WholisticMatters™
POWERED BY: STANDARD PROCESS INC.

This community-focused website allows health and wellness experts to engage meaningfully with their patients as well as other professionals.

Background

Wholistic Matters, one of several sites owned by parent company Standard Process, provides health care professionals with a source of online nutritional and digestive health information focused on nutritional research, protocols, and scientific information. Site engagement is strongly encouraged through content sharing and online topic conversations.

Wakefly was contacted in 2017 by a third-party vendor to build the Wholistic Matters website on Kentico. Developing the Wholistic Matters website on Kentico was essential to maintain platform continuity across all Standard Process sites, maintain internal developer efficiencies, and keep costs in check. This project started as a blog and ultimately evolved into a highly complex "Exercise in Dynamic Data", becoming a showcase of Wakefly/Kentico customization talents. Wakefly architected a dynamic data solution within Kentico and built a site capable of serving as a social media platform.

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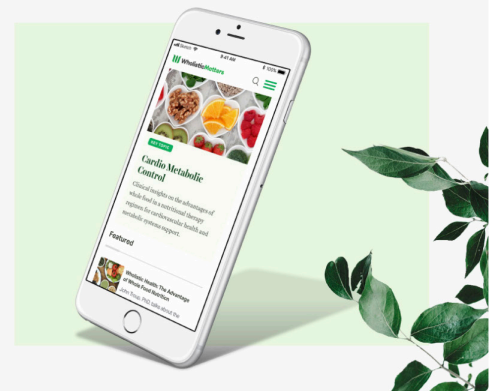Discover ▾   Interactive Tools ▾   Professional Education ▾   Culinary Wellness ▾   🔍   Login   **Sign Up**
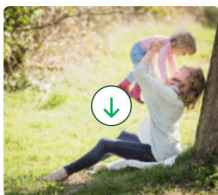
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Clinically driven nutrition insights you can trust to be balanced, credible, and reliable. Advancing wholistic health care: integrative, functional, and natural. Because **it matters.**

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Goals

Prior to site design, it was expressed that the Wholistic Matters website would serve as a highly functional blog site with some Kentico EMS features for tracking. Its purpose was to drive traffic to the Standard Process website and promote their Supplement business. Content sharing and site engagement were not the main objectives.

However, during the planning and design phase, project expectations shifted. Standard Process decided that developing a site that behaved more like a social media platform would provide greater value than the original design. In addition to posting content, they wanted the ability for members to:

- share articles
- add articles to reading lists
- share reading lists
- follow conversations
- "like" or follow other member reading lists
- start or respond to existing conversations
- assign content and reading lists as private or public via "Toggle"

Challenges

At the start of the project, Wakefly planned to mostly use out-of-the-box Kentico functionality to build the site. As client expectations changed, it became apparent that additional customizations would need to be built to
extend the Kentico platform.

There were several challenges that needed to be overcome:

1. Curated Conversations:
Standard Process wanted conversations to be discussions that were created and curated by their internal team. Users should be able to add comments, as well as have the ability to "like" a comment
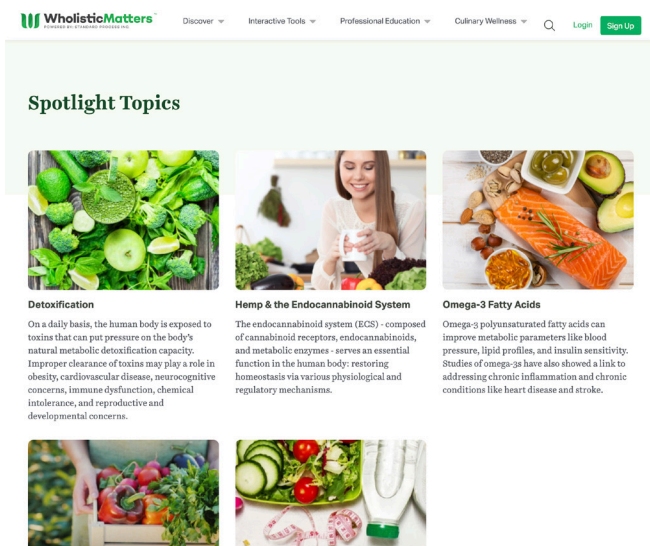
2. FDA Regulations:
There are very specific linking rules established by the FDA when linking supplements to a website. Wakefly would have to make sure these regulations were not violated.
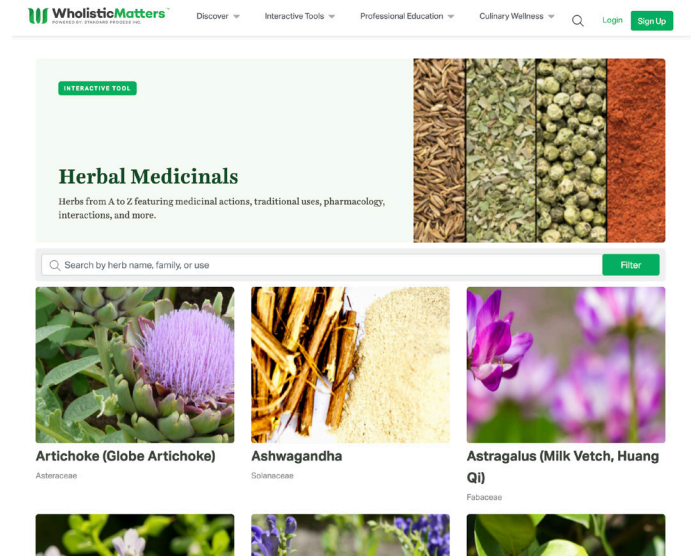
3. Dynamic Data:
Since the site promotes frequent member interaction (i.e., sharing content, adding to lists, liking content), administering dynamic data was going to be crucial for project success.

4. Custom Notifications:
Similar to a social media platform, logged in users needed to get notifications for any of the following activities:
   a. when someone commented on a conversation that was being followed
   b. When someone liked a comment that was written
   c. When someone followed a read list that was created
   d. Whenever Wholistic Matters published an "announcement"

5. Marketing Tracking and Workflows:
The Wholistic Matters team wanted to set up:
   a. lead scoring based on certain activities users performed on the site:
      i. articles not read
      ii. articles read
      iii. bio added
      iv. created an account
   b. custom marketing workflows to drive users to specific article content from Facebook ads that would trigger a pop-up and then prompt the user to create a profile/sign in and start a read list

Solution

Wakefly determined that Kentico's built-in functionality would cover some of the website's requirements, but additional customization would be needed to extend a lot of the baseline functionality in order to meet the specific needs of Wholistic Matters. One of Kentico's strengths is its ability to take existing functionality and build on its foundation:

1. Curated Conversations:
Kentico's Message Board feature included most of the functionality that was needed to achieve Wholistic Matters' vision. Additional customization using Kentico Custom Tables was used to implement the 'like' feature by "storing" likes.

2. FDA Regulations:
A CSS class was created that could be used on any external links to display the following message to inform the user they are leaving the site. This allowed non-technical users to add the class to links in the editor without having to touch code.

3. Dynamic Data:
Wakefly developers leveraged Kentico Custom Tables to add data tables for a specific data structure, allowing them to associate a specific piece of content with a specific user ID and a reading list. Developers also implemented dynamic functionality by defining a Web API that works with Kentico's Document API using a JavaScript front-end framework (Vue.js). Vue.js is used for handling dynamic interactions on the site (i.e., add articles to a read list, delete a read list, "like" comments, toggle visibility of a member's read lists, unfollow topics, etc.). The Web API allows Vue.js to communicate with Kentico and retrieve and/or modify the data stored in Kentico's database. This added functionality allows a member user to make profile changes (i.e., add or delete reading lists) notifying Kentico to update its database and update the current web page without having to perform a page refresh.
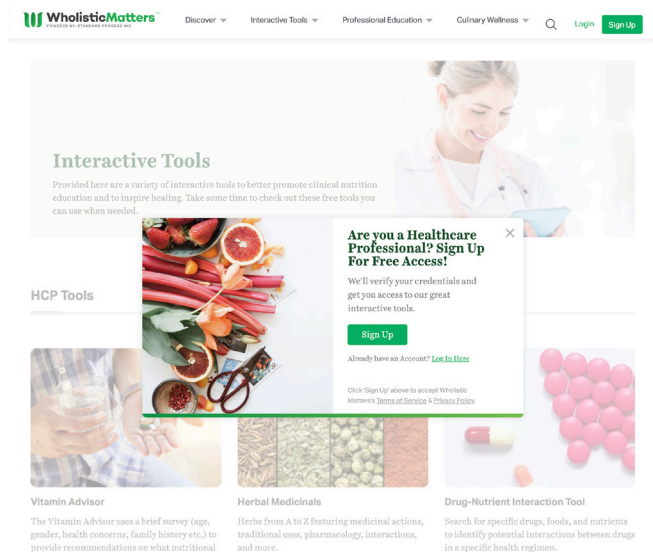

4. Custom Notifications:
A custom page type for announcements was created and then a repeater was used to dynamically pull in any announcements to the notification center area of the site.

5. Marketing Tracking and Workflows:
The Wholistic Matters site uses Kentico's EMS scoring capabilities to set up lead scoring based on activities that users performed while using the site. Standard Process is also using Kentico's Web Analytics to help them make
marketing decisions based on user interactions with the site. In addition to out-of-the-box EMS features, Wakefly created a custom web part for a pop-up with a link and custom forms to drive users to create a profile and start a read list.
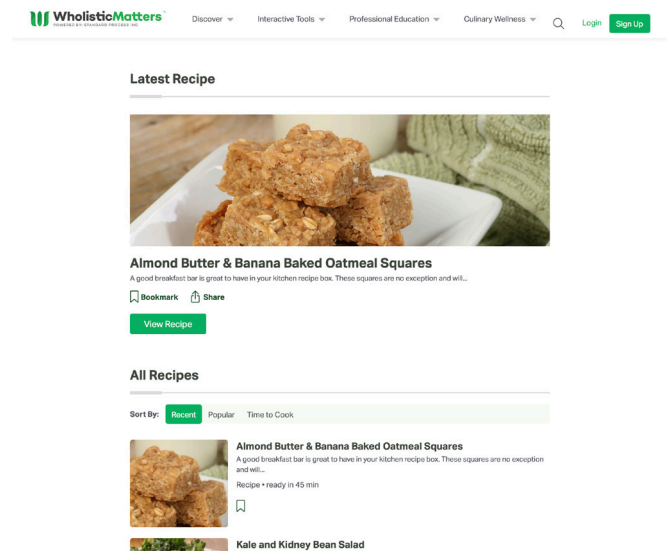
Results

The site went live on October 4, 2017. Following the Kentico customizations,
Wakefly was able to accomplish the following dynamic data capabilities within Kentico and they are fully functional on the live site:

- add comments to new or existing conversations
- add or remove reading groups from member profiles
- "like" content
- share content through various social media channels
- toggle content between public and private mode
- follow conversations and share via social media

Most importantly, it was possible to provide this functionality within Kentico
and maintain Kentico platform continuity.

Key Criteria for Choosing Kentico

From a financial and operational standpoint, Kentico was an obvious choice for Wholistic Matters. All the Standard Process websites use Kentico as its CMS and they wanted to keep this continuity across all websites. Standard Process developers are Kentico trained, making them more efficient in this platform and saving them money by not having to hire or train additional staff to manage the website going forward.

On the technical side, Kentico's robust API made it possible for Wakefly to
extend the out-of-the-box feature set in order to achieve the results needed. A less flexible CMS would have prevented the building of a website that performed in a way that Wholistic Matters found valuable.
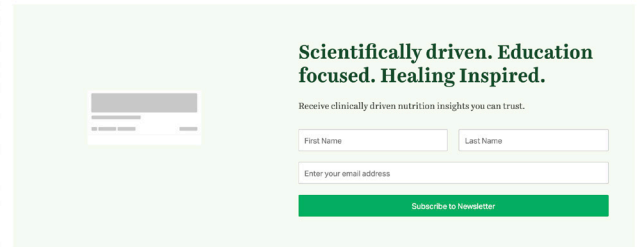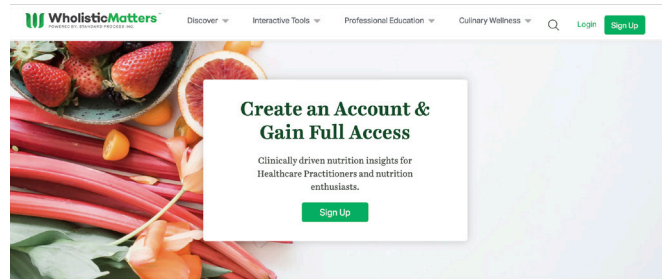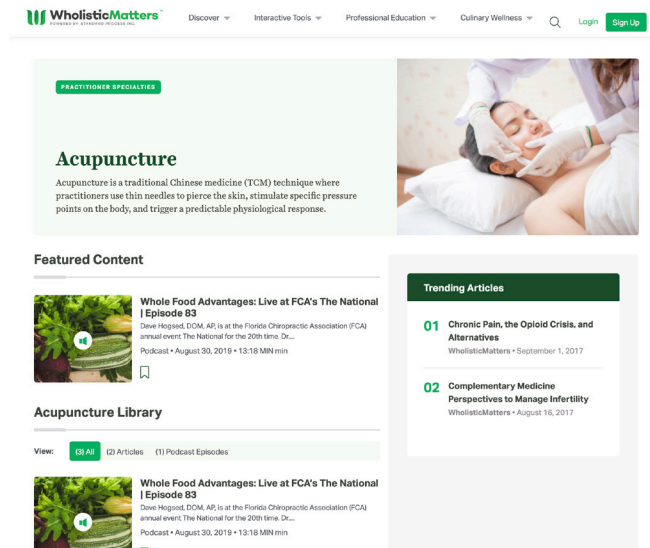
Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.