

FHLBDM, a federally-owned financial institution specializing in providing liquidity and financial products for member banks to encourage and stimulate home ownership, contacted Hudson Fusion to help develop a new mini-site. This mini-site's purpose was to provide an informational resource for member banks regarding financial products which help lower funding costs and mitigate risk. The ultimate aim was to enable easier access to the sorts of resources that allow financial institutions to make smart decisions regarding extending home loans. The Federal Home Loan Bank of Des Moines also required help developing a content strategy and branding their new site. Hudson Fusion was able to provide them with a best-fit website and content strategy to meet their business goals.

Results

- Hudson Fusion provided the Federal Home Loan Bank of Des Moines with a responsive, easy-to-use mini-site for their extensive, in-depth content library featuring clear user-focused organization. Hudson Fusion also provided a detailed launch plan and a short-term content plan to get them started.

How Hudson Fusion Made It Happen

- Engaged in extensive brand and trademark research before recommending site branding
- Included optimized messaging for their target audience focusing on client business goals and reinforcing user interest
- Allowed for a mix of media types including PDF, video, and infographics
- Utilized sophisticated content management tools to allow for ongoing self-management by the FHLBDM team
- Provided training opportunities to ensure competency
- Oversaw launch strategy, including providing FHLBDM team members with talking points for member meetings
- Developed a detailed three-month content strategy to help ensure they were properly leveraging the new site

