# Content Strategy Report: The Motor Neurone Disease Association

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# Executive Summary

The Motor Neurone Disease (MND) Association is a charity that funds and promotes global research into MND and provides support to people affected by MND and caregivers in England, Wales, and Northern Ireland. The MND Association has 9,000 members, over 7,000 active volunteers, and roughly 170 employees.

Bernard Marr, a strategic business analyst, based out of Germany, created a management strategy for The Motor Neurone Disease Association. His report will help MND design and implement strategic performance management. The review will help management make decisions to enhance organizational accountability. This report will give the Board of Trustees and external stakeholders the ability to monitor progress against strategic goals.

Based on Marr's management strategy and the current MND website, there are a few opportunities for MNDA to focus their content strategy. MNDA needs to demonstrate their continued support for research and lead as the expert in support resources within the community to engage users and achieve the business goals.

The Motor Neurone Disease Association has a reliable website in place that can continue to grow and engage users. This growth will help the organization meet the business goals by focusing on the Core Strategy Statement and the Messaging Framework. As they continue to update and refresh content frequently, they will entice users to return often to review new research and events.

By becoming an expert in MND through research and funding, MNDA will continue to engage with the community, the patients, and those affected by the disease. It is essential to highlight on the site's home page outreach programs that promote a call to action and provide stats to back the research obtained through MNDA funding.

## Business Goals

Business Goal #1: Increase funds and generate income through donations to help support those affected by MND and their caregivers.

Business Goal #2: Build effect partnerships to help increase awareness and increase donations.

Business Goal #3: Proactively share knowledge and information to members to learn what is available to them for support of MND.

## Users

Users who are visiting the MNDA website have been affected by MND either themselves or as a caregiver. They are looking for answers and where to find support. The MNDA hosts events, offers financial assistance, informational resources, and advice. Users will be individuals recently diagnosed, families looking for more information about MND, and those wishing to volunteer or donate. Visitors might also be interested in the organization's research as well as medical professionals looking for support for their patients. There is detailed information for patients, caregivers, and medical professionals throughout the site.

# Content

## Current Status of Content

The current content uses very few images and a lot of open space. Images are used as categories to direct the user to another section. The image is clickable with a title or banner on the image for clarity. Each section has a main landing page, which provides an introduction. Then the landing page has each section as a clickable image. Once you click on that image, it will take you to the corresponding page, which then breaks into additional sections displayed as images. Content is concise and easy to read, allowing the user to locate information quickly.



The navigation is simple and easy to follow. The Donation button is prominent for the user to find. The main image highlights the risks of developing the disease and provides a link encouraging the user to learn more about MND.

MNDA does a great job of engaging users through social media on Facebook and Twitter. All posts direct users back to their website to find more information.

## Opportunities for Content

The layout of the site is well done; however, there are always opportunities for improvement. On the home page banner, a rotating image to highlight recent research or upcoming events would increase traffic to those pages. MNDA should portray themselves as the experts in MND research, what they are doing with the new knowledge, and how donations help the organization grow. They should add member stories on how MNDA is helping them through their diagnosis, and what support you can receive throughout their journey.

Additionally, to increase engagement, the website should promote the social media links at the top of their site as well. Many users are looking for up to date information that will display through weekly posts.

The key is to increase awareness of what MNDA has to offer patients, caregivers, and medical professionals in dealing with the effects of MND. By showing what research has found and is uncovering, you let the user know how vital the organization is in helping those affected. Strong calls to action are essential to pull the user into the corresponding pages. The content should propel the user into action as it tells a story of the organization's impact. Revisit the content often to align with the Core Strategy Statement and ensure that it is working to achieve business goals.

## Core Strategy Statement:

"A content strategy statement lays out the who, what, when, where, why, and how for all of your company's content creation. It sets the destination and lets everyone know how you're going to get there." (Olive & Co, 2018). The core strategy statement will help ensure MNDA is meeting its business goals by increasing the number of people who engage with MNDA.

**To increase the number of people who donate and engage with the organization, we will provide research, stats, engaging content to inspire people to volunteer and be involved with those affected by MND.**

**Messaging Framework**

"A message framework clarifies what you want your audiences to know and believe about you, and tries to prove that this message is true" (Casey, 2015). While the core strategy statement should be written for the organization, the messaging framework should be written from the users' perspective. You want to establish the first impression of how a user feels. How does the user feel once they understand what the site is providing? Next, is the value statement that describes the value delivered? And lastly, is there proof that the user feels the way the organization intended?

**First Impression: I want to learn more**

**Value Statement: The MNDA has a lot of research and support resources to assist users in finding out more about the disease and how to help.**

**Proof: Their content is well laid out and easy to navigate. The user can find resources, events, and further understand what MND is and how MNDA is here to offer support.**

# Key Performance Indicators

Based on the strategy and business goals mentioned above, I recommend the following KPIs:

1. Page view – (Increase awareness of MND/MNDA) – Monitor traffic to the site from social media and where users are clicking within the site. Are they leaving before learning more about MND, what pages are they drawn to and was it the page that they clicked on from a social media post. This metric will show how the content is directing users.
2. Conversion rate - (develop partnerships) – One of the goals is to increase donations. Tracking how users are making contributions through email marketing, social media traffic back to the site, and site visitors will help to understand where content efforts need to increase.

3. Site exits – (share knowledge and learnings) - This metric will show when users are leaving the site. Is the content compelling enough to keep them engaged, or are they frustrated and leaving the site. This metric will show whether users are finding the information they desire, or they are exiting before they find the information.

The above KPI's are recommended based on the goals and the Core Strategy Statement of getting users engaged within the organization to become informed, involved, and donate whether as a patient, loved one, or medical professional.

# Resources

Casey, M. (2015). The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right. United States of America: New Riders.

/support/knowledgecenter/SSV2LR/com.ibm.wbpm.wid.tkit.doc/mme/definingkpimodels.html

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