Wharton
University of Pennsylvania
Aresty Institute of Executive Education

EXECUTIVE EDUCATION

Wharton@Work

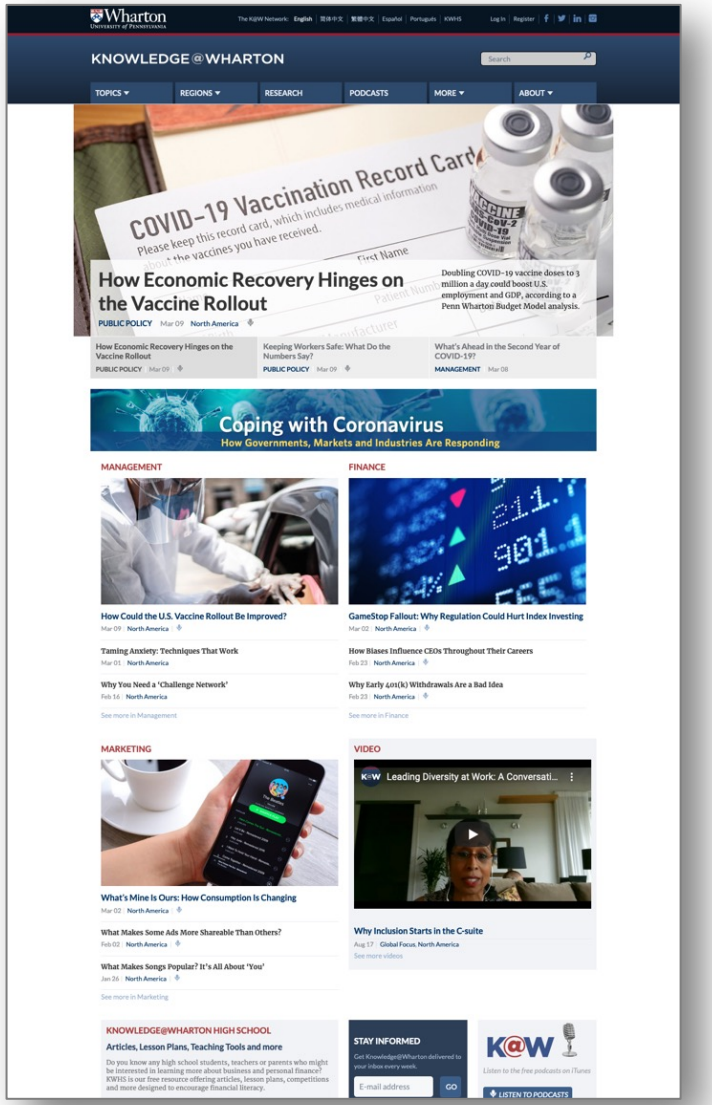
Content Strategy and Redesign

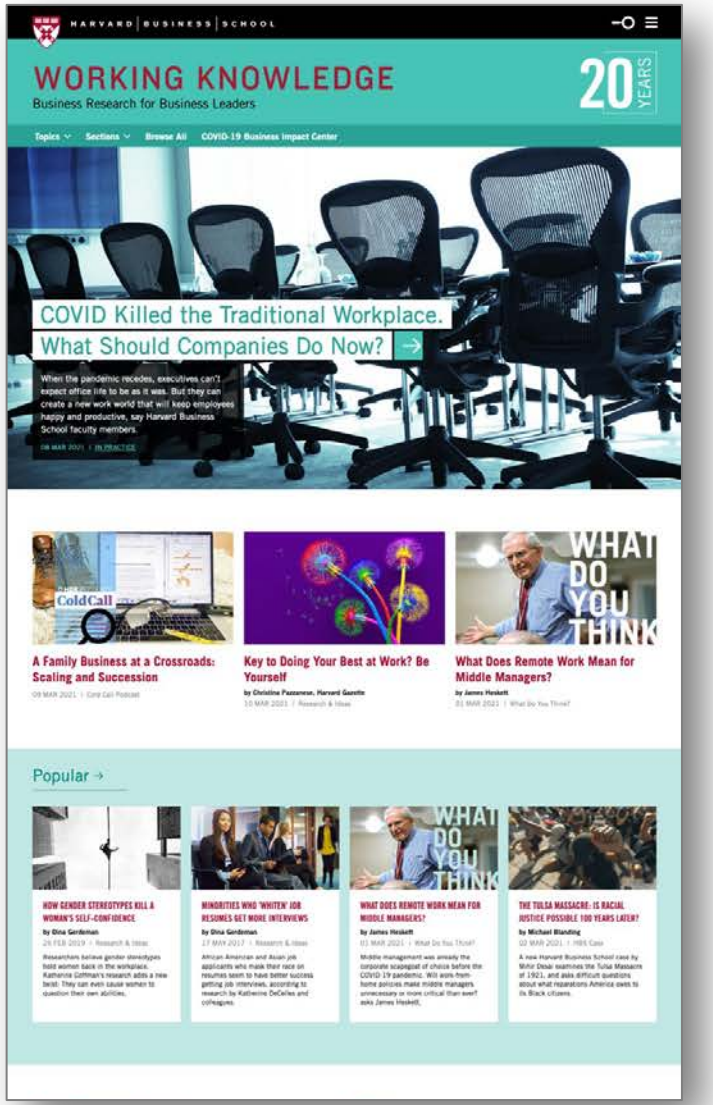
WEE Marketing & Communications

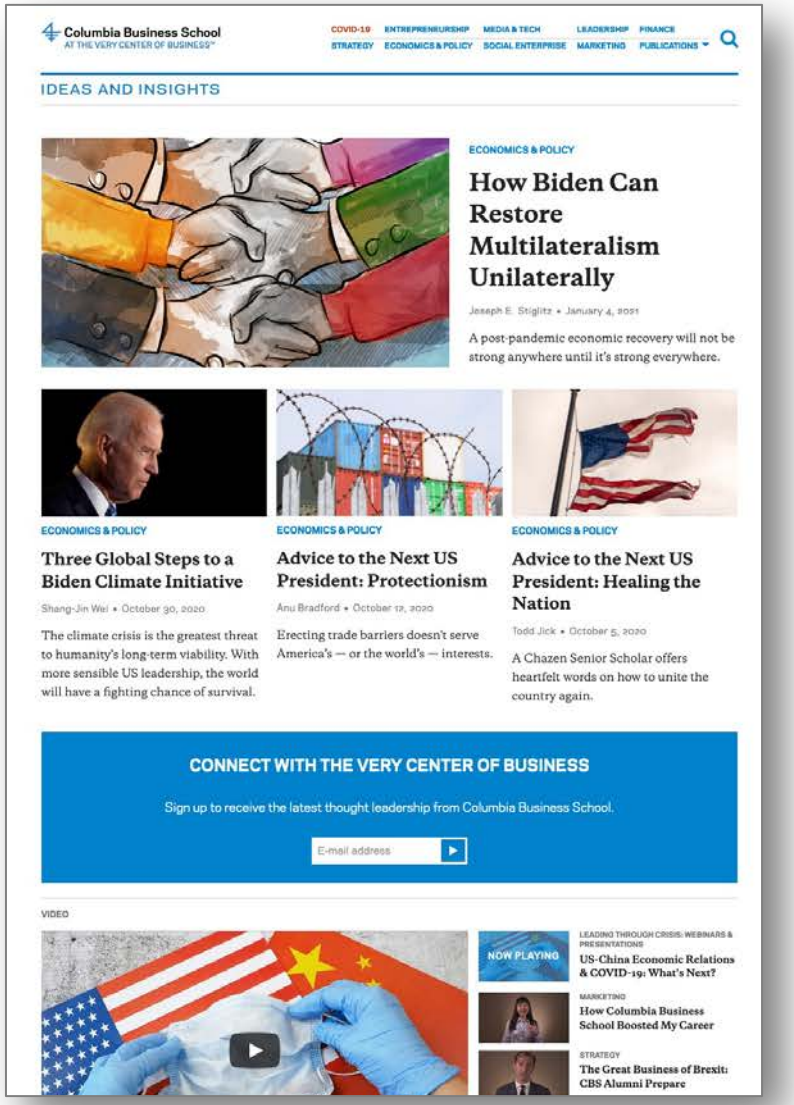
Wharton@Work: Current Status

- Email newsletter delivered monthly to an internal list of +85,000.
- Hybrid blog site that contains all information from the newsletter plus serves as an archive of past issues (400+ articles, 2011- present).
- Each issue consists of three articles and a Nano Tool that soft-sell upcoming programs.
- Also contains callouts for the program calendar, featured programs, upcoming program, testimonial (i.e. "participant stories"), cartoon, and poll.
- Each issue's content is published at the same time.
- Successful lead generation tool. From January 1, 2018 to November 30, 2018 there were:
  - 738 unique opportunities
  - 70 non-cancelled registrations
  - $1,459,150.00 in revenue (from non-cancelled registrations)

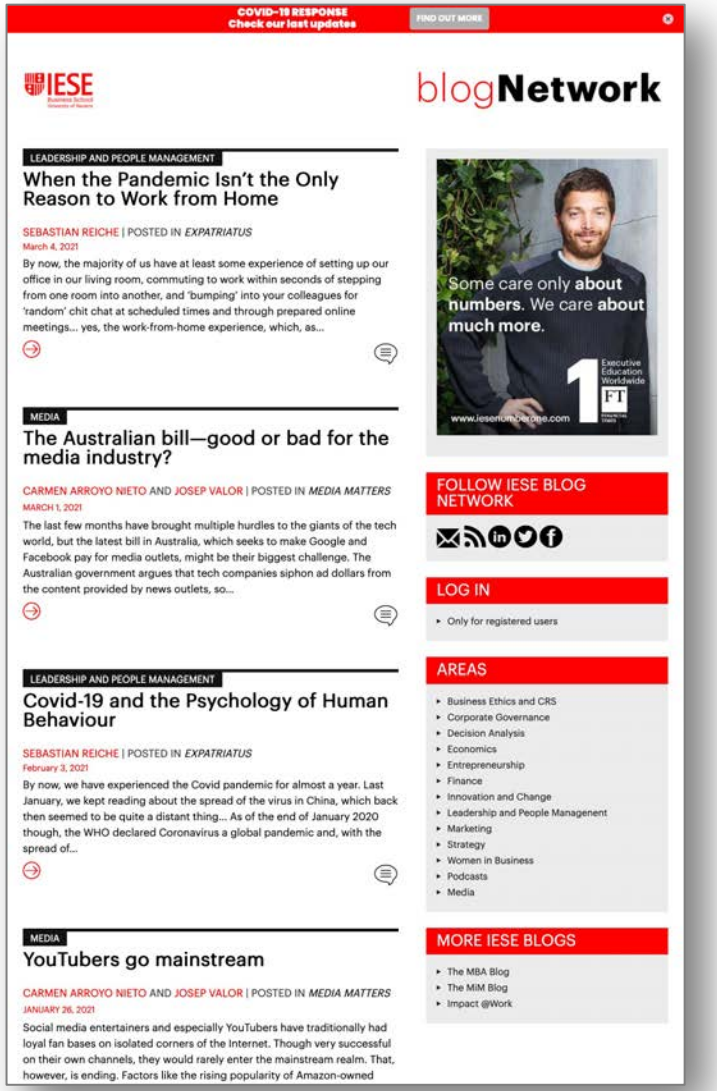
Competitor Blog Sites (K@W, HBS, Columbia)

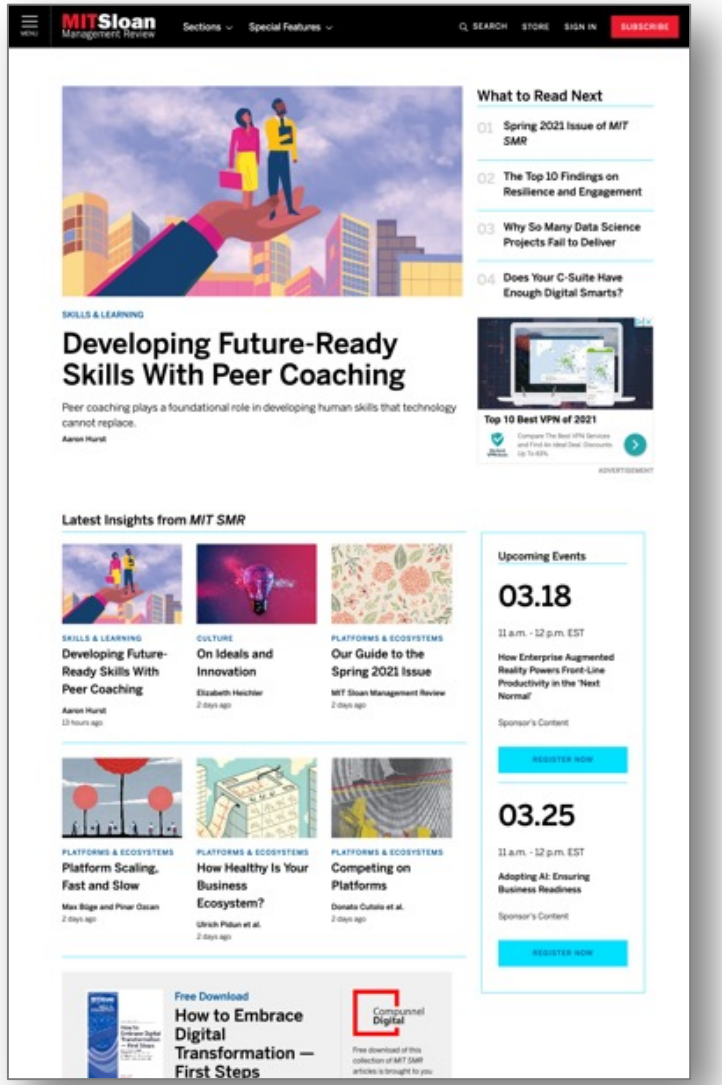


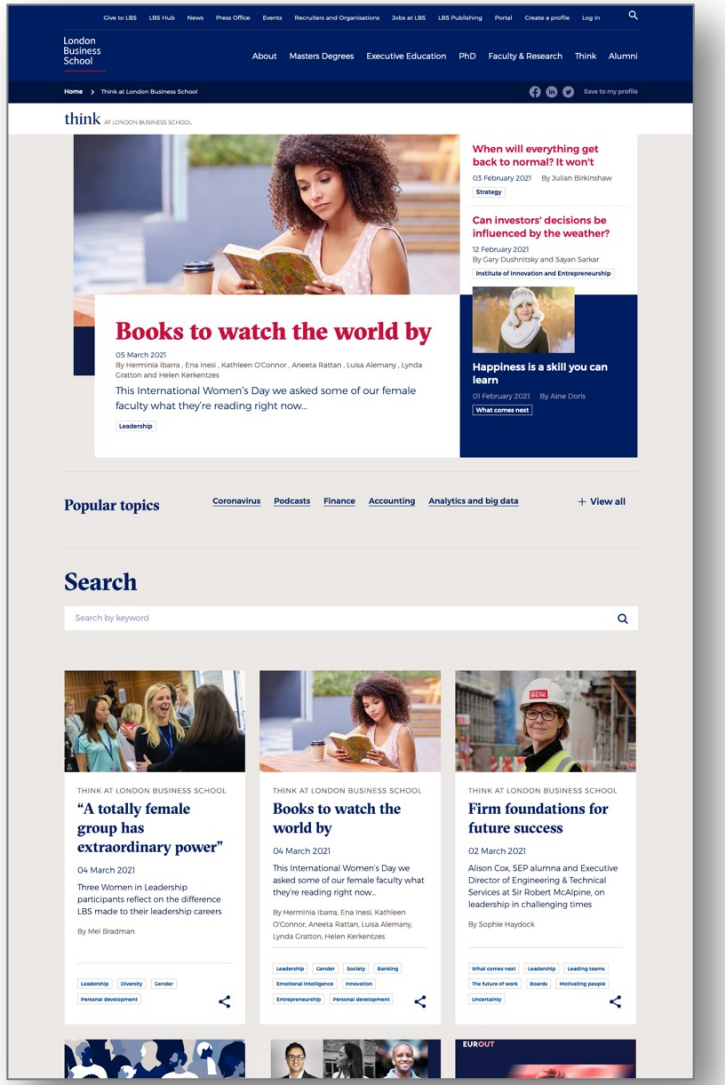




Competitor Blog Sites (IESE, MIT, LBS)







Wharton@Work: Proposed Changes

- New visual design for W@W section of the site that is less busy and features a more article-oriented layout (i.e. large images, blog area not limited to an even number of articles).
- Blog style site with postings not tied to a monthly issue publication date – articles publish as soon as they are ready. Not reliant on a chronological categorization of content but more thematic categories (Leadership, Marketing, etc.)
  - At least three of the articles will be the soft-sell of ExecEd programs that we have traditionally done.
  - One article will be a Nano Tool.
  - Other articles (industry news, videos, podcasts, pull-out quotes, surveys, etc.) would be timely based on current news in the Executive Education world. Could be a shorter format.

Wharton@Work: Proposed Changes (cont.)

- Email newsletter received an updated design in April 2020 so is not part of this project. It will still be published monthly with the four soft-sell articles and traditional callouts.
- However, the blog would be focused on the articles and not exactly match the email as there may be more articles on the site that we chose not to include in the newsletter.
- Eliminate the poll and poll archive (average of 91 people/month filled it out in 2020).
- Delete older articles and redirect their URLs to newer articles. Or hide older articles (2011-2015) from the navigation but keep them live and indexed on the site as to not negatively impact SEO.
- Additional potential grouping of articles: Editor's choice, most popular, upcoming events

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