

Project report

How to reach new audiences online

Seeking to offer insights and thought leadership to new audiences online, a leading UK asset manager was launching an innovative new website. This would be a “content-hungry” site, requiring considerable editorial resources. The challenge from the outset was to keep the content fresh at all times. The asset manager decided to enlist a language services partner to help it cope with this task.

Exclusively commissioning new content would have been a time-consuming, expensive exercise, so the asset manager also decided to leverage its existing research reports, which were in print form and aimed at an institutional clientele.

In adapting this material for the web, the asset manager was looking to achieve maximum results by targeting advisors, consumers and institutional clients.

“I think as a business you've been able to add a great deal of value to what we're doing with the new website. I'm sure we'll be sending more work your way before long!”

Investment Marketing Manager

The solution

CLS Communication chose writers for the job who had a strong grasp of the subject matter, a solid understanding of writing for the web and proven experience in addressing different audiences.

They took into account the web personas created by the client for the three target groups – institutional, advisor and consumer – and also wrote with compliance considerations in mind. This meant for instance avoiding words not suitable for a consumer audience.

Their knowledge of concepts and jargon, and the ability to explain these in plain language, meant the writers were able to keep the copy simple but not simplistic. It also helped to ensure that the content was punchy and engaging.

To appeal to the online readership, the writers cut the content down and restructured it with additional paragraphs, headings and sub-headings, bullet points and pull quotes.

The benefits

- The asset manager was able to quickly populate its new website with fresh, compelling content for all three target audiences.
- By asking CLS Communication to adapt and “webify” its existing print articles, the client found a cost-effective way to maximise its return on investment.
- In CLS Communication, the asset manager now has a long-term partner who understands its business and industry and can help it communicate more effectively with its customers.
- With time-to-market a crucial factor, the asset manager could count on CLS Communication to handle the project smoothly and deliver the copy on time.

Your partner of choice

For further information on our full range of writing and editing services for the web, please call us on +44 20 3117 2800 or email us at info-uk@cls-communication.com.