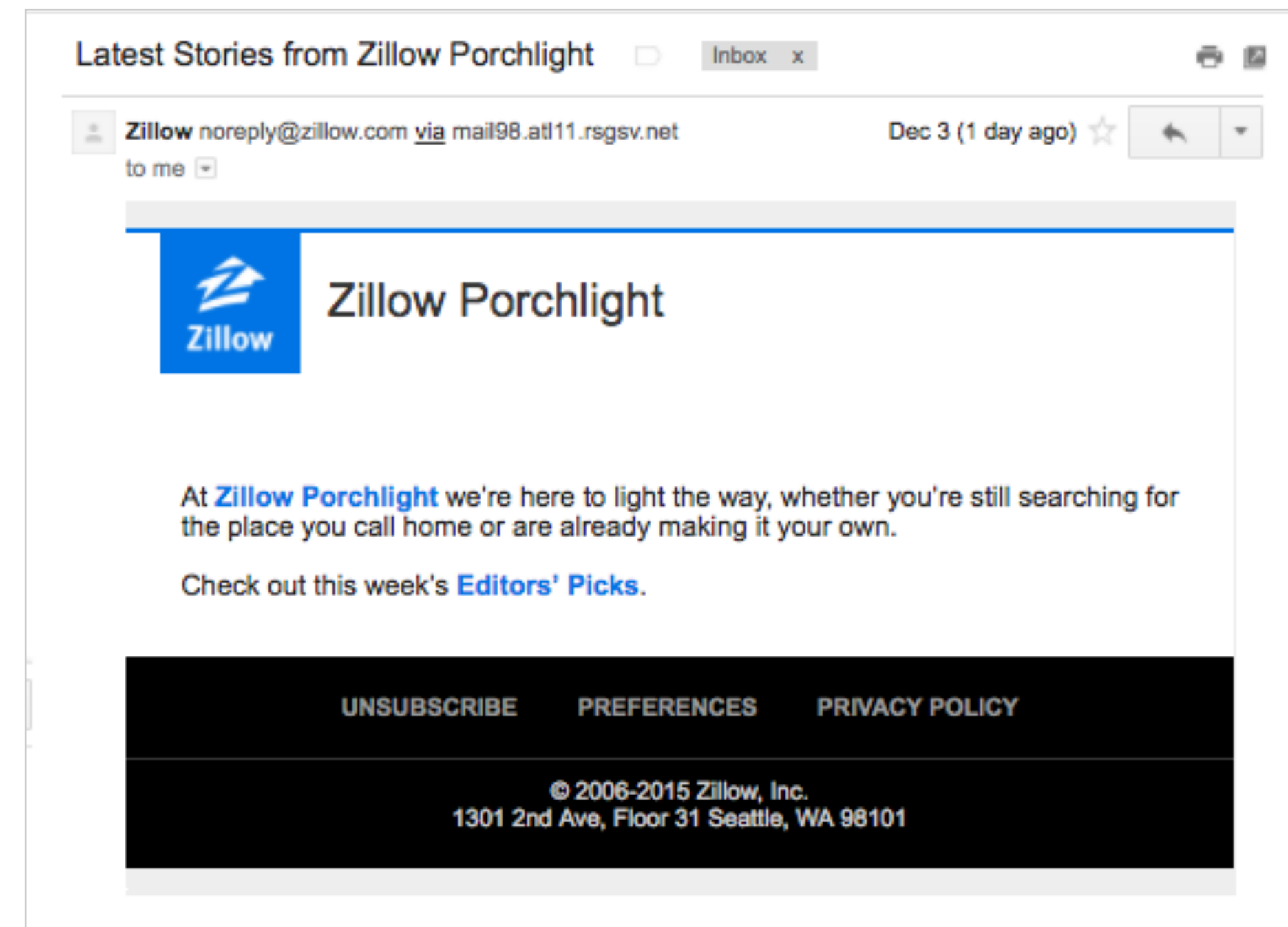
HERE USERS CAN SUBSCRIBE TO SPECIFIC CATEGORIES.



DISCOVERY

COMPETITIVE ANALYSIS

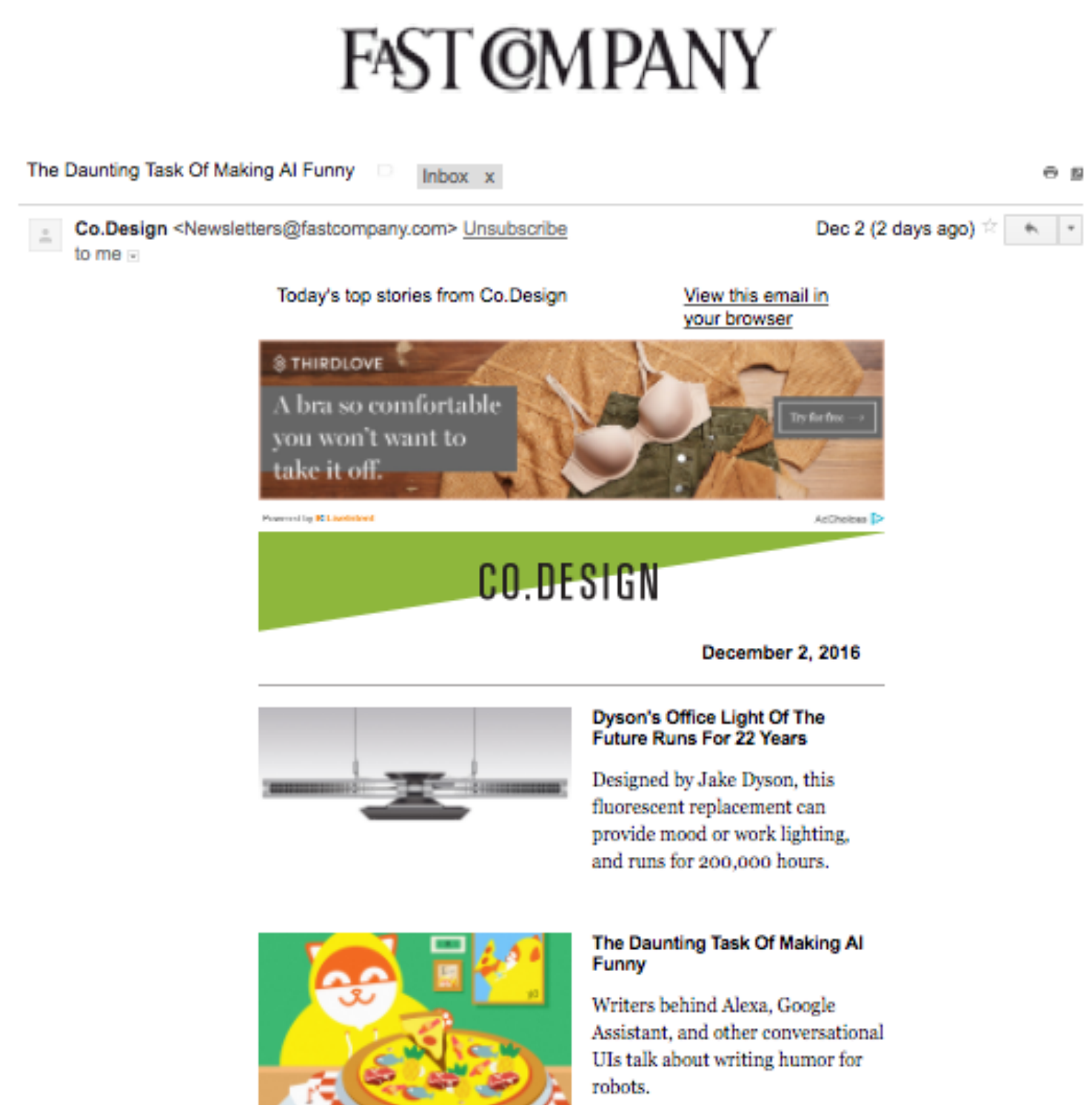
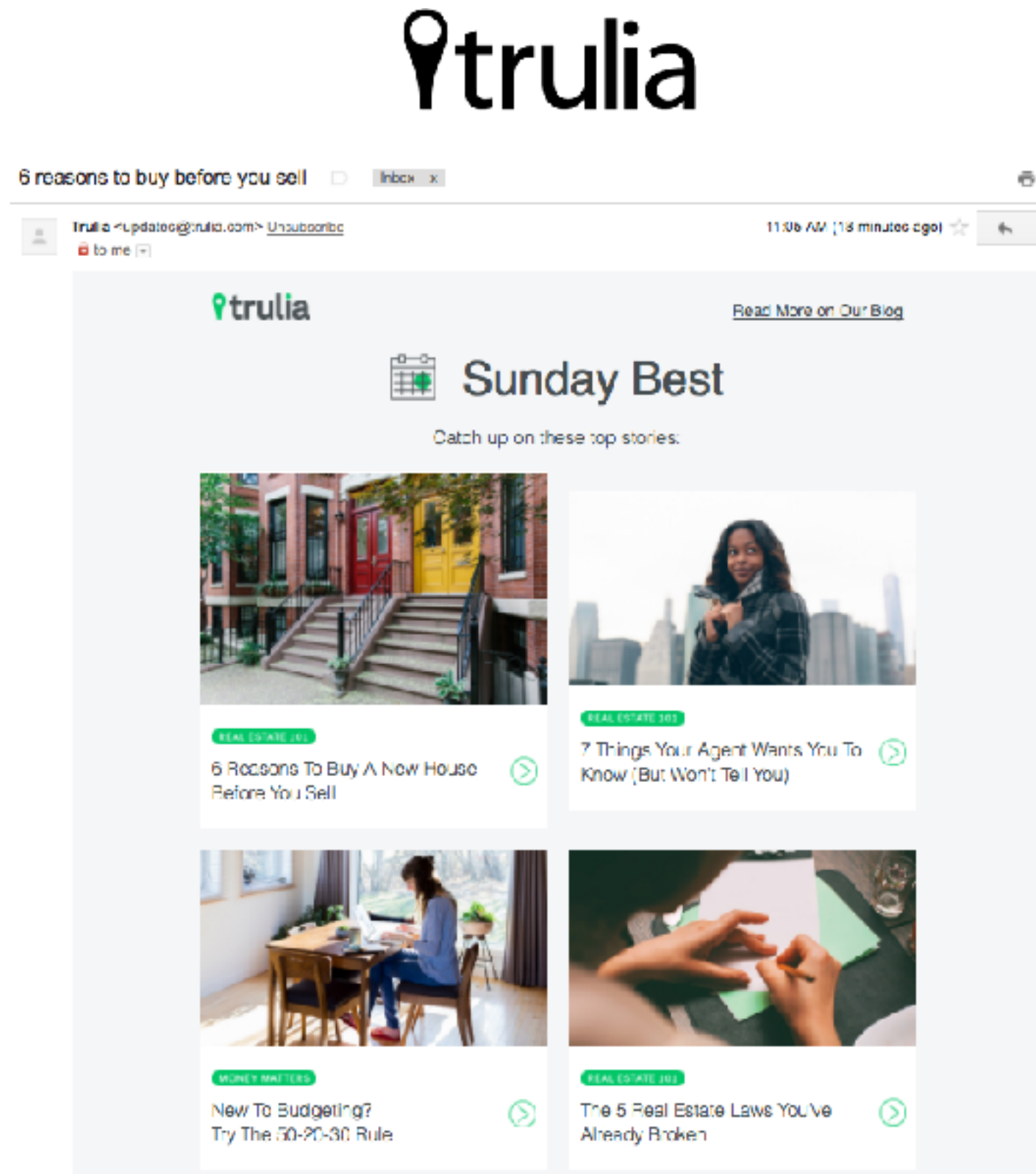
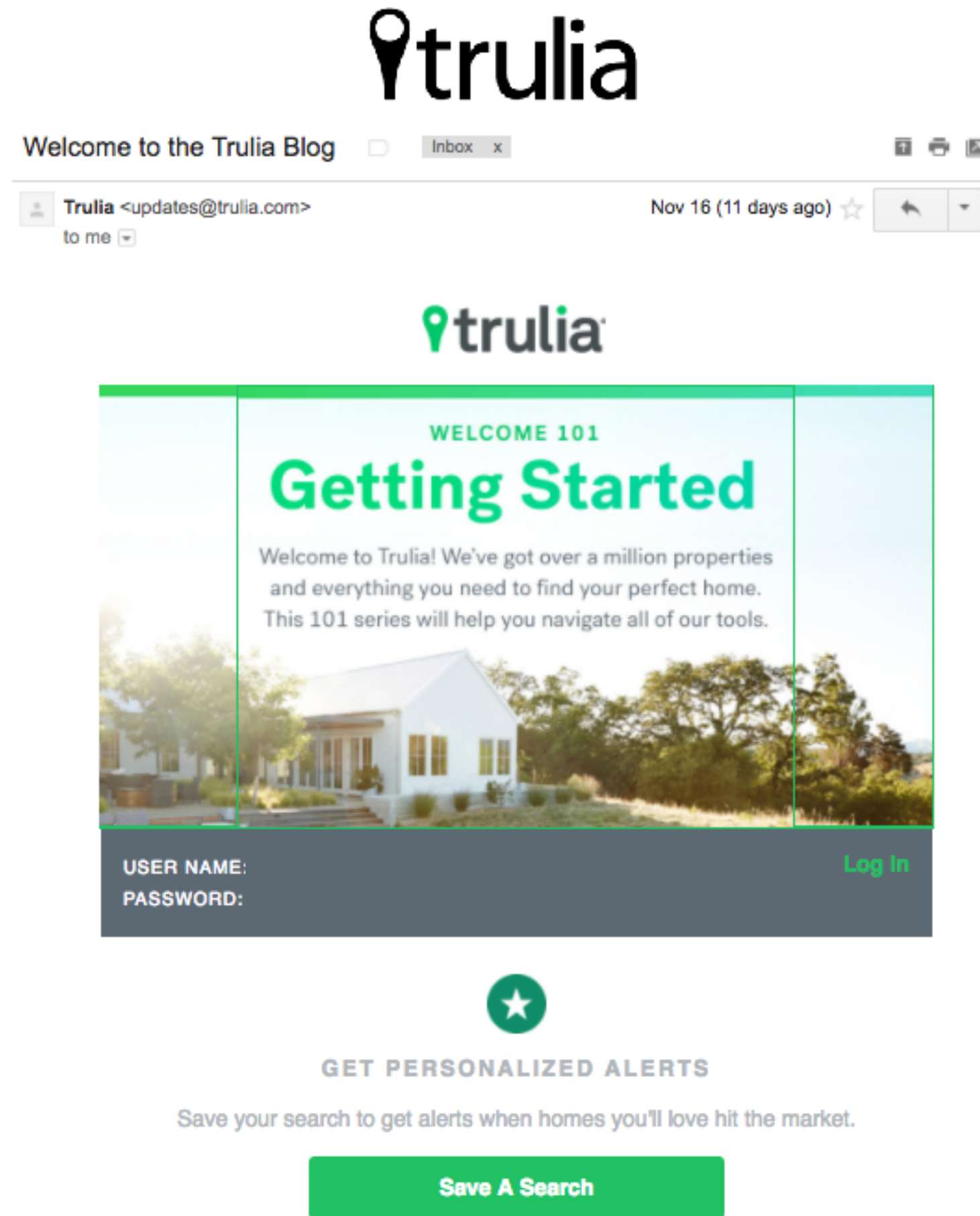
BUT SURPRISINGLY, THEIR NEWSLETTER IS LACKLUSTER...



DISCOVERY

COMPETITIVE ANALYSIS

ESPECIALLY COMPARED TO OTHERS.



DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

IS THE DESIGN **MODERN** AND ALIGNED WITH THE **BRAND**?



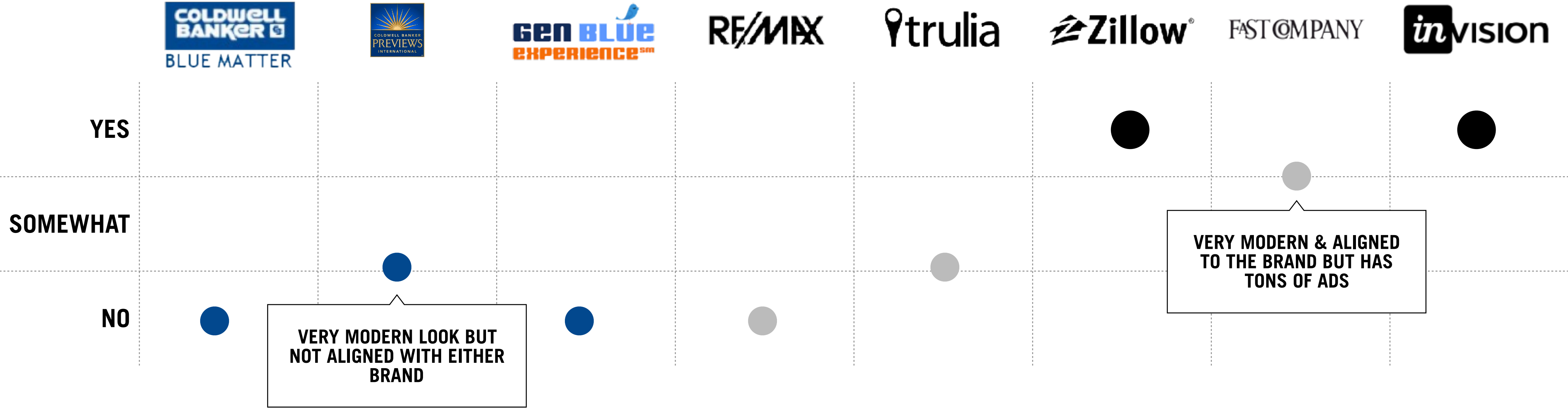
DISCOVERY

COMPETITIVE ANALYSIS

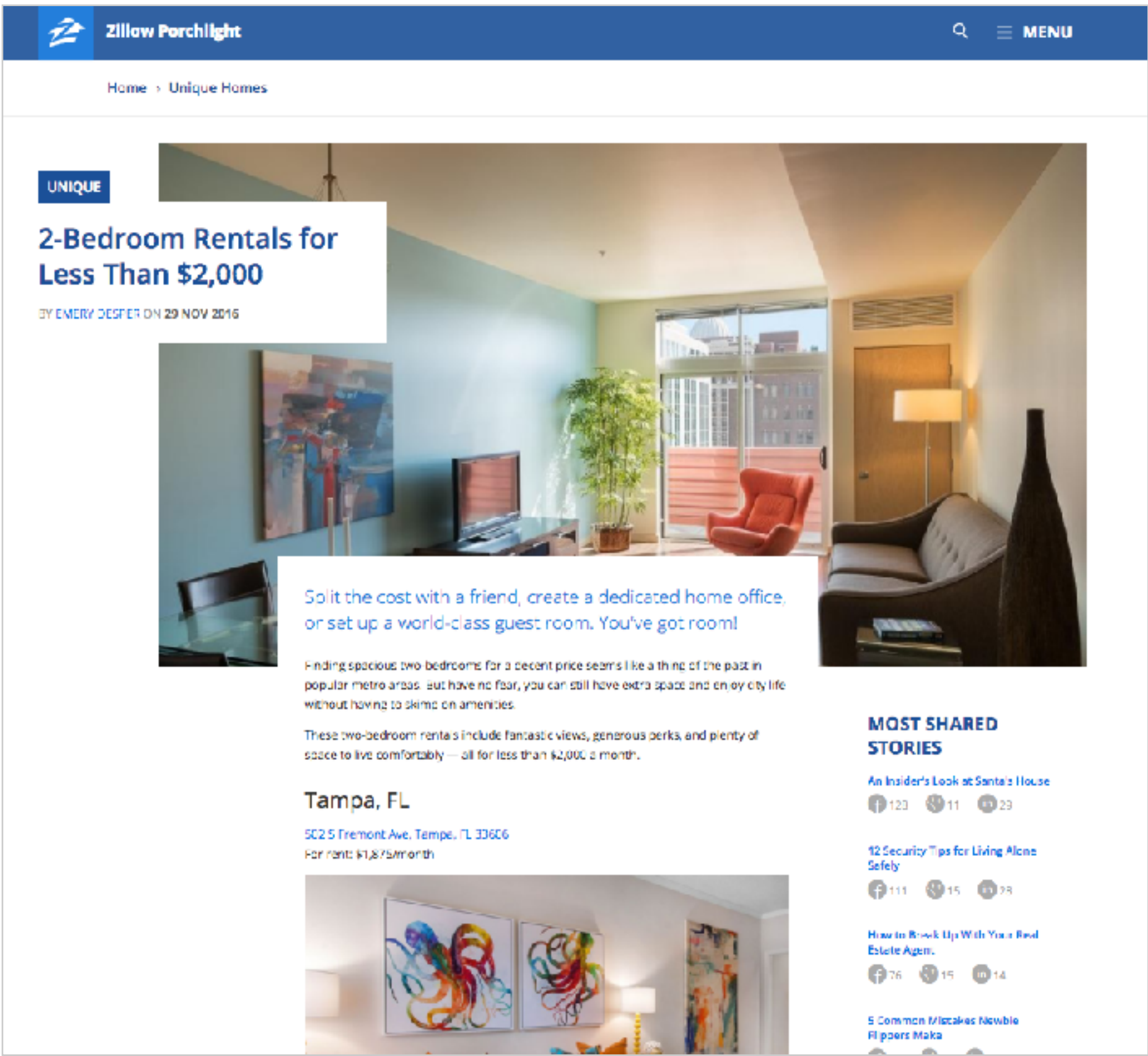
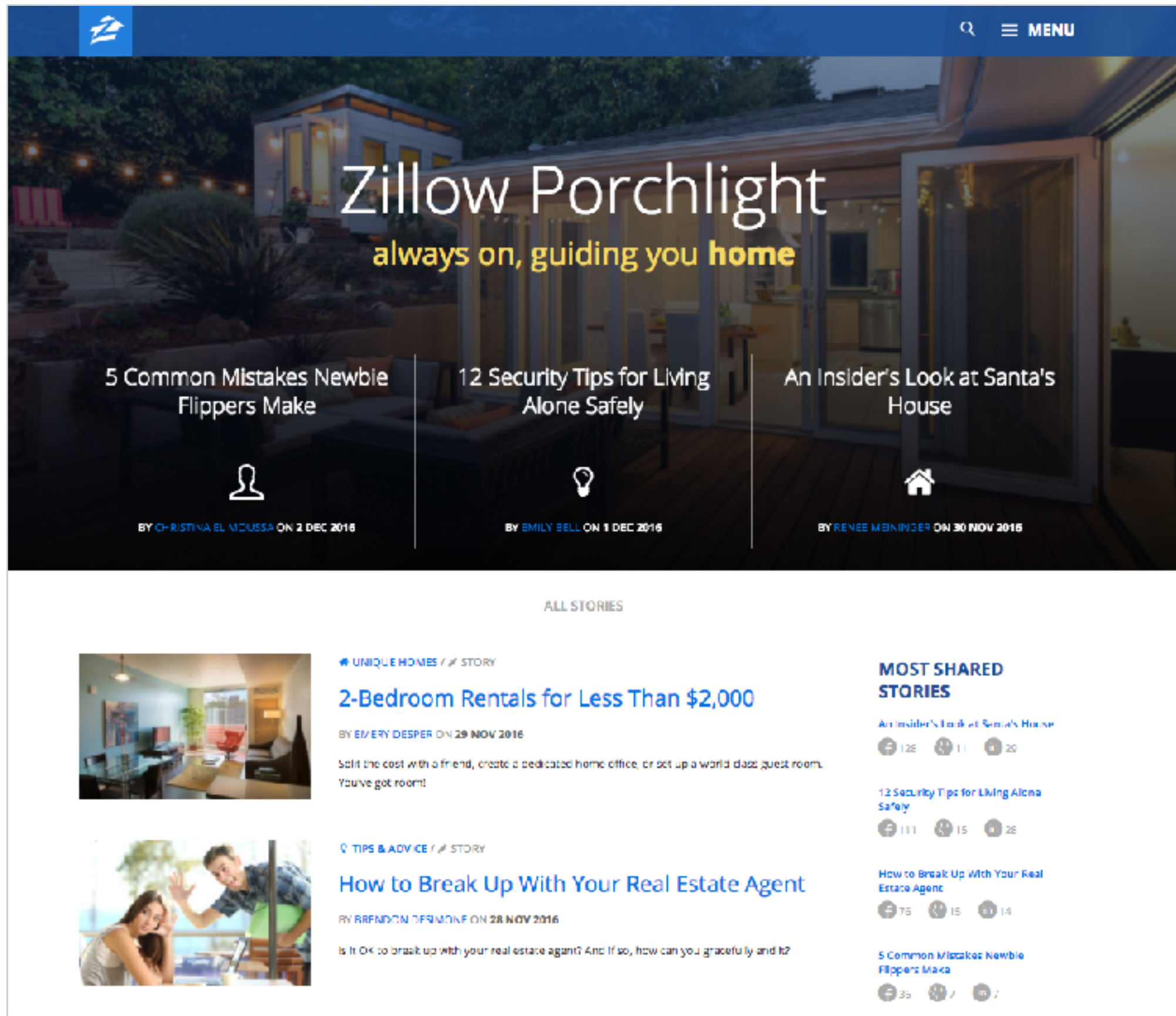
COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

113

IS THE DESIGN MODERN AND ALIGNED WITH THE BRAND?



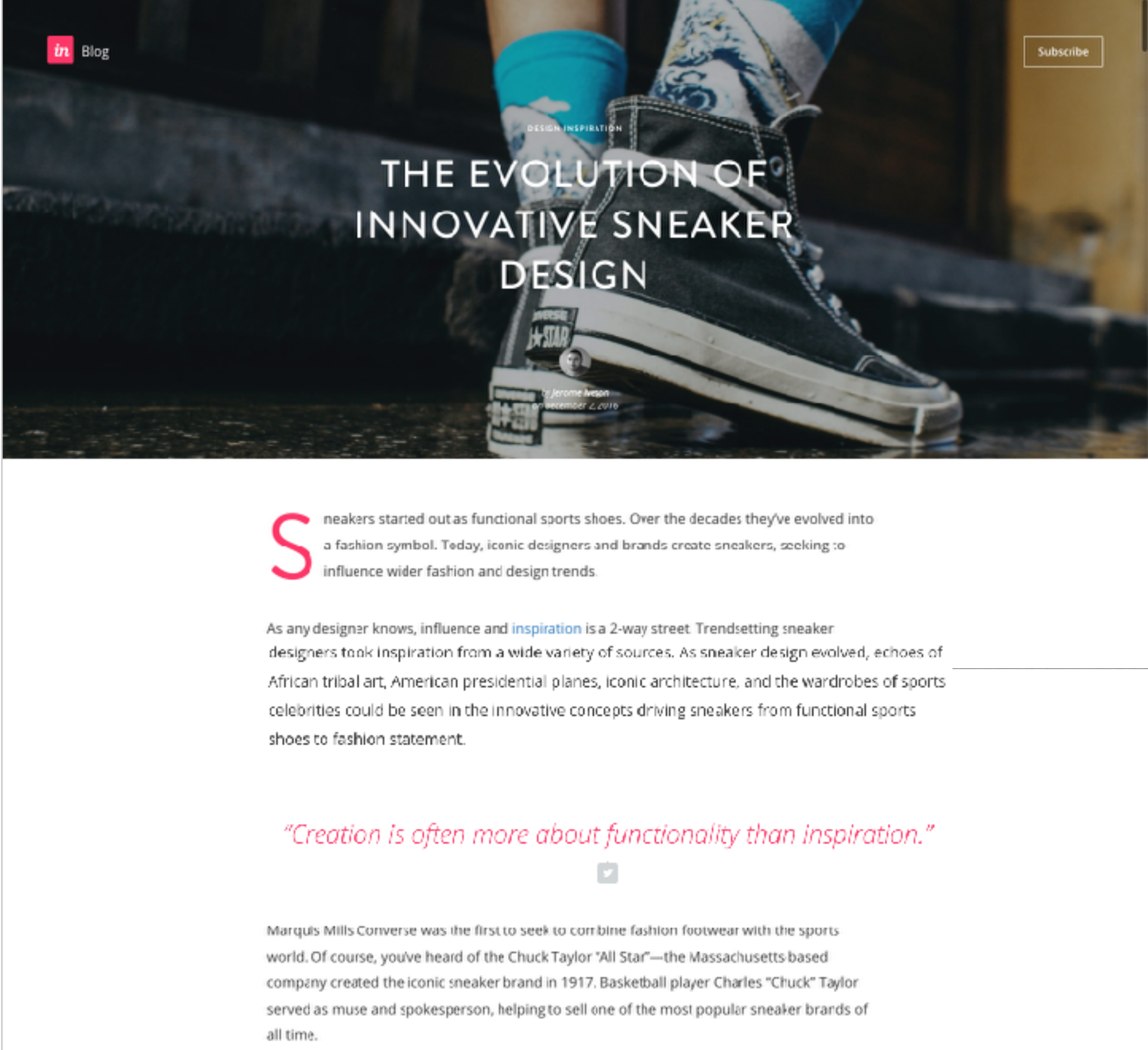
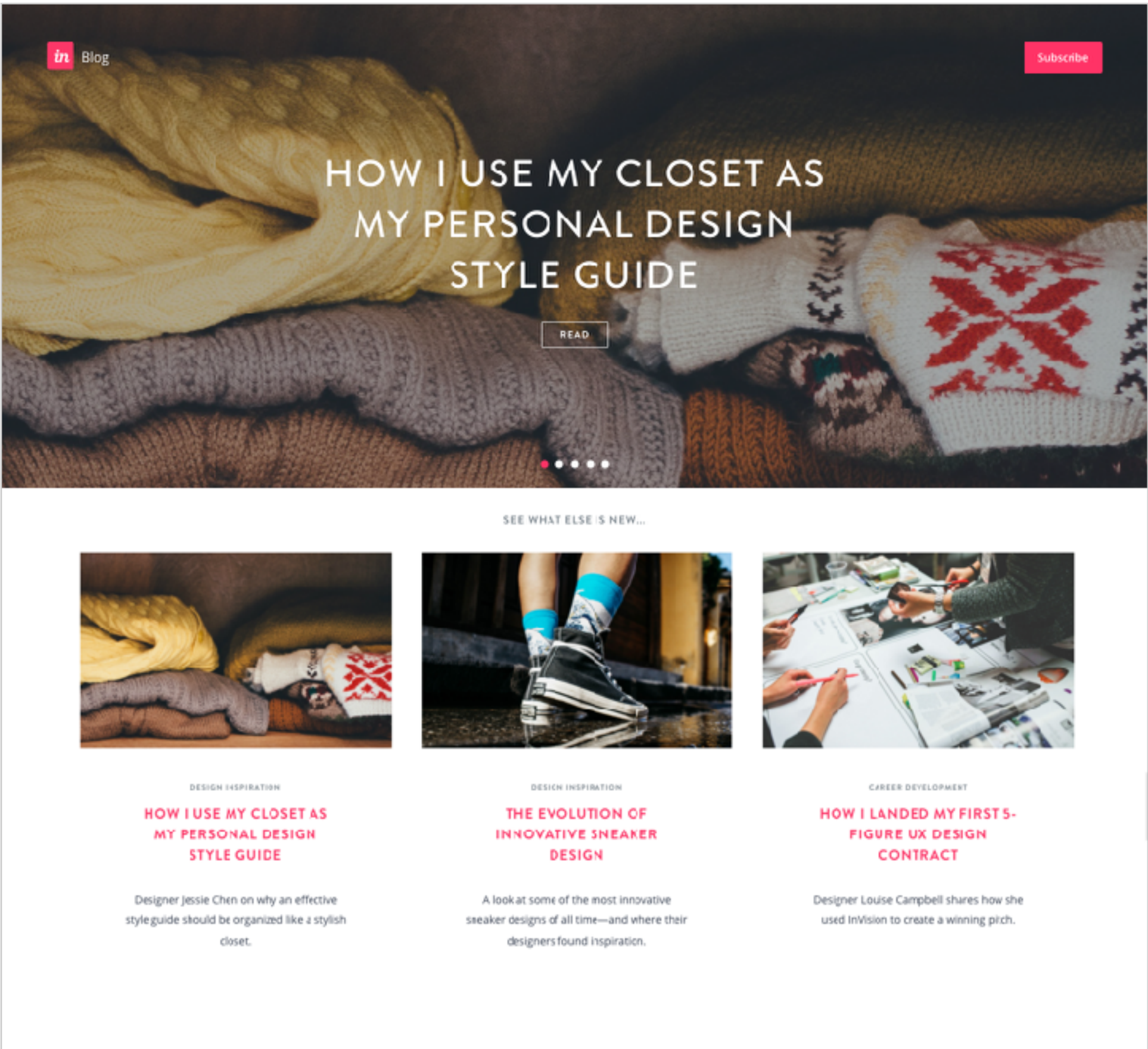
THIS IS MODERN WHILE TIGHTLY ALIGNED TO THE BRAND.



DISCOVERY

COMPETITIVE ANALYSIS

ANOTHER MODERN DESIGN WITH BRAND ALIGNMENT.



DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

IS THE CONTENT **INTERESTING**, RELEVANT TO YOUR TARGET
AUDIENCE AND **UPDATED** FREQUENTLY?

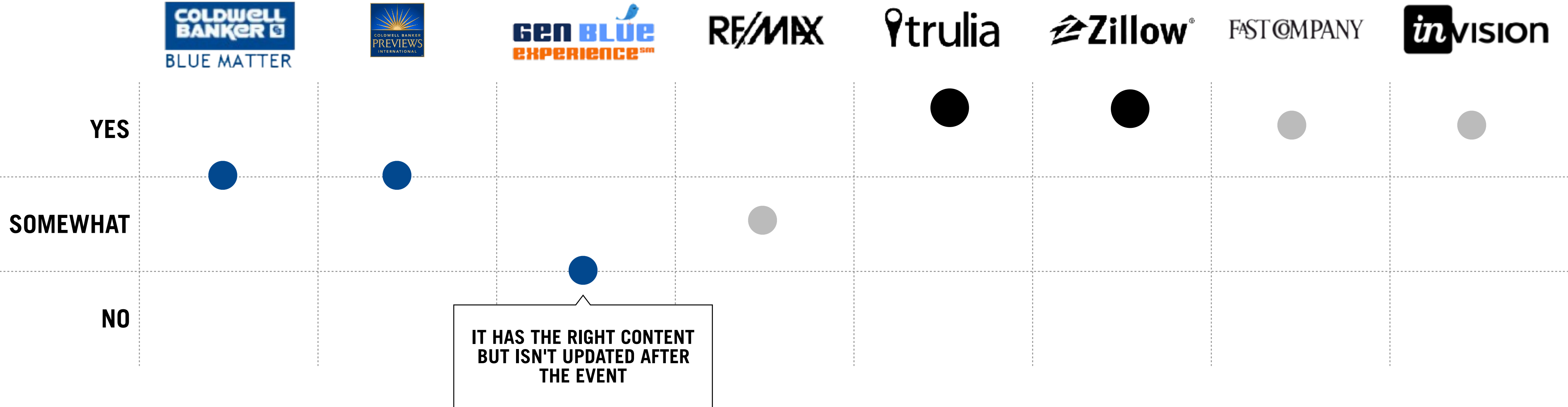


DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

IS THE CONTENT **INTERESTING**, RELEVANT TO YOUR TARGET AUDIENCE AND **UPDATED** FREQUENTLY?



**LETS LOOK AT THE TOPICS THE
REAL ESTATE BLOGS PUBLISH.**



LETS LOOK AT THE TOPICS THE REAL ESTATE BLOGS PUBLISH.

RE/MAX

FOR BUYERS
FOR SELLERS
FOR OWNERS
FOR FUN

trulia

REAL ESTATE 101
MONEY MATTERS
LIFE AT HOME
CELEBRITY
RESEARCH

Zillow®

CELEBRITY
HOME IMPROVEMENT
UNIQUE HOMES
MARKET TRENDS
FIRST PERSON



DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

THEY HAVE AN ENTIRE BLOG ON REAL ESTATE ECONOMICS.

The screenshot displays the Zillow Research website. At the top, the Zillow logo is prominent, with navigation links for Buy, Rent, Sell, Mortgages, Agent Finder, Advice, and Home design. Below the logo is a large banner image with the text "Zillow Research". A horizontal menu bar contains categories: DATA, LOCAL MARKET OVERVIEWS, REAL ESTATE AND RENTAL TRENDS, HOUSING AFFORDABILITY, FORECASTING, and HOUSING BY GENERATION. The main content area features four key metrics: U.S. Zillow Home Value Index at \$189,400 (September 2016), Monthly Change in U.S. Home Values at 0.5% (September 2016), Annual Change in U.S. Home Values at 5.5% (September 2016), and U.S. Zillow Home Value Forecast at 2.9% (September 2017). Below these are three featured articles with images: "The Zillow Group Report on Consumer Housing Trends", "How Affordable Is Housing in Your Congressional District?", and "U.S. Conforming Loan Limits Upped for First Time Since 2006". A section titled "All Articles" includes filters for "Filter by topic" and "Author". It lists three articles: "October New Home Sales Report: Not much to be Thankful for" by Aaron Terrazas, "Rapid Reaction: October New Home Sales" by Svenja Gudell, and "October Existing Home Sales Key Takeaways: When do Surprises Stop Being Surprising?" by Aaron Terrazas. On the right side, there is a "QUICK ACCESS" section with links for Presentations, About Us, and Contact Us, followed by a "JOIN OUR CONVERSATION" section with a sign-up form and a "MOST VIEWED" section listing the top article.



DISCOVERY

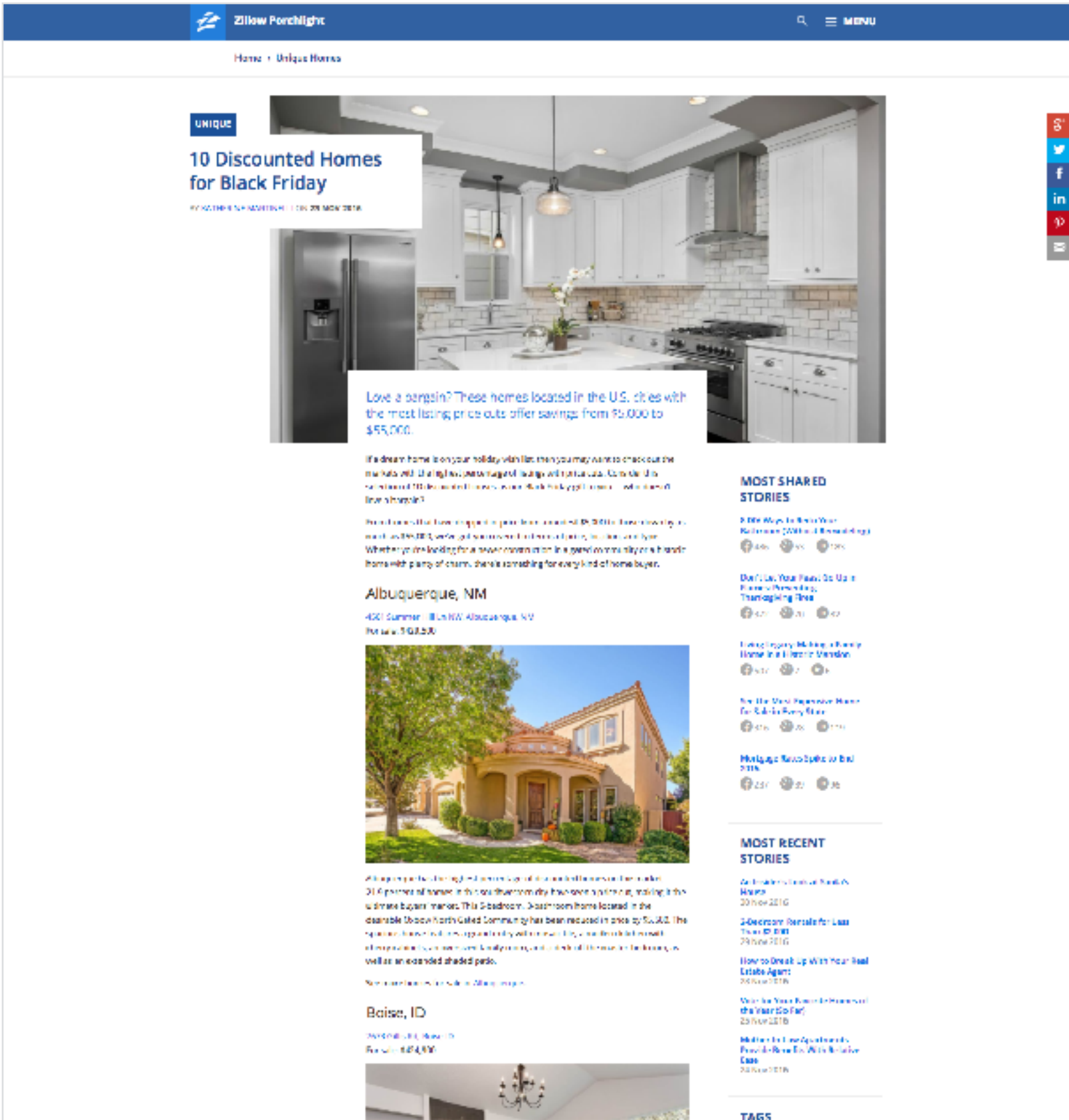
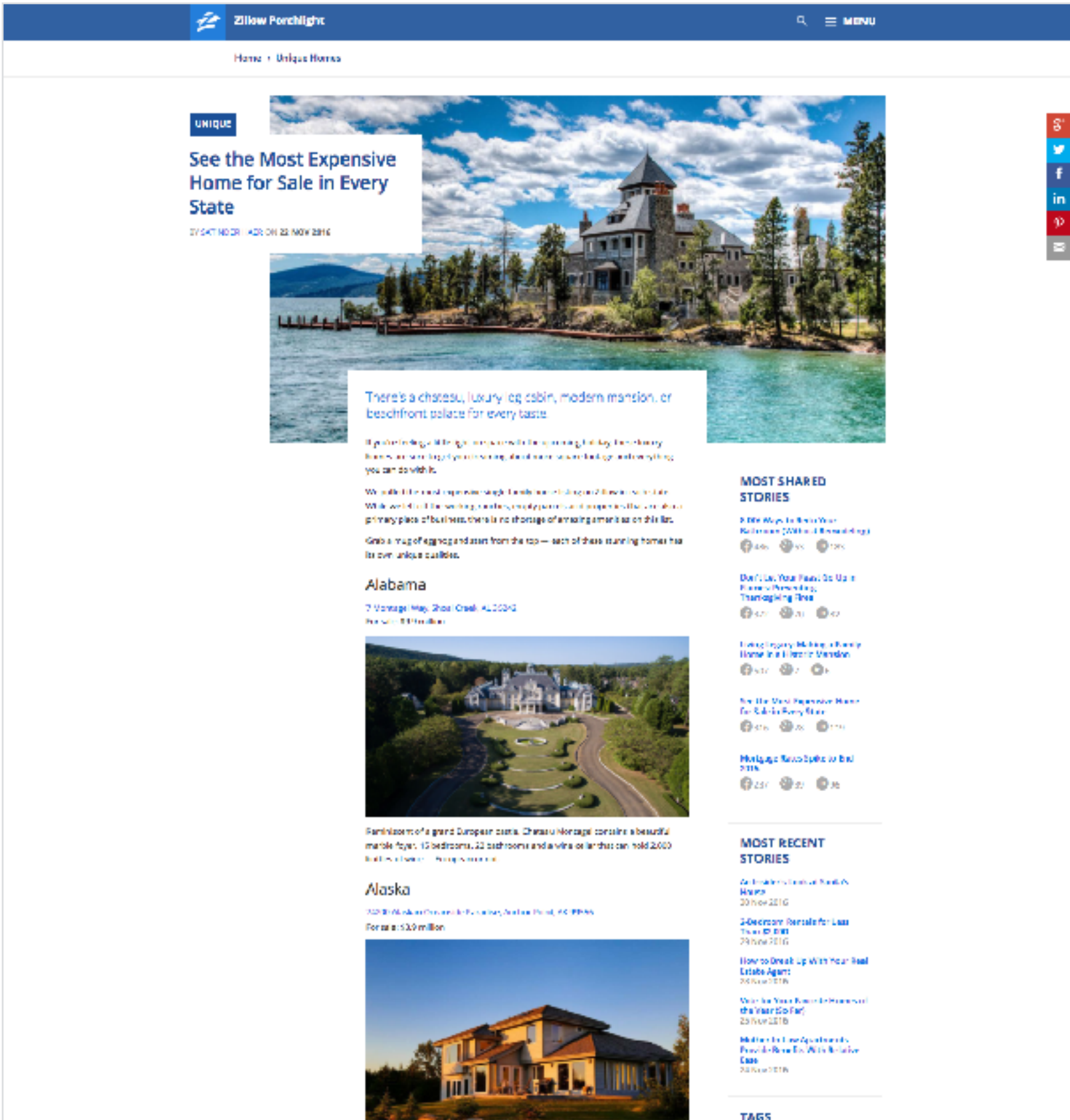
COMPETITIVE ANALYSIS

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WHAT ELSE ARE THEY DOING FOR CONTENT?



THEY HAVE ARTICLES THAT FEATURE LISTINGS OR LINK TO THEM.

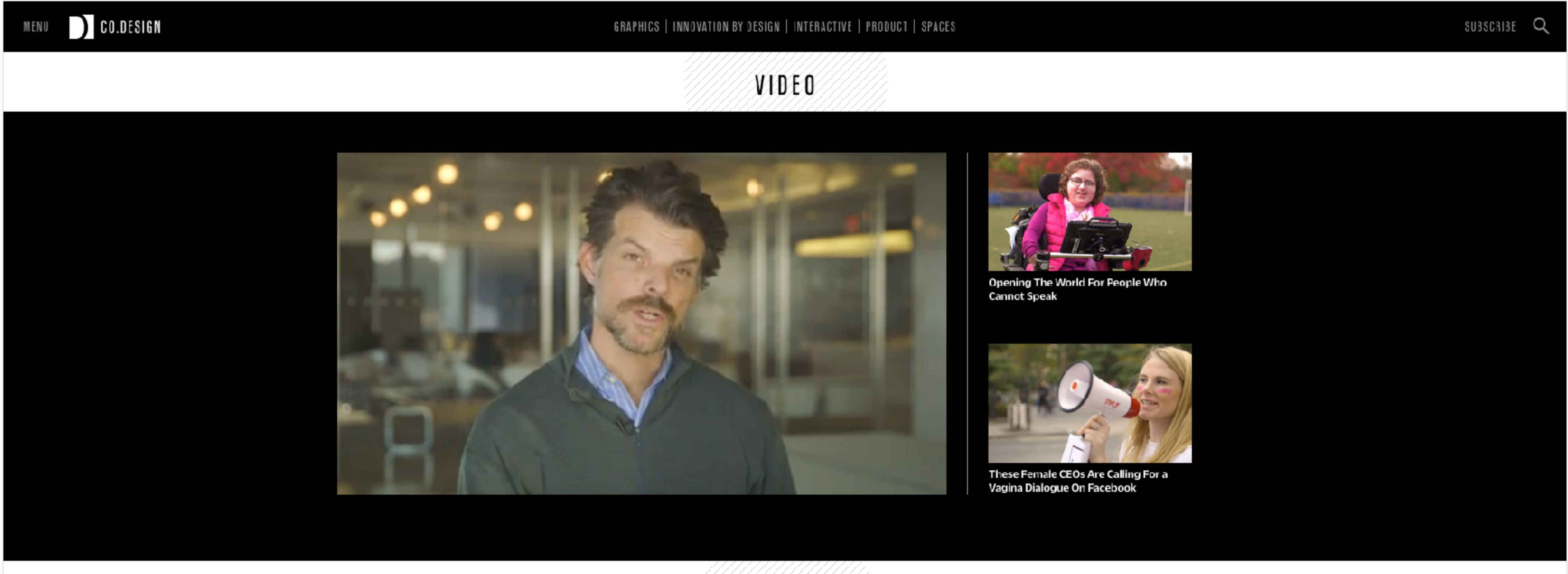


DISCOVERY

COMPETITIVE ANALYSIS

ONE HAS AN ENTIRE SECTION DEDICATED TO VIDEO

FAST COMPANY



DISCOVERY

COMPETITIVE ANALYSIS

SEVERAL HAVE SOCIAL INFLUENCERS WRITE CONTENT.



STAR OF HGTV'S 'FLIP OR FLOP'



About the Author

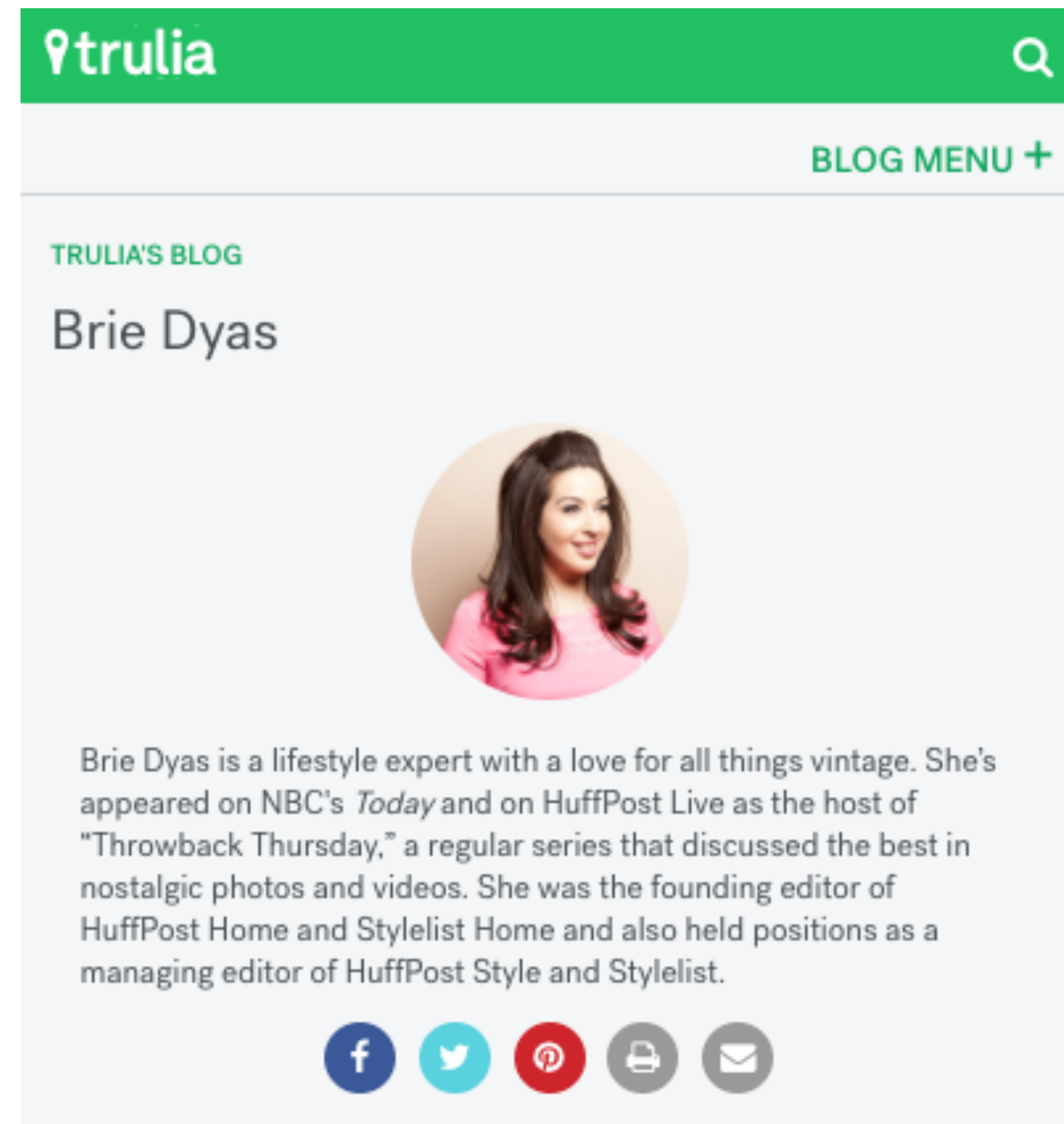


CHRISTINA EL MOUSSA

Christina El Moussa, along with her husband and business partner Tarek El Moussa, is an experienced real estate investor and reality TV star. Since starting Success Path Education, a program [providing real estate investment training](#), the couple has helped students all over the country successfully find and flip houses. Please visit www.SuccessPathEducation.com for more details.



HOST OF HUFFPOST'S 'THROWBACK THURSDAY'



DISCOVERY

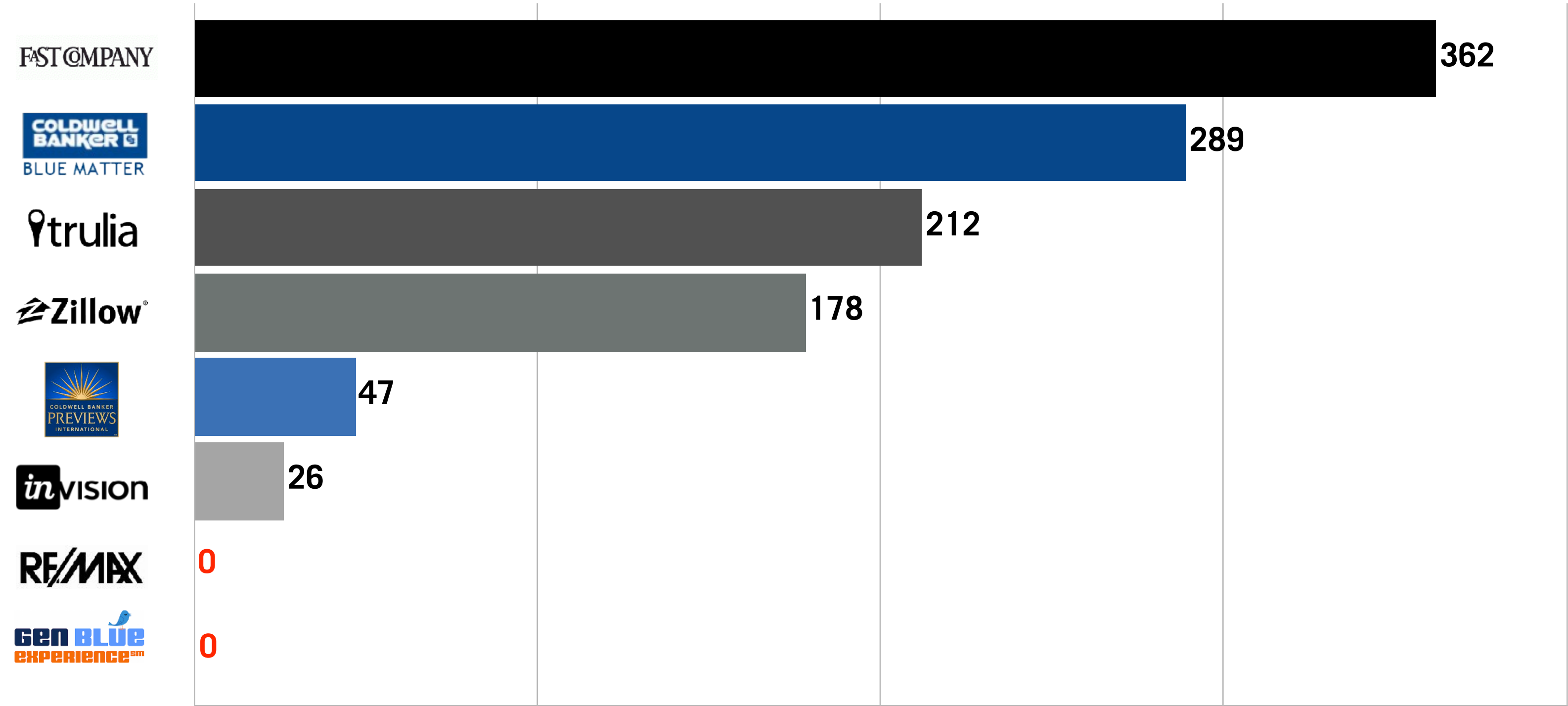
COMPETITIVE ANALYSIS

ARE USERS **SHARING** THE CONTENT?



ARE USERS **SHARING** THE CONTENT?

AVERAGE NUMBER LIKES AND SHARES / LAST 7 POSTS*



DISCOVERY

COMPETITIVE ANALYSIS

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*Data pulled from SharedCount.com, 11/23/2016

DOES THE BLOG HAVE THE **FEATURES** USERS EXPECT?



DISCOVERY

COMPETITIVE ANALYSIS

COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL

DOES THE BLOG HAVE THE **FEATURES** USERS EXPECT?

								
SEARCH	✓	✓		✓	✓	✓	✓	
TOP STORIES	✓	RECENT STORIES		✓		✓		RECENT STORIES
RELATED STORIES	✓	✓		✓	✓	✓		
LIKE & SHARE	✓	✓	BROKEN	✓	✓	✓	✓	✓
COMMENT	✓							
SUBSCRIBE	✓	✓			✓	✓	✓	✓
RESPONSIVE	✓	✓	NOT REALLY	✓	✓	✓	✓	✓



**THAT COMPLETES OUR COMPETITIVE ANALYSIS.
WHAT DID WE **LEARN**?**

**OVERALL THE BLOGS FELT
THE SAME AND LACKED A
DIFFERENTIATING FEATURE.**