



DIGITAL MEDIA STRATEGY

Overall Messages:

- Broad: Need to save and invest for retirement.
- Specific: Role that stable value plays in achieving saving/investing goals for retirement.

Positioning:

Board to determine positioning with Plan Sponsors and Advisors/Consultants.

Goals

- Build the SVIA brand.
- Know our audiences and provide content people care about;
 - Create a story (big idea) for sv/retirement.
 - Build interactive idea user can engage in.
- Ensure the “voice” on the various assets is correct.
- Encourage interactivity.
- Ensure content is feasible on mobile devices.
- Determine metrics for success (Google Analytics, Google Alerts, Hootsuite etc.).
- Create communications strategy and calendar.
- Source member provided content.

Messages:

- Participants
 1. Good investment for conservative investors and those close to retirement.
 2. Excellent tool as part of a diversified, retirement investment portfolio.
 3. How stable value performs/reacts to market stresses, specifically 2014 is expected to be very volatile for fixed income.
 4. Historical precedent, stable value’s book value guarantees and crediting-rate protocols, and the conservative investment principles that guide the asset class, all suggest that stable value is well positioned to navigate changes in the interest rate environment.
 5. Stable value delivered on its promise during the financial crisis.



- Plan Sponsors
 1. Blend of low volatility, bond-like returns, guaranteed principal and interest and liquidity are not available through other retirement-plan investment options.
 2. Stable value has demonstrated higher average returns than other conservative investment options (and no negative returns) with significantly lower volatility.
 3. How stable value performs/reacts to market stresses, more specifically it blunts volatility.
- Advisors and Consultants
 1. Blend of low volatility, bond-like returns, guaranteed principal and interest and liquidity are not available through other retirement-plan investment options.
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Metrics:

- Hootsuite
 - Cost - \$10/month for additional reports.
 - Enterprise level = \$18,000/year
 - There are additional reports you can generate for around \$50 a year but the weekly report is more than sufficient at our current traffic levels.
- Google analytics
 - Cost - Free
 - The free tier seems to be adequate.
 - Enterprise edition = \$150,000/year.