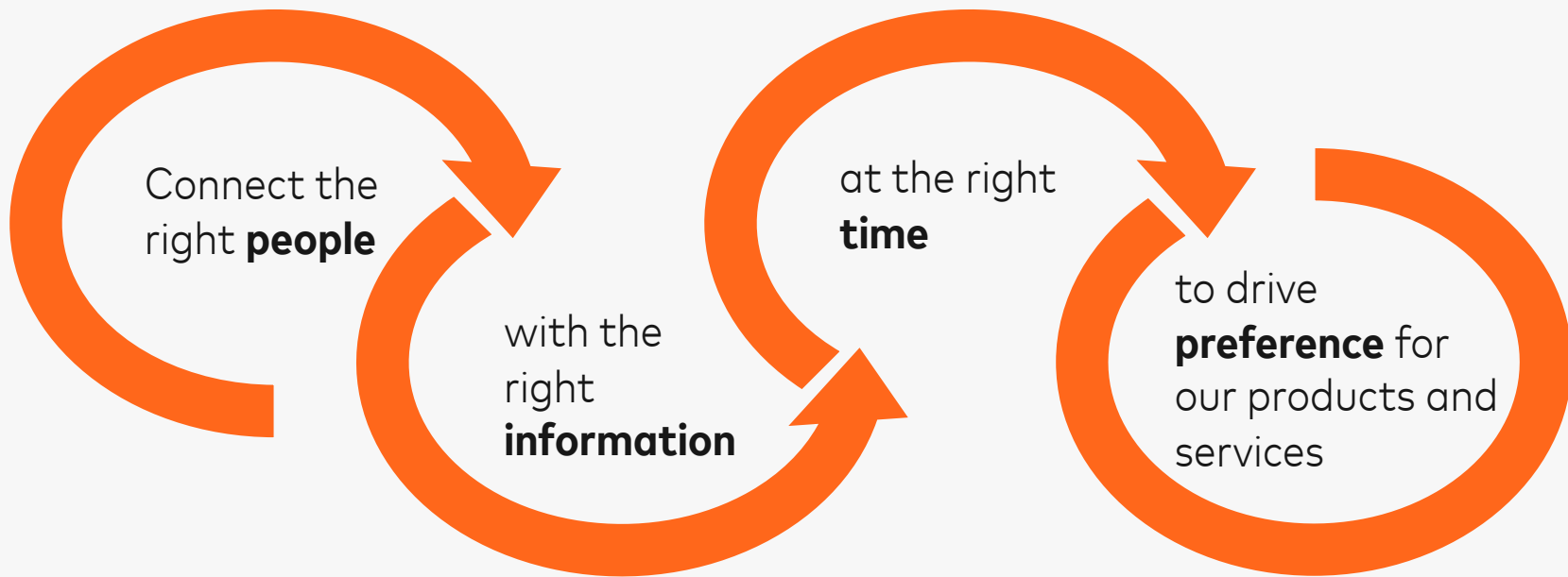# Content Design & Strategy

How we help deliver
successful digital products
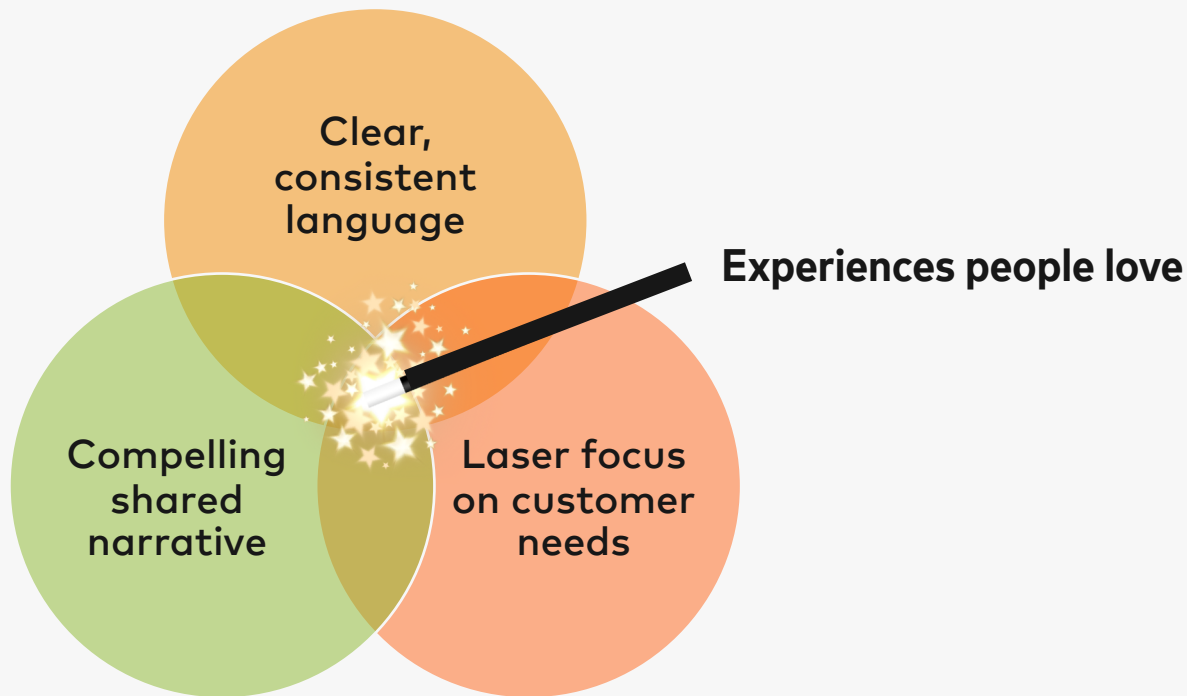
Melinda Belcher
Head of Content Strategy & Design
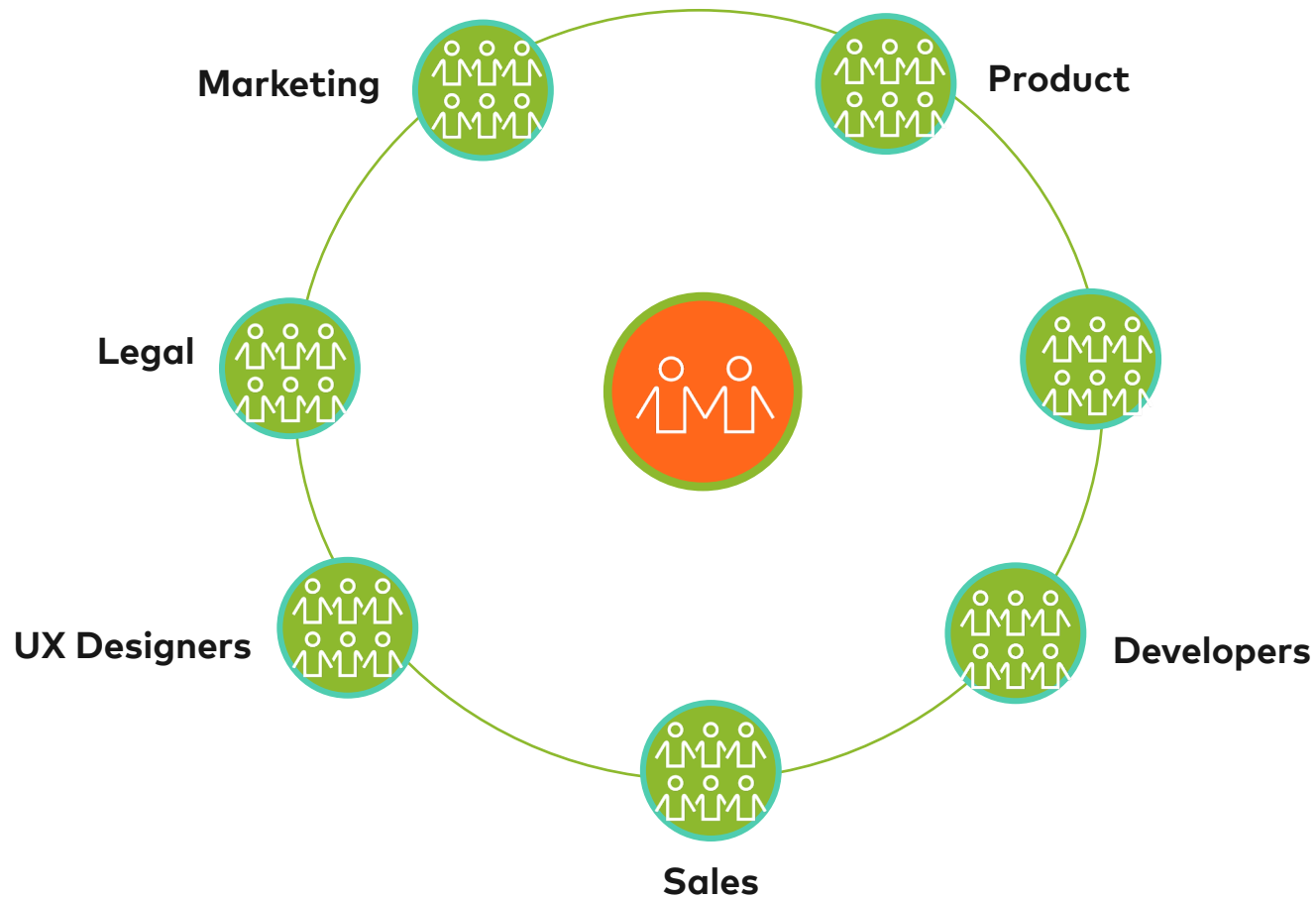
Good content design has a **singular objective**:

.

Connect the right **people** → with the right **information** → at the right **time** → to drive **preference** for our products and services

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Content design drives great customer experience through **storytelling, clarity and relevance**

Clear, consistent language

Compelling shared narrative

Laser focus on customer needs

Experiences people love

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Our partners

Marketing

Product

Legal

UX Designers

Developers

Sales

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Content design and strategy unites cross-functional groups around two common goals:

.

1

Help our customers find the **information they need**

2

Shape experiences that are **easy to follow, understand and enjoy**

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Our initiatives

THOUGHT LEADERSHIP

STRATEGY & SYSTEMS

CONTENT CREATION

Establish Mastercard as a leader in Content Design

Build foundational product visions

Bring end-to-end experiences to life

Creating a community around content design in which Mastercard emerges as an authority and vanguard of CX as a whole

Telling a streamlined, intuitive and consistent story that resonates across the user journey

Driving consistency and clarity of language both inside and outside our digital experiences and products

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Content design is an integral part of the product lifecycle

Define → **Design** → **Develop** → **Test** → **Release** → **Optimize** → **Scale** →

| Research |
| Product strategy |
| Feature articulation |
| Product content |
| Content ops |
| Marketing content |
| Support content |
| Sales content |

Mastercard
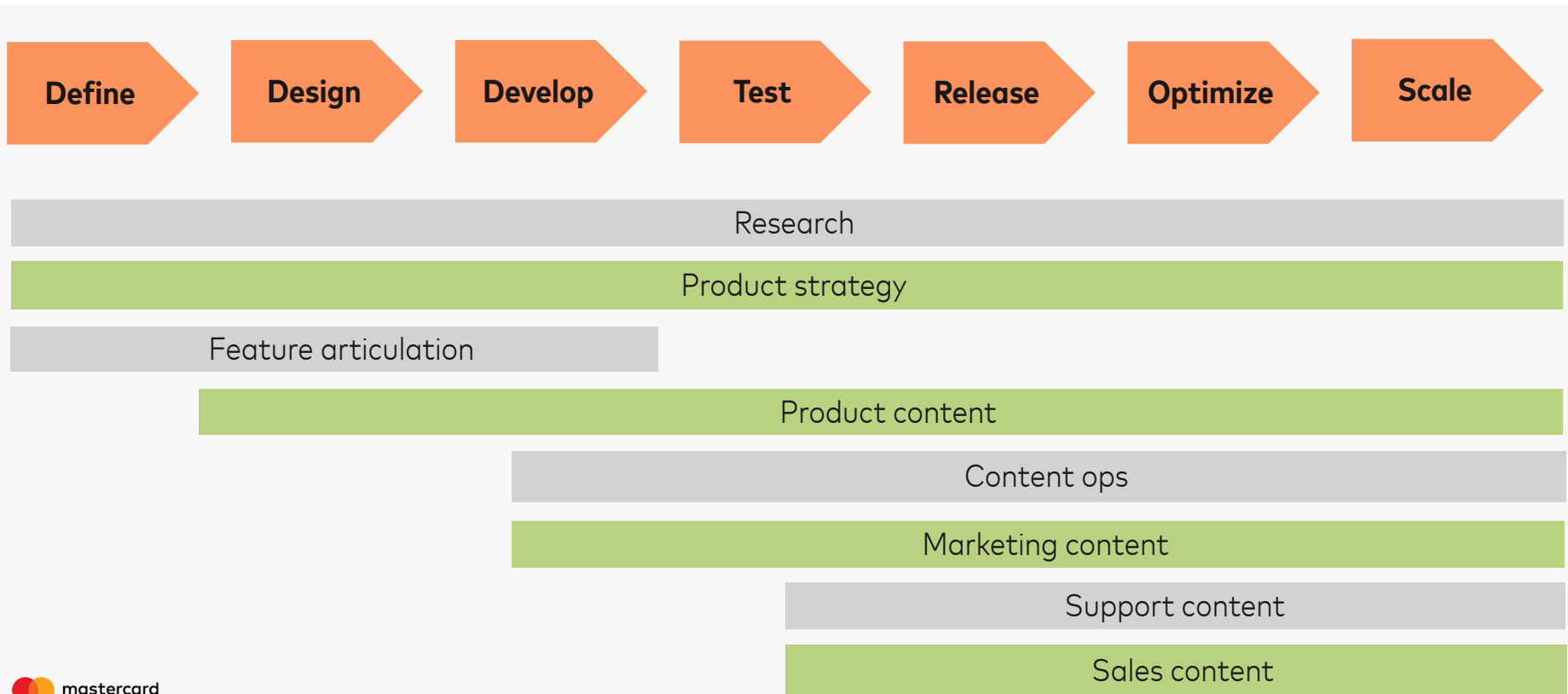
We work on a wide variety of deliverables

Research

- Planning
- Interview scripts
- Stimuli
- Analysis

Product strategy

- Vision & value statements
- Brand pillars
- Voice & Messaging
- Persona development

Feature articulation

- Relationship mapping
- Benchmarking & mental models
- Information architecture
- Nomenclature
- Product glossary

Product content

- App content
- Demo content
- Prototype content
- Transactional emails and SMS

Content ops

- UI strings management
- Translation content matrices
- Approval flows
- Change logs & QA

Marketing content

- Websites
- Landing pages
- Emails
- Agency oversight
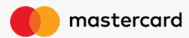- Messaging guidelines

Support content

- FAQs
- Call center scripts and UI
- Chatbots
- Onboarding
- Implementation guides

Sales content

- Product narratives
- Sales sheets
- Demos

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Questions?

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T. HANKS