



USE CONTENT

to attract and retain
high and ultra-high
net worth individuals

August 2021

TEN



High-quality content is a proven way to **engage with high and ultra-high net worth individuals**. Here, we present Ten's formula to consistently create engaging content as part of a clear, strategic approach to drive conversion, and the retention of customers of this elusive and discerning demographic with a positive ROI.

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For high and ultra-high net worth individuals, storytelling that speaks directly to them is key. Storytelling starts the conversation. Conversation earns trust. And from that trust you build conversion and, of course, retention.”

– Anthony Thornton, Content x Ten,
Global Content Director

Why Content is Key: Reach, Engage and Retain U/HNWIs

Like other consumers, **high and ultra-high net worth individuals (HNWIs/UHNWIs) are hungry for premium-quality lifestyle content.** They are more discerning than most other demographics, wanting something that's original, inspirational, and actionable that's informed by expertise and created by passionate people at the very peak of their game.

They want ideas and inspiration for things they wouldn't necessarily think of themselves but, above all, **they want insider information, expertise and authenticity.**

Carefully created and targeted lifestyle content is a key way to reach, engage and retain HNWIs/UHNWIs.



Content drives revenue by increasing awareness, conversion and retention

Where you publish content, and at what stage in the consumer life cycle you target it, is crucial and requires a clear strategy. On-site content (including articles, infographics, guides, and magazines) **makes your brand more discoverable** by your target audience, increasing traffic through search engines or social media.

This content and content within direct communications (including emails and mailshots) when it provides clear customer benefit increases trust. This trust improves acquisition of new customers and the retention of current customers. **A 5% increase in retention can increase revenue by 25-95%*** as retained customers spend more with you than new customers**. Plus, loyal customers will act as advocates, referring your company to friends and family.

Plus, investing in **evergreen content is cost-efficient**, as it will continue to drive engagement (and therefore revenue) for 12-18 months, or more.

* Amy Gallo, [Harvard Business Review](#). Oct. 2014

** Fred Reichheld, Bain & Company, 'Prescription for Cutting Costs'. Oct, 2001

Content × Ten in action

At Ten Lifestyle Group, our **award-winning content creators** have extensive experience in key formats across 12 languages (and growing):

- Articles
- Blogs
- Social media
- White Papers
- Thought leadership
- Magazines (print and digital)
- Brochures and coffee-table books
- Email (newsletters, messaging, and automation)
- Infographics
- Multi-format, multiplatform videos

This multiplatform approach enables us to speak to our members at the right time, in the right format and has given us insight into the way that well-produced content influences behaviour. We have a huge library of content, including **thousands of articles, 120 travel guides** covering destinations across the world, plus access to world-famous talent – from designer **Tom Dixon** and Booker Prize-winning author **Bernardine Evaristo** to chef **Heston Blumenthal** and fashion designer **Christian Louboutin** – in more than **20 magazines**.

Key results

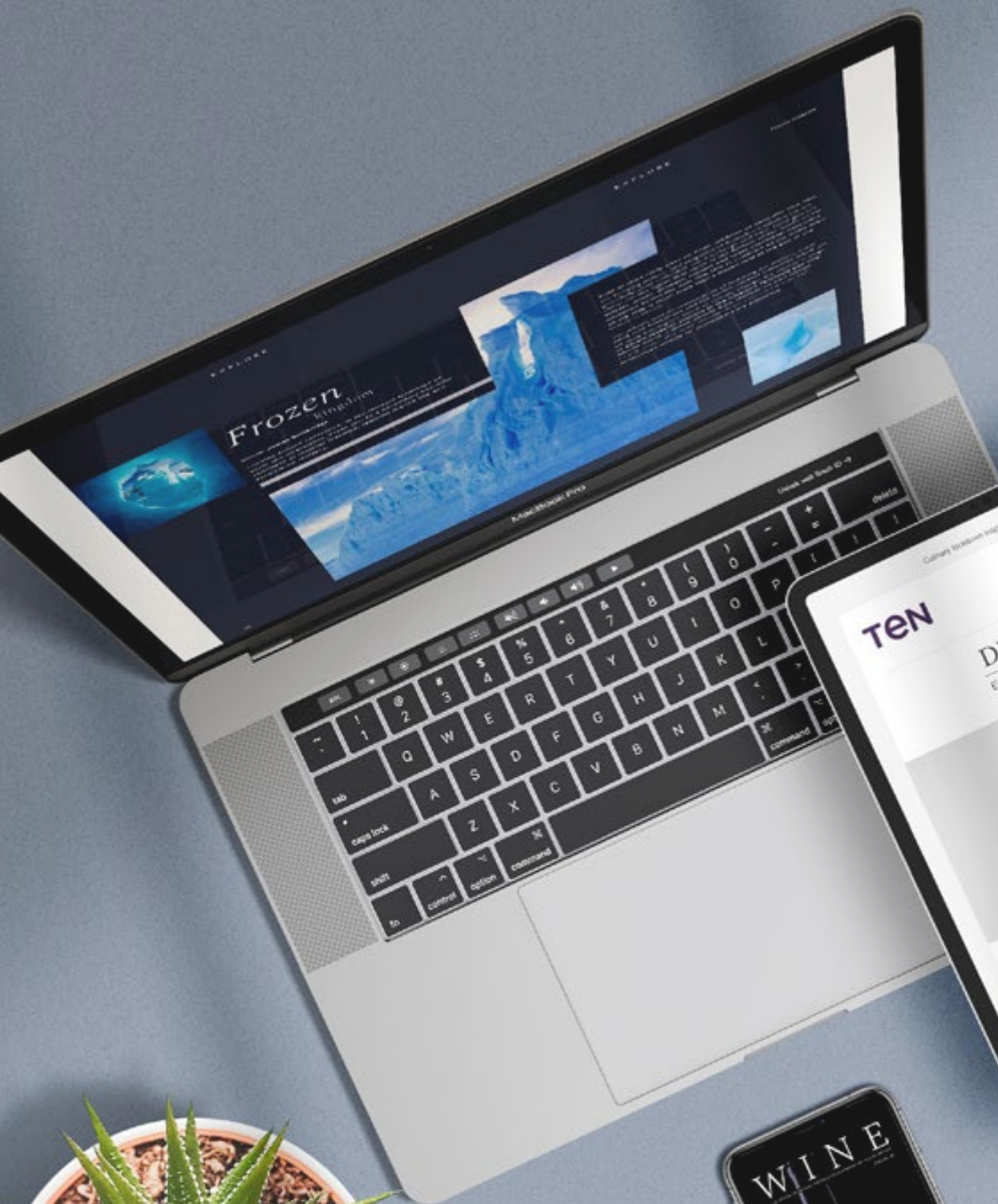
3x

People reading our articles are **3x more likely** to convert

70%

Our targeted emails have an average **open rate of 70% and conversion rate of 15%**





Case study: A leading UK private bank

We supplied a **prestigious UK private bank** with eight lifestyle guides, covering films, books, novels, and wellness. These digital guides were available to download and share with friends for free from their website.

Goals: Raise awareness, drive website traffic, position the brand as ‘not just a bank’.

Content created: 8 high-quality guides curated by experienced journalists and subject experts.

Results: These guides became the most popular pieces of content recorded by the bank that year, outperforming every other part of the website.



This content beat even the most popular content we’ve made and that is impressive.”

– Private banking’s Head of Marketing

30% increase in conversion rates

In a test we performed in spring 2021, we found that our guides and magazines influence the behaviour of U/HNWI customers. Investigating a year of data, we discovered that customers’ behaviours positively changed after they read their first

magazine or guide **with conversion rates increasing by 30%.**

Having analysed the data, we know that customers who engage with our guides and magazines spend 16.4% more than those who don’t.

Greater content engagement



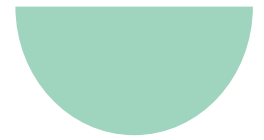
Greater conversion and greater spend



The Effective Content Methodology: Data, Insight, and The Content Engine

What are the key things you need to do to create content that engages U/HNWIs? What do you need to succeed in content and drive your KPIs? **Insight** and a clearly defined **methodology** are crucial.





Data and insight are the foundations of all successful content projects.

How do you gain the insights you need? This is an area where you should use the data you have available to:

- **Research the behavioural trend data** of your current customers (where they live, travel, work, how often they spend, when they spend, and what they buy)*.
- **Survey your customer base** – ask them what they want and need.
- **Create personas** – this enables you to see through the eyes of your target customer and aid you in making decisions about the content you create.
- **Develop insight reports** – these are available from global consumer-insight firms, including WGSN, Kantar, and Wealth-X.
- **Engage an expert** in the field you wish to operate in.
- **Research newspapers, magazines, and websites targeted at HNWIs** including the *Financial Times*' *How To Spend It* or *Robb Report* in the US target HNWIs/ UHNWIs.

*Content x Ten is part of Ten Lifestyle Group, and **we help 10,000+ HNWIs/UHNWIs to manage their lifestyles**, and elevate their travel, dining, entertainment and leisure experiences every day. We know the behaviours and needs of our demographic across the globe. Plus, with access to 7 million+ data points, we have the key information to create the right content for the right people and positively influence behaviour. For more insight check out our case study: [The Great Wealth Transfer](#).

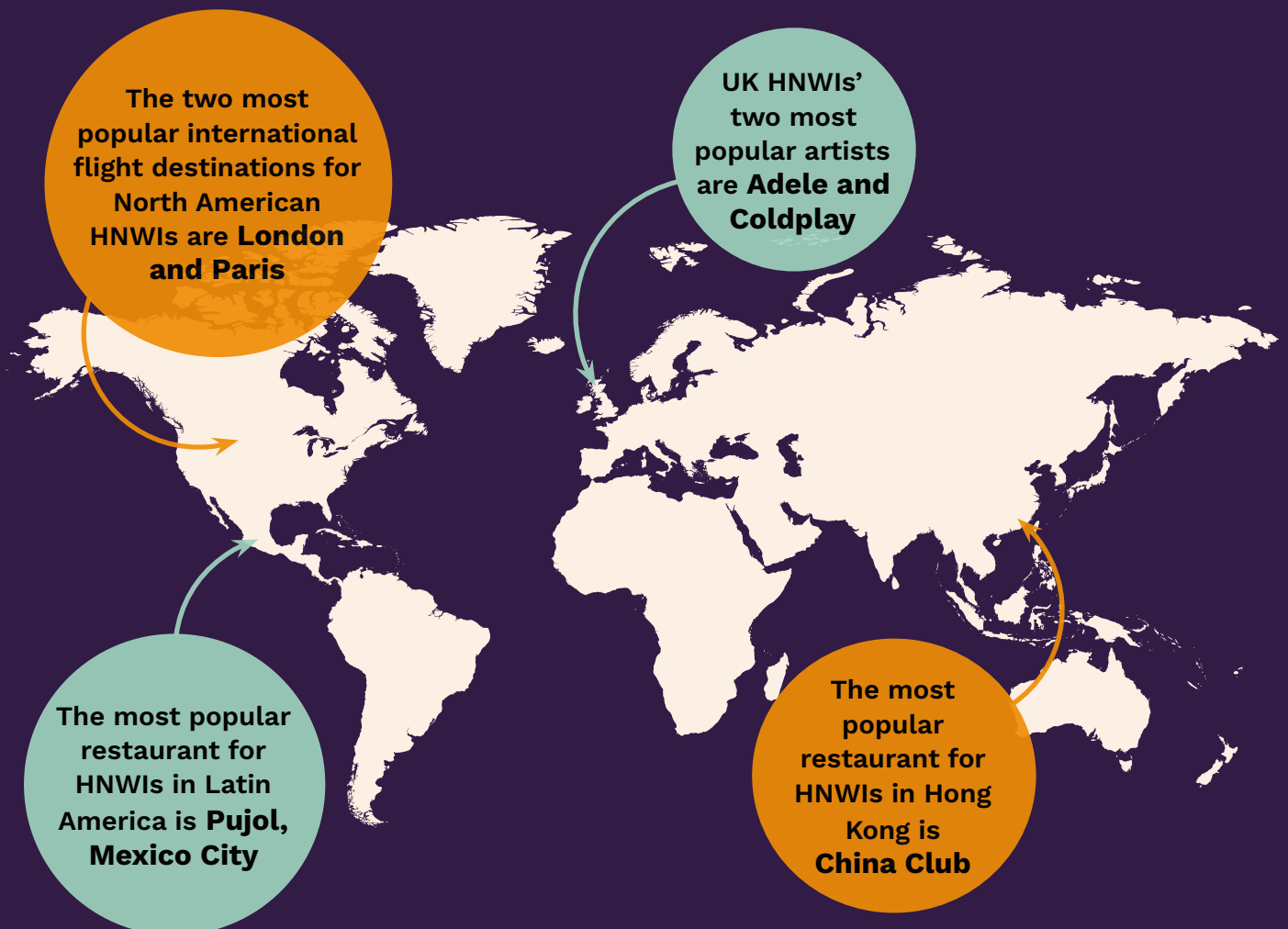




Once this work is completed, you need to identify what it is that your customers and prospects want from content, and then select the editorial themes you should invest your time and resources in.

Sample HNWII insights

Four insights gleaned from our 7 million+ data points





What drives great content?

The Content Engine

Over the past three years, **Content x Ten** has developed a process that has accelerated the growth, quality, and impact of content. We call this process **The Content Engine**, and it ensures we produce premium-quality, engaging content at scale.

Inside The Content Engine

Data and insight

- The foundation upon which all content should be built. (see p 12)

Market assessment

- Review your competitors. What kind of content are they producing?
- We suggest using a detailed scorecard to assess their content and its impact. The advantage of this is that you can score it against your own content. Our **Content Assessment System** was created by our in-house premium content experts, who possess more than 30 years of experience in the luxury publishing landscape. (see p 21)

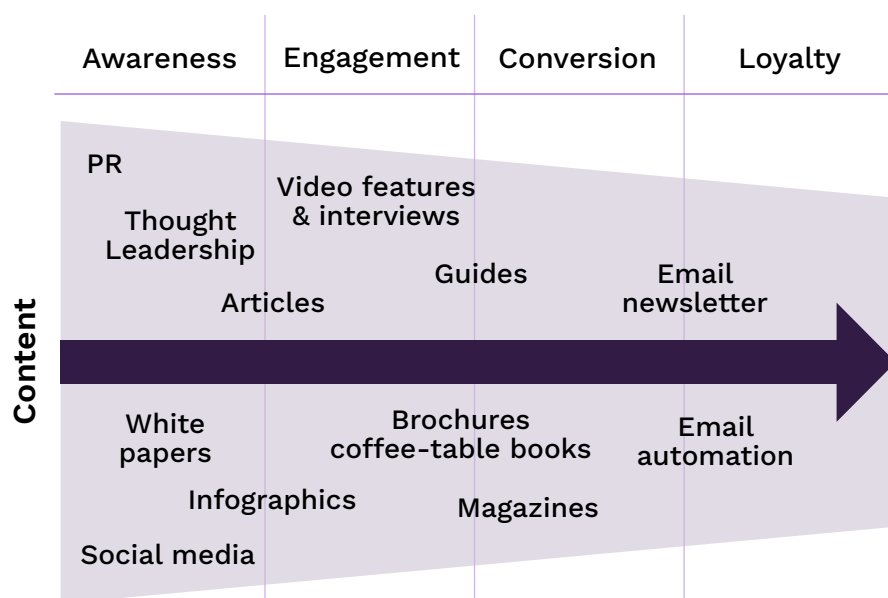
Strategy

Define objectives and KPIs. It's not enough just to create content; what are you creating it *for*?

- What does your customer life cycle look like? What is motivating them at each stage?
 - Awareness
 - Engagement
 - Conversion
 - Loyalty
- Map the content themes to stages in the life cycle.
- Map where your audience seeks this content at each stage of the life cycle. (Bonus: are your competitors there and, if so, in what form – **can you be distinctive and differentiate yourself?**)
- Prioritise the audience you want to reach.



Content drives action



- Is there a single content theme you can be distinctive in and make your own? (Bonus: is **there content that can straddle all four sections of the content funnel?** At Content x Ten, we've discovered that insider knowledge of travel at scale drives all four stages of the funnel, so we invested in it.)

Planning

You know *why* you're creating content, and you know what audience you're aiming to reach. But what content should

you create – and when and how? When do you review and update? After all, current content will continue to engage.

Example planning grid

	August	September	October	November	December	January
Company website	2x articles 1x infographic	2x articles	2x articles	2x articles 1x infographic	2x articles	2x articles
Facebook	Articles Video Newsletter promo Guide promo	Articles Video Newsletter promo Magazine promo	Articles Video Newsletter promo Guide promo	Articles Video Newsletter promo Magazine promo	Articles Video Newsletter promo Guide promo	Articles Video Newsletter promo Magazine promo
Twitter	40x posts	40x posts	40x posts	40x posts	40x posts	40x posts
WeChat	5x posts	5x posts	5x posts	5x posts	5x posts	5x posts
Email	Newsletter	Newsletter	Newsletter	Newsletter	NewTsletter	Newsletter
Digital magazine/ guide*	Guide	Guide	Guide	Guide	Guide	Guide
Hardcopy bookazine					A Year In Review	

* (PDF / html 5 viewer)



Commissioning

You cannot underestimate the impact of good commissioning. It is the **difference between OK content delivery and make-your-competitors-sick-with-envy** content delivery. A good writer will create above average content; someone who's great at commissioning will ensure the *right* good writer is creating each piece and, as a result, all **your content will work in tandem, magnifying your impact** as customers discover more of your quality content.

Bonus: Have your Style Guide (p 20) ready to go to ensure that all writers are aligned with the tone of voice that you're trying to deliver. And remember, the tone of voice should be appropriate to your brand and your content.

Execution

Whether you're creating in-house, using freelancers or employing an agency, it's key that your process is watertight and loaded with the correct approval processes. At Content × Ten, we have a 12-stage publication process to ensure the quality of published content remains exceptional.



Measure and improve

As part of the planning process, you'll have put in post-publication milestones to review your outputs. This is the time to measure the performance of the KPIs against the goals and, on a quarterly basis, review your output using your **Content Assessment System** (p 21). This feedback will enable you to consistently improve.



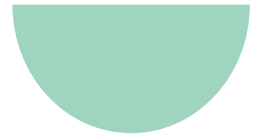
Content Toolkit:

The Style Guide and Content Assessment System

Any great creative endeavour needs a foundation and a toolkit. The foundation for content is, at its best, a mixture of insight and creativity. If you can bring real knowledge and experience, and combine it with creative talent, you'll rarely lose.

What really takes content to the next level – ensuring that not only do you produce brilliant, engaging content but *consistently* brilliant content – is two crucial items in your toolkit: the **Style Guide** and a **Content Assessment System**.





The Style Guide

A **Style Guide** provides rigorous guidelines on how copy is crafted, covering tone of voice, values and the core communications of your brand.

It ensures that correct grammar and spelling is maintained and that – importantly – there is consistency in the use of language. It will enable everyone writing for your organisation to convey the spirit and intention of your brand in every word they use,

authentically communicating the ideals and values of the organisation.

If you don't have a Style Guide you can get an idea of the importance and impact of an in-depth Style Guide by reviewing the many examples available online. Some content agencies, including Content x Ten, will be able to work with you and your team to formulate and codify your tone of voice, and create the corresponding Style Guide.





The Content Assessment System

It's vital as you create content that you ensure it consistently meets your high needs. This requires a degree of detachment that few, except the very senior, can muster. We recommend creating and establishing a **Content Assessment System** to ensure that your content is always exceptional.

Over the past five years at Ten, we have developed a system based on a **100-point scale that enables us to**

grade the content in a way that removes subjectivity. Utilising this scale, we can ensure that our content remains at the highest possible level.

A Content Assessment System can also be used to **interrogate the work of competitors**. By probing in this way, you can identify precisely where their content is succeeding and where it is falling short, giving you a notable competitive advantage.

Tone of voice

- ✓ Effective storytelling
- ✓ Engaging headlines and warm tone
- ✓ Clear and concise hooks
- ✓ Elevated language and clean syntax
- ✓ Inspiring, informative and active voice
- ✓ Promoting diversity and inclusion

Brand

- ✓ Ensuring brand association
- ✓ True representation of values and proposition

Creativity

- ✓ Art direction
- ✓ Quality of visuals and branding ratio



Conclusion

High and ultra-high net worth individuals are considered to be among the most challenging of groups to engage with. However, with a clear strategy and approach to content it's possible to engage this most discerning of groups, leading to an increase in **ROI, customer retention and customer acquisition.**

Takeaways

- Use data to identify the **motivating content themes** of your current and prospective customers.
- Invest time in **defining precisely what your content goals are.**
- Segment the audience into where they are in the funnel, **identify** the content themes that engage them, and commission motivating content to drive conversions.
- Employ your own version of **The Content Engine** to ensure that the content you're creating is the *right* content that will reach the right person at the right time.
- Ensure consistently high-quality content using a **Style Guide** and a Content Assessment System.
- **Measure your content KPIs against your goals,** review your content on a regular basis and ensure that you **consistently improve.**

About Content × Ten

Content × Ten is Ten's in-house agency. Commissioned by clients to create high-quality, engaging content, we also offer consultancy on content strategy, Style Guides and Content Assessment systems.

Contact **Content × Ten** to discuss how we can help you create impactful content that drives ROI, customer retention and customer acquisition.

Contact:

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About Ten

Ten Lifestyle Group is a global travel and lifestyle management company launched in 1998. **We provide an unrivalled, personalised service** that enables our members to enjoy the best experiences life has to offer.

We enhance the lives of our members by unlocking the benefits that no one else can access. Our huge range of exceptional services include a **fully tailored travel service, complimentary upgrades,**

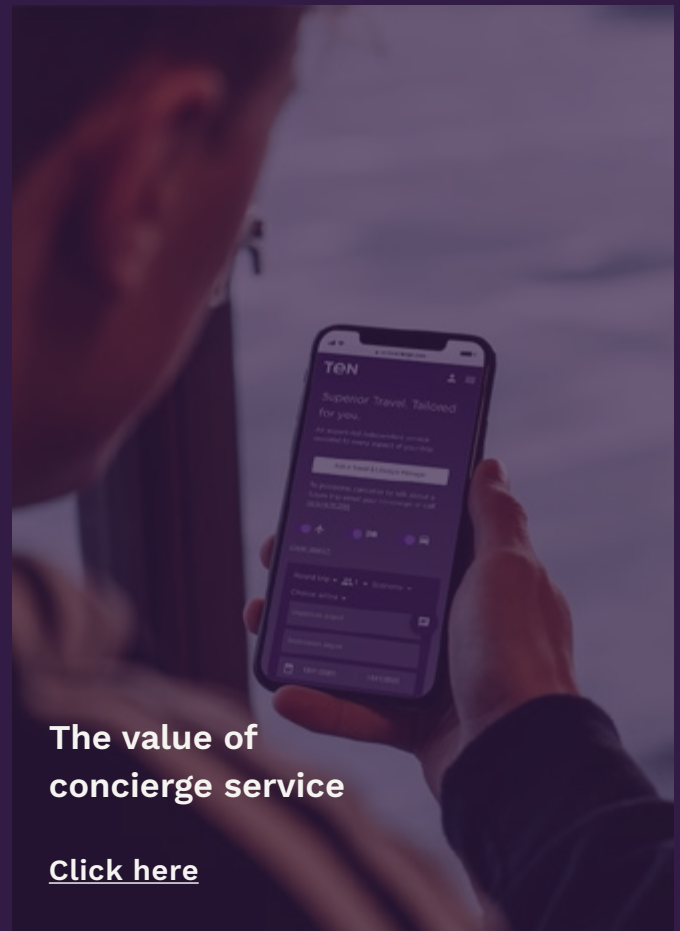
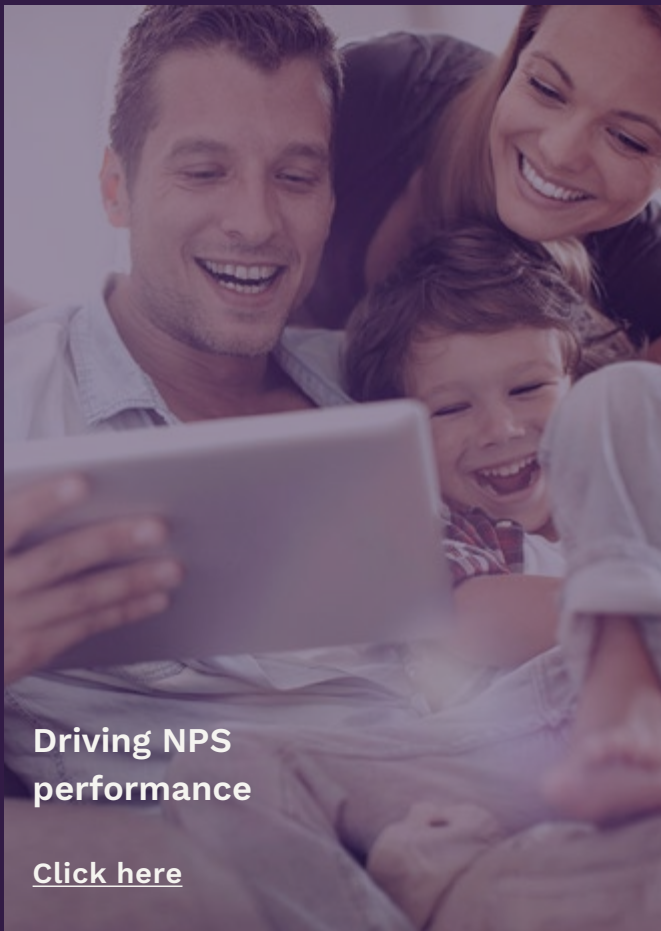
unparalleled dining experiences at the world's top 10,000 restaurants, and **exclusive offers** and events with some of the **world's top brands**.

We employ more than 1,000 members of staff in 22 offices worldwide, and work with 50 corporate clients to provide first-class experiences for **100,000s of high and ultra-high net worth individuals** across the globe.



Learn more

Why not investigate other insights from Ten? These include:



An aerial photograph of a boat moving through dark blue water, leaving a bright, circular wake. The word "TEN" is printed in white, bold, sans-serif capital letters in the center of the image. The entire image is framed by a white grid. The grid has a top-left corner with an 'X' mark, a top-right corner with two horizontal lines, a bottom-left corner with two semi-circles, and a bottom-right corner with a diagonal line.

TEN