

# Henryford.com Homepage Hero Strategy

## Process

The hero series on the homepage of henryford.com will be updated quarterly, or as needed. Team members from across Marketing, Web, PR, and other departments are encouraged to submit current and relevant suggestions for hero features for consideration on the homepage. All stories, even in draft or brainstorming stages, can be shared with Web Services during the "Call for Heroes" email, or at any time throughout the year.

All hero ideas should be added to the [Hero Homepage Calendar](#) to the "Ideas" tab. Hero images should also be included here (when available) as a link to the photo in WebDam/Dropbox/other or placed directly in the following OFP shared drive "Image Assets" folder:

[S:\OFP\PLAN\\_MKT\Web\HF.com\Homepage Hero](S:\OFP\PLAN_MKT\Web\HF.com\Homepage Hero).

Finalized hero ideas will be copied over to the "Final Selections" tab to be shared with the Marketing Leadership team prior to their standing monthly meeting, held on the 4th Thursday of each month. Final ideas need to be submitted by the Tuesday prior to the calendar spreadsheet and will be reviewed during the Marketing Leadership Meetings. Please note: A final story will not be accepted unless all the criteria for the hero is provided. This includes the final story or content to link to, hero image, and hero headline.

Web Services will be responsible for posting hero features and assisting with any feedback or guidance around hero assets, as needed. Marketing Leadership will be responsible for approving the final hero features for each homepage series. If an idea is submitted, but not chosen to be featured that round, the idea could be used elsewhere on Henryford.com or a later date.

## Guidelines

The henryford.com homepage is the digital front door for the Health System and first impressions are important in building trust and confidence. The goal for heroes is to showcase key service lines and unique health offerings, using patient stories or related campaigns. We strive to incorporate diversity of age, gender and ethnicity as well as seasonally appropriate imagery, whenever possible. We strive to feature strong visual imagery to fit within the "All for You" brand standards. This includes high quality photography to deliver patient-focused messages, showcasing lifestyles and real-life patients. Poor quality images will not be accepted for the homepage. Also try to avoid stock imagery and clinical or physician photos. We need to consider the diversity of our patients and the geographic reach need to be applicable to the entire Health System.

The standard series for the homepage hero generally consists of at least three patient stories, with the fourth hero item being open for a current press release, a priority service line campaign, a blog feature, another patient story, etc. This standard can be flexible to accommodate System priorities in place of patient stories, or in the case that there are not four relevant items in each series.