



Project Brief Campaign Landing Page

October 2020

What is the Problem to be Solved?

Many benefit-adjacent Tier 2 content are not support/learning/help, or evergreen office (administrative) content. Some Tier 2 content is more similar to marketing or engagement content.

- It may also have audiences other than Veterans (for example: local governments, Congress, VSOs, medical researchers).
- It may also be time based -- a particular campaign (#BeThere) or a new legislation (MISSION Act).
- This category of tier 2 content could be better served as a campaign landing page.

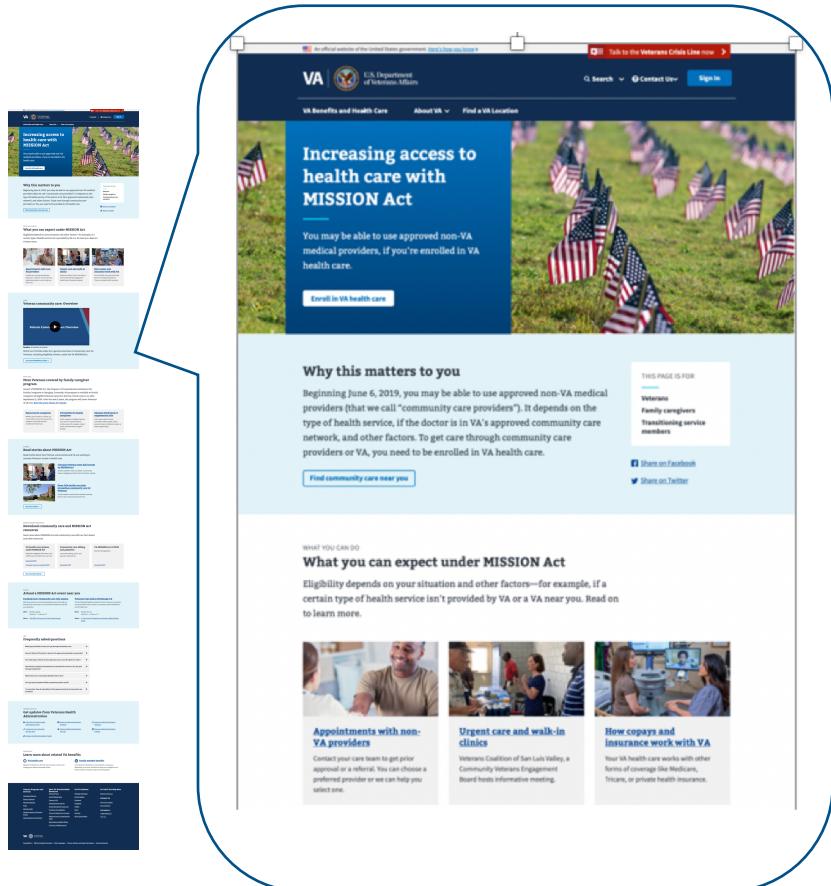
Examples of recent VA marketing initiatives that resulted in requests for Web support at VA.gov:

- Veterans wear your mask campaign
- Veterans get your flu shot campaign
- VHA moving forward -- phased re-openings -- covid-19 campaign
- VHA Covid 19 research recruitment campaign

The image displays three screenshots of VA.gov website pages, each representing a different marketing initiative:

- VA Solid Start:** A landing page featuring a person sitting on a rock overlooking a landscape. It includes sections for "Here for You" (information about the VA Solid Start program), "You Home Resources" (resources for veterans transitioning from military to civilian life), and "VA Solid Start in Calling" (information about the VA Solid Start program). The URL is [va.gov/solidstart](#).
- REACH:** A landing page with a large image of two hands holding each other. The text "Suicide is preventable." is displayed above the hands. Below the image, there is a section titled "About REACH" and a "Veterans Benefits Administration" logo. The URL is [va.gov/reach](#).
- VA MISSION Act:** A landing page for the MISSION Act. It features a large image of a hand holding a flag. The title "MISSION Act Strengthens VA Care" is prominently displayed. Below the title, there is information about the MISSION Act and its benefits for veterans. The URL is [va.gov/missionact](#).

Our Bet: Campaign Landing Page Template

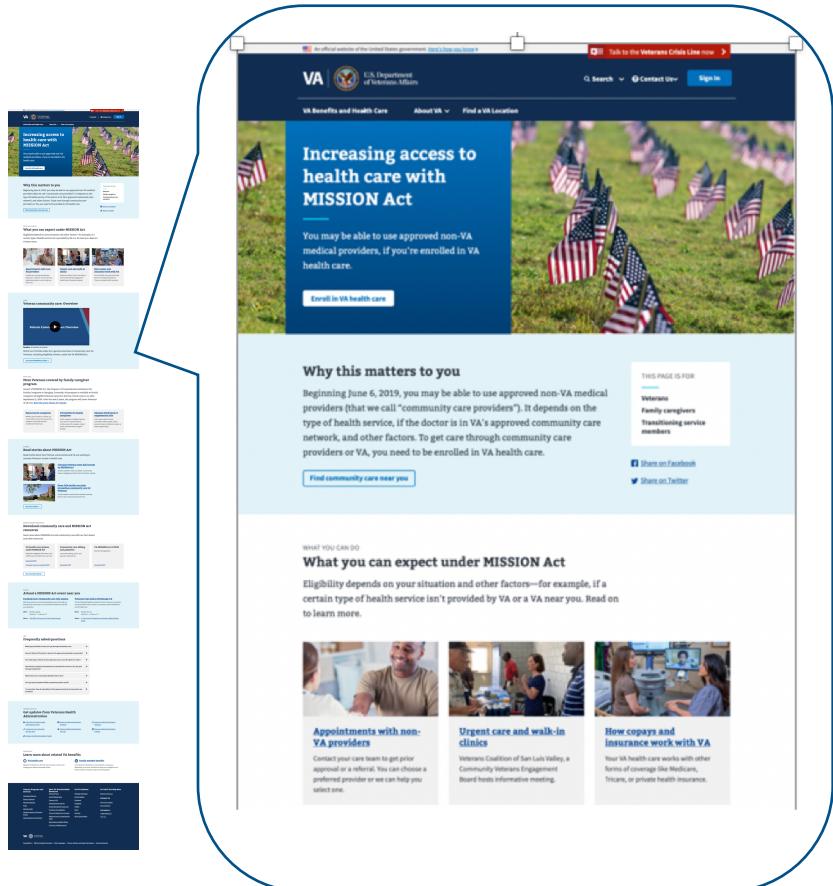


The purpose of this product is to enable an easy way for VA businesses to create and manage this type of content in the Drupal CMS leveraging current and new features/functionality.

The CLP is:

- **1-page that links to deeper content which the already exists** in the benefit hubs, in videos on YouTube, at separate VA domains (such as publichealth.va.gov), at other VA online destinations (e.g. blogs, PDF factsheets, outreach library).
- **It is created and maintained by VA business stakeholders at VHA, VBA and other groups**, with the hands on production expected to be done by their Web leads (e.g. Webmaster or Web Communications person).

Our Bet: Campaign Landing Page Template



The CLP isn't:

- A self-contained micro-site with original content, sub-pages, its own navigation
- A sub-domain

Campaign Landing Page Template - Outcomes

Desired Business Outcomes

- There is strong demand for campaign landing pages from key business stakeholders involved in originating veteran facing content. A plug-and-play Drupal CMS page building product will allow us to meet this demand with a "scaled" solution.
- Additionally a page building tool, put in the hands of trained business stakeholders, will reduce "one-off" demand of the resource-constrained Public Websites content and front-end development team.
- With this problem solved, the business would be able to produce more expertly crafted campaign landing page (with built-in SEO optimization) at less cost and impact to the product-technology team.

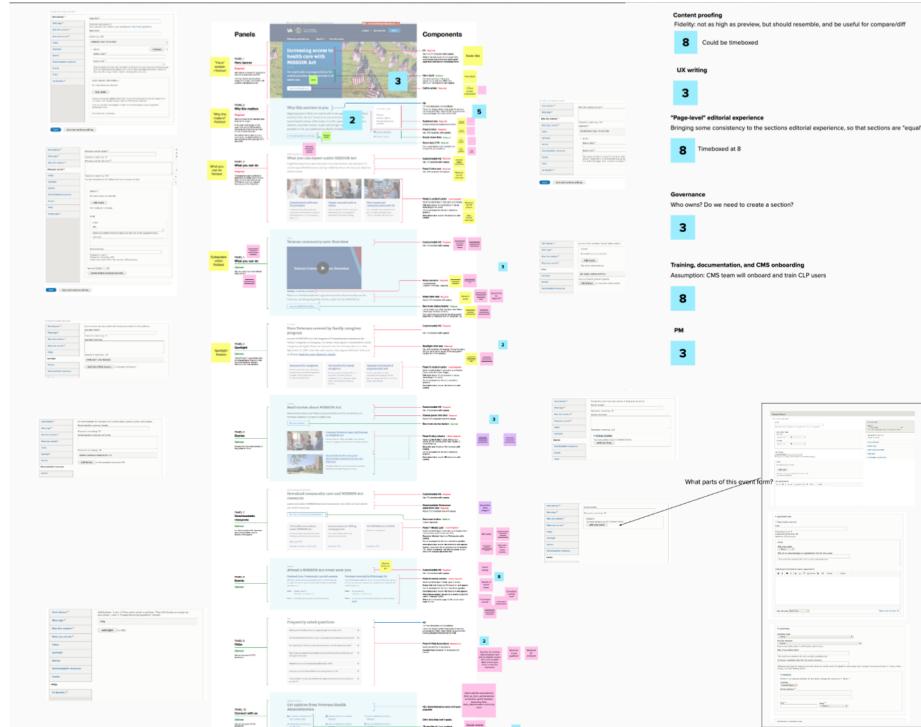
Desired Business Outcomes

- We want to avoid scope/feature creep. Our goal is to build the Campaign Landing product in smart stages, with the minimum viable number of components necessary to "launch and learn" with at least two VA stakeholder groups/users and from there iterate.

The CLP Re-start - Where We Stand

An initial technical discovery sprint occurred back in July. The result:

- A POC was created and demo'ed using existing CMS content components.
- A technical analysis was conducted, with ~30 points of effort estimated.
- CMS Epic created detailing work items (#1475)
- Key questions re: authoring governance, IA (Site linking, URLs, breadcrumbs) have been addressed https://github.com/department-of-veterans-affairs/va.gov-team/blob/master/products/content/tier-2-content-IA-and-design/campaign-landing-page-templates/content-requirements-spec/content_business_rules.md AND [content-requirements-spec/key-questions-answers.md](https://github.com/department-of-veterans-affairs/va.gov-team/blob/master/products/content/tier-2-content-IA-and-design/campaign-landing-page-templates/content-requirements-spec/key-questions-answers.md)
- Some of the components developed for the Learning Center can be leveraged for the CLP.



The CLP Re-start – Next Steps

Product (John & Brian)

- Identify at least two VA stakeholder user groups to help validate the authoring and front-end experience (e.g., Jennifer Heiland-Luedtke at VHA Digital Comms and Dr. Karras-Pilato,in the Office of Mental Health and Suicide Prevention)
- Create a project checklist to detail the project tasks and timeline to ensure successful ramp-up to MVP launch
- Better define what constitutes a successful MVP – e.g., one (or two) user groups are able to “easily” publish a CLP as a POC
- Kick-off project with PW front-end team

Platform

- Schedule Project Kickoff for Design Intent, IA and Analytics consult

CMS

- Finalize technical discovery and LOE estimates
- Provide a sprint plan for the project – what will be tackled in what sequence – to help us stay in step