

Content Order	Status	Market Page URL	Subheadings	Optional Keywords (1)	Internal Links to Include (1)	Required Keywords	Strategy Start Date	Strategy Delivery Date
#967	(0) Strategy in progress	<a href="https://www.etsy.com/market/desk_mat">https://www.etsy.com/market/desk_mat</a>	<p>What is a desk mat/what is the purpose of a desk mat (Talk about what is and what its purpose and types are within this.) Alternative: What is a desk mat and what is the purpose of it</p> <p>What should I look for when buying a desk mat (Talk about size, color, surface type, materials, and extra features like wireless charging here. And this is another option where the types can be discussed.)</p> <p>What is the best material for a desk mat? (This is an optional third subheading if it isn't covered in the "look for" subheading.)</p>	desk mat with wireless charging, desk pad with wireless charger, charging desk mat, best desk mat, what is the purpose of a desk mat	<p>Category: <a href="https://www.etsy.com/c/home-and-living/office?ref=catnav-891">https://www.etsy.com/c/home-and-living/office?ref=catnav-891</a> OR <a href="https://www.etsy.com/c/home-and-living/office/desk-name-plates?ref=catcard-12397-266024345&amp;explicit=1">https://www.etsy.com/c/home-and-living/office/desk-name-plates?ref=catcard-12397-266024345&amp;explicit=1</a></p> <p>Market: <a href="https://www.etsy.com/market/large_desk_mat?explicit=1&amp;ref=guided_search_6&amp;guided_search=1">https://www.etsy.com/market/large_desk_mat?explicit=1&amp;ref=guided_search_6&amp;guided_search=1</a> OR <a href="https://www.etsy.com/market/felt_desk_mat?explicit=1&amp;ref=guided_search_4&amp;guided_search=1">https://www.etsy.com/market/felt_desk_mat?explicit=1&amp;ref=guided_search_4&amp;guided_search=1</a></p>	leather desk mat, anime desk mat, computer desk mat, large desk mat, aesthetic desk mat, wireless charging desk pad		
#968	(0) Strategy in progress	<a href="https://www.etsy.com/market/thank_you_gifts">https://www.etsy.com/market/thank_you_gifts</a>	<p>Who could use a thank you gift? (Explain what thank you gifts are good for and the types of people--men, women, teachers, wedding brides, etc.--possibly good for one.)</p> <p>Types of thank you gifts (Optional, given that the types of people who receive thank you gifts might cover these types.)</p> <p>What are some unique thank you gift ideas?</p>	<p>Bulk Thank You Gifts</p> <p>Personalized Thank You Gifts</p> <p>Thank You Gifts Baskets</p> <p>Thank You Gift Boxes</p> <p>Thank You Gifts For Weddings</p> <p>unique employee appreciation gifts</p>	<p>Category: <a href="https://www.etsy.com/featured/gift-guide-for-her?ref=catnav-gift-guide-for-her">https://www.etsy.com/featured/gift-guide-for-her?ref=catnav-gift-guide-for-her</a> OR <a href="https://www.etsy.com/c/wedding-and-party?ref=catnav-10983">https://www.etsy.com/c/wedding-and-party?ref=catnav-10983</a></p> <p>Market: <a href="https://www.etsy.com/market/thank_you_gifts_for_coworkers">https://www.etsy.com/market/thank_you_gifts_for_coworkers</a> OR <a href="https://www.etsy.com/market/aiff_baskets">https://www.etsy.com/market/aiff_baskets</a> OR <a href="https://www.etsy.com/market/aiff_baskets">https://www.etsy.com/market/aiff_baskets</a></p>	<p>thank you gift for coworkers</p> <p>thank you gifts for men</p> <p>thank you gifts for friends</p> <p>thank you gift ideas</p> <p>unique thank you gifts</p> <p>thank you gifts for teachers</p> <p>Thank You Gifts for Baby Showers</p> <p>Thank You Gifts For Women</p> <p>thoughtful thank you gift ideas</p>		
#969	(0) Strategy in progress	<a href="https://www.etsy.com/market/baby_book">https://www.etsy.com/market/baby_book</a>	<p>What are baby books used for?</p> <p>What goes in a baby memory book? (Explain what some creative, unique, classic, and personalized ideas are here, such as ultrasound photos, birth story, baby shower trinkets, etc.).</p> <p>What kinds of baby memory books can you find on Etsy? (Mention items like journal, scrapbooks, etc.)</p>	<p>baby record book</p> <p>baby book first year</p>	<p>Category: <a href="https://www.etsy.com/c/craft-supplies-and-tools/paper-party-and-kids/papercraft/scrapbooking?ref=catnav-562">https://www.etsy.com/c/craft-supplies-and-tools/paper-party-and-kids/papercraft/scrapbooking?ref=catnav-562</a></p> <p>Market: <a href="https://www.etsy.com/market/baby_shower">https://www.etsy.com/market/baby_shower</a></p>	<p>baby memory books</p> <p>baby book for boy</p> <p>baby's first year</p> <p>baby book for girl</p> <p>what to write in a baby shower book/what to write in a baby book</p> <p>baby book for baby shower</p> <p>personalized baby books</p> <p>best baby memory books</p>		
#970	(0) Strategy in progress	<a href="https://www.etsy.com/market/new_parents_gift_basket">https://www.etsy.com/market/new_parents_gift_basket</a>	<p>What do you put in a new parents gift basket? (Discuss creative, practical, and unique new parent gift basket ideas, ranging from baby shower gift ideas like baby memory books to practical items like clothes and bottles.)</p> <p>How to choose a new parents gift basket</p>	<p>gift basket ideas for new parents</p> <p>food baskets for new parents</p> <p>new parents gift box</p> <p>new baby gift box</p> <p>unique baby shower gifts</p>	<p>Category: <a href="https://www.etsy.com/c/clothing/unisex-kids-clothing/unisex-baby-clothing?ref=catnav-10923">https://www.etsy.com/c/clothing/unisex-kids-clothing/unisex-baby-clothing?ref=catnav-10923</a></p> <p>Market: <a href="https://www.etsy.com/market/baby_book">https://www.etsy.com/market/baby_book</a> OR <a href="https://www.etsy.com/market/baby_gift?explicit=1&amp;ref=guided_search_6&amp;guided_search=1">https://www.etsy.com/market/baby_gift?explicit=1&amp;ref=guided_search_6&amp;guided_search=1</a></p>	<p>gift basket for new parents</p> <p>new mom gift basket</p> <p>gift baskets for expecting parents</p> <p>new parent gift basket ideas</p>		
#971	(0) Strategy in progress	<a href="https://www.etsy.com/market/insulated_tumbler">https://www.etsy.com/market/insulated_tumbler</a>	<p>What is an insulated tumbler? (State what it is, why it's used/the benefit in what it prevents based on its basic properties, etc. Here, also mention what shouldn't go in such a drinking vessel.)</p> <p>Types of insulated tumblers (Discuss ones with handles, lids, straws, vacuum-sealed insulation, stainless steel material, etc.)</p> <p>What to look for when buying insulated tumblers (Talk about different factors like size, warranty, and other unique traits that differing insulated tumblers might have.)</p>	<p>insulated tumbler with handle</p> <p>insulated tumblers with lids and straws</p> <p>insulated tumbler dishwasher safe</p>	<p>Category: <a href="https://www.etsy.com/c/home-and-living/food-and-drink?ref=catnav-891">https://www.etsy.com/c/home-and-living/food-and-drink?ref=catnav-891</a></p> <p>Market: <a href="https://www.etsy.com/market/tea">https://www.etsy.com/market/tea</a></p>	<p>insulated tumbler with straw</p> <p>tumbler with lid bulk</p> <p>tumbler with lid and straw</p> <p>stainless steel tumbler with straw</p> <p>cheap tumblers in bulk</p>		

# Aspiration Marketing Inbound Marketing Page Content Strategy Suggestions

Prepped by Keela Buford

<https://aspiration.marketing/services/inbound-marketing-basics>

1. UX Suggestion: Add a human-based hero image to replace the animation graphic because it looks somewhat spammy/generic, not to mention less personal.

2. UX Suggestion: Condense the Why Inbound Marketing below the fold copy to feel less overwhelming and also more self-directed for the site visitor.

Does this either by:

- a) cascading and implementing graphics/icons/cuneiforms for the numerical headers for quicker absorption of the key value prop/messaging you want the site visitor to have. This way the long-form content is still there, which matches the majority of the Google search engine first page URLs/links' length. (Based off a search of 'inbound marketing' on Google as the assumed main keyword this Aspiration Marketing page is aiming to rank for.)
- b) retaining the numerical headers and placing very succinct 1-2 line summaries of the condensed header sections. Then provide an interlink to the full original copy that has been converted into a top funnel blog post (I lean more towards this particular route because it will be less overwhelming for the reader. A landing page should be a highlight of value props and a start of a route so to speak to lead people to deeper journeys by one of interlinks)

3. UX Suggestion: Going back to a more human focus, add a visual case study by way of a video or a quick widget/section that provides a link to a fuller case study report of one of the most successful Aspiration clients whose inbound marketing rocketed after using the services/solutions.

4. SEO-Oriented Best Practices Suggestion: This page contains IFrames, which don't typically hurt SEO-IF used right. But alternatives might want to be considered.

IFrames are an HTML feature to embed/display webpages within a webpage. They're commonly used for advertisements, embedded videos, web analytics and interactive content. When you create an iFrame, you'll embed content from another page so that search engines will typically process it as duplicate content. As a result, search engines may rank the page where the content was originally published, but not index the page showing the embedded content in an iFrame.

iFrames are prone to mobile compatibility issues. You can use relative measurement attributes when creating an iFrame. Even with this responsive format, though, the iFrame may not be compatible with

mobile devices. iFrames show content exactly how it's displayed on the page of the included URL. If the page features fixed desktop measurements, the iFrame may appear excessively large on mobile devices.

So, it is suggested to review the iFrames on this page and ensure they're really needed or instead, swapping them out and replacing them with things like embedded YouTube/Vimeo widgets or using PHP, Embed, or Object HTML. It's hard for search engines to index pages with frames since it does not follow the standard layout for a website. You should avoid the use of frames when optimizing your website.

#### 5. SEO-Oriented Best Practices Suggestion: This page doesn't have any schema, which can help with more search engine visibility.

Essentially, speaking in Google's technical language as far as using specific scripts/schema that detail in the backend HTML of a page what is on that page, especially graphics and sections like pros and cons, contact details, product prices, recipe ingredients, or other special sections, and so on. Info on how to perform schema markup: <https://www.link-assistant.com/news/structured-data-for-seo.html> Your page does not utilize Schema.org markup. You can validate your markup with the Google Structured Data Testing Tool.

Using markup data on your webpages is a powerful way to increase your visibility to search engines and gain higher click-through rates, which may in turn lead to better rankings. For more information, see [Introduction to Structured Data](#).

#### 6. SEO/UX Suggestion (of lesser importance): Consider making an accelerated mobile page version of this page so it can load even faster for site visitors who are on their cell phones and browsing through the page with the cell phones.

This will ensure a faster, more convenient mobile experience for the user. It seems that this page does not have an AMP version. If you are a publisher, you should think about creating Accelerated Mobile Pages, which is an easy way to make your pages load instantly on any mobile device.

#### 7. Competitive Analysis Suggestion: Revisit the meta title and topic title/H1.

When searching 'inbound marketing' in Google, the overwhelming majority of page 1 Google search results links/URLs include "What is Inbound Marketing?" at the forefront of their title tags/meta title and topic title. To a lesser degree, they also use 'definition' and 'benefits' in that said order. It is suggested to consider tweaking the title tag/meta title a bit accordingly to try to move up in the Google search results to page one if 'inbound marketing' is being aimed as the main keyword for this page and if that's the goal.

8. Competitive Analysis Suggestion: Continuing with the discovery/suggestion #7, competitors had a trend in their header structures, which should be looked at to potentially restructure the Aspiration Marketing page's header order.

One High-Ranking Current Google SERP Page's header structure (in this exact order)/[Salesforce](#):

H2s

- 1 1. What is inbound marketing?
- 2 2. How does inbound marketing work?
- 3 3. Who uses inbound marketing, and why?
- 4 4. Marketing Automation and ABM
- 5 5. How to Get Started
- 6 More Resources

H3s

- 1 Inbound marketing overview
- 2 Inbound marketing content types

.....

One High-Ranking Current Google SERP Page's header structure (in this exact order)/[SharpSpring](#):

H2s

- 1 What is Inbound Marketing?
- 2 Inbound Marketing vs. Outbound Marketing
- 3 History of Inbound Marketing
- 4 Inbound Marketing Trends
- 5 Inbound Marketing Strategy: How It Works
- 6 The Role of Marketing Automation in Inbound Marketing
- 7 Inbound Marketing Benefits
- 8 Inbound Marketing: A Worthwhile Strategy
- 9 Inbound Marketing FAQs

H3s

- 1 1. Inbound Marketing: Attract
- 2 Create Buyer Personas
- 3 Publish Enticing Videos
- 4 Create Great Blogs and Infographics
- 5 Master Search Engine Optimization
- 6 Utilize Social Media
- 7 2. Inbound Marketing: Convert
- 8 Landing Pages and Forms
- 9 Calls to Action
- 10 Analytics and Reporting
- 11 3. Inbound Marketing: Close
- 12 Use Customer Relationship Management (CRM)
- 13 Run an Email Drip Campaign
- 14 Post-demo Drip Campaign
- 15 4. Inbound Marketing: Delight
- 16 What is inbound marketing?
- 17 What's the difference between inbound & outbound marketing?
- 18 What is an example of inbound marketing?
- 19 How do companies use inbound marketing?
- 20 Is inbound marketing effective?
- 21 What are the benefits of inbound marketing?

The Aspiration Marketing page currently has these headers/sections (in this exact order):

Use Strategic Content Marketing to Maximize Your Growth

<H2> Drive More Powerful Growth with Your Content Marketing Strategy

How Inbound Marketing Works

- 4 "Aspiration marketing has become a key partner to help us to build an effective marketing strategy. They always provide advice and provide sound guidance based on real-world experience. Their content production team has been a great ally to help us to review our content and to produce elegant and solid content on different media."
- 5 Partner with an Agency That's Just as Dedicated to Growth as You Are
- 6 What is Inbound Marketing?
- 7 Why Is Inbound Marketing Important For Your Marketing Strategy?
- 8 How Does Inbound Marketing Generate Results?
- 9 How Does Inbound Marketing Compare to Outbound Marketing?
- 10 How Does Inbound Marketing Drive Growth?
- 11 How Do You Create Content for Inbound Marketing?
- 12 Get Your Free Consultation

**It is suggested to look into this restructured header structure below, at the very least (adding more as desired), that aligns more with the page 1 Google search engine results and has a more funnel/story follow from the entry-level general beginning to the very specific CTA:**

What Is Inbound Marketing?

What Are Examples of Inbound Marketing? (This could conversely fall as a H3 under "What Is Inbound Marketing?" This particular header/question is one searched by people on Google in the People also ask section when searching 'inbound marketing.')

How Does Inbound Marketing Compare to Outbound Marketing?

Why Is Inbound Marketing Important For Your Marketing Strategy? (with H3s in this order: How Inbound Marketing Works; How Does Inbound Marketing Generate Results?; How Does Inbound Marketing Drive Growth?)

How Do You Create Content for Inbound Marketing?

Get Started, Get Your Free Consultation

9. Competitive Analysis Suggestion: It is suggested to make the meta description more action-driven and compelling with a CTA.

Current: Learn Inbound Marketing Basics, drive traffic and generate sustainable, positive growth. How does it compare with other digital marketing strategies?

New: Inbound Marketing done right drives traffic and generates sustainable, positive growth for your brand and site. Learn what makes it different from other digital marketing strategies.

November 2022 Small Business Month Simplicity VoIP Blog/Content Ideas

Client: Simplicity VoIP

Aspiration Marketing

Prepped by Keela Buford

## November 2022 “Small Business Month” Simplicity Campaign

### Client Notes:

For Nov SM, we will highlight these features (#featureFriday) as useful for small business:

SimplicityWeb (soft phone)

SimplicityGO (mobile app)

Wireless Backup (seamless failover for phone service)

VFax (fax integrated into our portal, easily utilized via email or portal- no special equipment necessary)

And in preparation for **November's "small business month" campaign**, it would be super helpful if you can provide us with info regarding: **Belinda has a November SM draft which I need to proof and will share. I am also going to share our master collateral list, video (both in One Drive) and KB listing (attached)**

- Your applicable services geared toward SMB I believe we have discussed Webphone, Mobile app, Vfax and ??? **@Belinda, please advise...**
- What those specific buyer personas look like **Business owner, Office manager**

### Pitched Ideas Based on Client Notes:

- 10 Benefits of Mobile Apps For Small Businesses/X Reasons Every Small Business Needs a Mobile (VoIP) App
- X Reasons Why Faxing Is Still Relevant to Small Businesses (talk about faxing in general, comparing traditional fax machines to digital fax solutions, then artfully position Simplicity's VFax as the close)
- Digital Faxing/eFax vs Traditional Fax in 2022/2023: Which Is Better For Small Businesses? (Much opportunity to rank here on page 1 in Google and build on this rising topic that doesn't yet have too many competitors talking about it. "Digital faxing" is also referred to as "eFax" frequently in Google searches, followed by "online fax" and "internet fax" to lesser degrees.)
- Call Barging: How It Actually Creates Non-Disruptive Customer Interactions
- X Reasons Why Call Transcriptions Are Good For Your Small Business
- The Benefits of Live Chat for Your Small Business's Phone Lines
- X Things to Look For in Conferencing Tools For Your Small Business Teams
- Call Holding, Park, Transfer, and Forwarding: What to Know For Your Business
- Why Do I Need Phone Flexibility for My Business?
- Why Should I Add Music on Hold to My Business Phone System?
- Music on Hold and How It Impacts Your Business Calls With Customers
- Auto-Attendants: What Are They and Why Should I Get One For My Business Phones?
- How To Keep Mobile Apps Secure For Your Small Business
- X Ways Small Businesses Can Benefit From Digital Fax



November 2022 Small Business Month Simplicity VoIP Blog/Content Ideas

Client: Simplicity VoIP

Aspiration Marketing

Prepped by Keela Buford

- X Reasons Small Business Office Managers Should Move From Traditional Faxing / X Reasons Your Small Business Should Switch to Virtual Fax
- ~~Modern Fax Solutions For Small Business Offices~~
- How Mobile VoIP Apps Can Boost and Protect Small Business Communications/X Ways Mobile Apps Can Boost Small Business/How Mobile Apps Can Power Your Small Business Growth
- How To Get Seamless Failover For Small Business Phone Services
- Failover Redundancy: What It Is and Why Your Small Business Phones Should Know It
- How To Choose a Softphone App For Small Businesses/How To Choose The Best Softphone Software For Small Businesses
- Why Small Businesses Should Consider VoIP Business Phone Systems with Mobile Apps
- How to Choose Mobile VoIP Apps for Small Business Communication
- How Making Phone Calls Through the Internet Creates Better Small Business Communications
- The Benefits of Softphones for Small Business Operations/Communications/Calls
- How To Choose Backup Internet and Failover Solutions/How to Choose Backup Services for Small Businesses
- How to Create a Seamless Call Experience for Small Businesses with Failover
- Backup Internet for Small Businesses: A Guide

#### DISCOVERED OPTIMIZATION OPPORTUNITIES

**Below is not a new blog idea, but rather an optimization by adding an interlink from the following:**

<https://blog.simplicityvoip.net/4-ways-to-keep-voip-service-going-during-a-power-outage> to the following: <https://blog.simplicityvoip.net/wireless-backup-with-cloud-based-phone-systems> with this suggested anchor text “disaster recovery” in the Disaster Recovery bullet point, “ensure coverage and connectivity” in Maintained System Connectivity bullet point, or within the line that reads “less susceptible to on-site issues like power or service outages”, or within the line that reads “set up a failover option before any potential internet outages”

**Below is not a new blog idea, but rather an optimization suggestion by adding more competitive terminology in the following:**

<https://blog.simplicityvoip.net/10-benefits-of-online-fax-services-for-small-businesses>

Its present title is 10 Benefits of Online Fax Services for Small Businesses

Suggested title changes to consider (keeping in my mind, that the URL might need to be changed, which would be more of a hassle):

X Benefits of Fax to Email/X Benefits of eFax For Small Businesses (“Digital faxing” is also referred to as “eFax” frequently in Google searches, followed by “online fax” and “internet fax” to lesser degrees.)

Quicker optimization to consider:

Incorporate “eFax” and “digital faxing” more into the content/blog



Content Idea	Title	Content Pillar	Rationale (SERP/SEO, TWW Brand Strategy, and Peer Analysis Reasonings)	Competitive Talking Points (Keywords and Search Intent-Meeting Concepts)
			This topic/blog is a nice value prop piece and convincing piece to educate potential clients on the importance of lead generation and proper email marketing for their business to achieve it. It is also a natural way for The Written World to become a thought leader in the world of marketing and provide a natural, seamless CTA at the conclusion of the article for those who want to learn more about audience building with other effective content (blogs, social media, etc.).	Primary KW: email marketing lead generation Secondary KWs: strategy for lead generation, marketing leads, what is a lead in marketing, marketing generated leads, email leads, what is lead generation in digital marketing, ideas for lead generation, lead generating ideas, lead generation campaign, lead generation email, email marketing to generate leads/email marketing for lead generation, email lead generation Additional KWs: how to generate email leads, lead gen email, b2b email lead generation, lead generation email examples, how to get email leads
10 Email Marketing Lead Generation Techniques to Gain Customers	X Email Marketing Lead Generation Techniques for Responsive Customers	email marketing		Questions to answer: How do you generate leads for email marketing? How do I send a lead generation email? What is lead list in email marketing?
What does it take to be a Social Media Content Creator in 2022?		social media		
How to write website copy that sells		website copy		
Best Content Writing Tools for SEO		blogging		
10 Essential Email Marketing Metrics KPIs		email marketing		
30 copywriting tips that'll boost your website conversions		website copy		
Here's the Difference Between Content Marketing and Social Media		social media		
Purpose Driven CEOs Leadership Advice		entrepreneurship		
Four Benefits of Targeted Email Marketing		email marketing		
How Much Does Blogging Help in 2022		blogging		
10 Tips to Fit Blogging into Your Busy Schedule		blogging		
How to Drive Traffic to Your Website with SEO-Friendly Content		website copy		
8 Easy Ways to Improve Your Social Media Profiles		social media		
What Are Meta Titles and Meta Descriptions in SEO?		website copy	This article proves TWW's SEO knowledge and how they apply it wisely to their clients' content.	
5 Reasons Why You Need a Blog for Your Business		blogging	A huge value prop piece and convincing piece to educate potential clients on the importance of a strong blogging presence for their business. It is also a natural way for TWW to become a thought leader and provide a natural CTA at the conclusion of the article for those who want to learn more.	
Should I Have an Email Newsletter for My Small Business?		email marketing		
9 Social Media Mistakes You Might Be Making		social media	Solid thought leader piece for TWW. To build a deeper content bank from an SEO perspective (more details on that below), TWW can consider some matching pages/blog ideas for this such as "9 TikTok Mistakes You Might Be Making" and "9 Instagram Mistakes You Might Be Making."	
How to Incorporate Influencers in Your Social Media Strategy		social media		
7 Features That Create a User-Friendly Landing Page		website copy	Possibly could fall in the email marketing pillar, too, since landing pages and their specific offers have sign-ups or other actionable CTA buttons that lead to email leads/subscribers in order to access the content (like guides, exclusive e-books, etc.)	
Do I Need a Copywriter for My Business? Our Top Reasons Why You Do   The Written World		website copy		
How to Grow Your TikTok/Instagram Account   The Written World		social media	This article depends on how much we want to stretch our scope of general thought leader insights in the world of marketing even though such a service might not be as much of a direct one (in this case, social media) TWW provides.	
Copywriting/Blogging Case Study: [Client Name]   The Written World		blogging	Client stories will generate more leads who are more convinced about TWW and its methods for success for clients (backed-up metrics like CTR, conversion, and page visits/duration). Peers are also writing this type of content.	
Shopify vs WordPress: Which Should You Choose?   The Written World		website copy	Another thought leader/subject matter expert sort of piece for general prospective client confidence-building and TWW authority-building	
Marketing Newsletters You Need To Subscribe To ASAP   The Written World		email marketing	Another thought leader/subject matter expert sort of piece for general prospective client confidence-building and TWW authority-building	
What You Need To Know About Squarespace/WordPress/Shopify Web Design   The Written World		website copy	This article depends on how much we want to stretch our scope of general thought leader insights in the world of marketing even though such a service might not be a direct one TWW provides.	
A The Written World Agency content creator course (or an educational piece around content creator courses or a roundup/preview article "Best content creator courses you MUST check out NOW/This Year/In XXXX")		email marketing	This article depends on if TWW might want to have the bandwidth or desire to offer this landing page/service to gain more leads from emails, sign-ups, etc.). It could be an artful way to provide a sneak peek/figurative 'demo' to prospective clients, especially solopreneurs, who might end up deciding that an agency to help with their content creation and see the methods of TWW's successful madness. Any blogging/content marketing resources (like insider tips e-books), insights, and possibly even client success stories throughout the educational course are ways to produce potential converts to the client side.	
Sponsored articles swap with reputable peers (perhaps Between the Lines Copy??)		blogging	This kind of blog series could potentially build mutual audiences/leads.	
How to Write a Homepage   The Written World /What Makes a Great Homepage?   The Written World		website copy	This piece is different from the "How to drive traffic to your website..." piece because this article would hone in on the homepage-aspect of the website rather than sitewide. Niche articles, more technically called topic cluster pages, are good for very specific talking points, especially if a potential client is scoping the internet/Google about this specifically. Not to mention, from an SEO perspective, great linkbuilding can result from topic clustering and placing many nuanced articles under one larger topic/pillar (in this case, the "website traffic building" concept), which signals to Google that TWW has a deep content bank and can position TWW on Google as a topic authority.	
What Makes a Great Blog? X Things Every Blog Page Should Have		blogging	This piece is different from the "How to drive traffic to your website..." piece because this article would hone in on the blog-aspect of the website rather than sitewide. Niche articles are good for very specific talking points, especially if a potential client is scoping the internet/Google about blog-oriented marketing info. Not to mention, from an SEO perspective, great linkbuilding can result from this, which signals to Google that TWW has a deep content bank and can position TWW on Google as a topic authority.	
How many blogs should I/my(a) business write each month? / How many blogs is too much?		blogging	This is a natural way to connect TWW's value prop/the value prop of agencies and consulting agencies who understand proper cadences for clients based on their tailored needs, industry, goals, etc. Good to get buy-in from potential clients who might have been abandoning blog content in their campaigns and are needing to see the value prop. Another way to connect to the value prop of agencies who understand holistic marketing approaches and can offer blogs, social media (which TWW offers as an additional side service).	
What is integrated marketing? (And how can it benefit my business?/And why is it important for businesses?)		universal/integrated	This piece is perhaps not a top consideration because it is very direct and the "selling" intent is evident. Balancing with a comprehensive view, steering away from being too salesy in tone, and adding the CTA (connection to TWW's services and contact info) naturally and respectfully would be key.	
How a consulting agency can help your business		universal/integrated		
Freelancers or Agencies: Which Should My Business Use?		universal/integrated		
What To Do When Instagram/TikTok/Social Media Engagement Drops		social media		
What To Do When Website/Landing Page Traffic Drops		website copy		
What To Do When Blog Traffic Drops		blogging		
What To Do When Email Opens/Engagement Drop(s)		email marketing		
Templates or Customized Content?: Which Is Better for Your Business?		universal/integrated		
Millennial Marketing and How to Reach Them		universal/integrated	Peer/Competitor page with currently high traffic: <a href="https://topagency.com/glossary/millennial-marketing-definition/">https://topagency.com/glossary/millennial-marketing-definition/</a>	
The best PR tactics and strategies and How Blogs Are Apart of Them		universal/integrated	Peer/Competitor page with currently high traffic: <a href="https://topagency.com/blog/pr-tactics-and-strategies/">https://topagency.com/blog/pr-tactics-and-strategies/</a>	
The X Most Successful PR Campaigns Ever and What to Learn from Them		universal/integrated	Peer/Competitor with currently high traffic: <a href="https://topagency.com/blog/public-relations-campaign-examples/">https://topagency.com/blog/public-relations-campaign-examples/</a> Since website copy/blogs are one approach or element in a holistic PR campaign strategy, TWW can show that it has a pulse on happenstances in the wide world of marketing. These kinds of wide/high-level case studies being reported on by TWW shows potential clients/readers that the agency is an aware entity in the space.	
The Power of Content Marketing KPIs for Your Business Goals		universal/integrated	Peer/Competitor: <a href="https://topagency.com/blog/content-marketing-kpis/">https://topagency.com/blog/content-marketing-kpis/</a>	
X Content Marketing Goals Every Business Should Have (in 2022)		universal/integrated	Peer/Competitor: <a href="https://topagency.com/blog/content-marketing-goals-for-businesses/">https://topagency.com/blog/content-marketing-goals-for-businesses/</a>	
Examples of the Best Influencer Marketing Strategies/Integration into Your Business		social media	Peer/Competitor: <a href="https://topagency.com/blog/influencer-marketing-best-practices/">https://topagency.com/blog/influencer-marketing-best-practices/</a> With these kinds of articles, TWW can show that it has a pulse on happenstances in the world of marketing. These kinds of wide/high-level case studies being reported on by TWW shows potential clients/readers that the agency is an aware entity in the space.	





## Content Brief

### Deadline:

**Blog Post H1 Title:** **How to Live Stream an Event** for Maximum Impact / **How to Live Stream** an Event for Maximum Impact

**Client:** [Reimagined Experiences](#)

Reimagined Experiences is an experiential marketing and digital content creation agency that specializes in virtual events and engaging experiences for large nonprofits and corporations. Through broadcast-quality productions both live and streamed, Reimagined Experiences develops unique strategies for captivating audiences and cultivating experiences for a variety of stakeholders.

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-4410/cb42a990568d8c5>

**Tone of Voice:** Informative, Authoritative, Influential

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-4430/eded80568005e79>

**Description:** This is an informative blog article about the technical setting up/logistics and pre-planning process of producing live streams for events.

Begin the article by establishing how the virtual aspect post-pandemic has infiltrated many areas of our daily lives from remote work to social distancing-aware in-person events. Show this impact with perhaps a recent study or stat around the rise in the live streaming industry.

Connect this to the end result: many companies and brands are now having to embrace **event live streaming** and **streamed online** events. Mention the benefits of live streaming and how it has helped businesses with everything from conferences to product launches to sales and trade

shows to corporate culture/team-building events (this Reimagined Experiences article discusses the latter: <https://reimaginedexperiences.com/creative-ways-to-redefine-events-for-remote-workforces/>). Tell them that this blog will show them **how to live stream an event** successfully.

In a new section titled, “How To Set Up a **Live Stream Event**” or “How To **Live Stream Your Event**”, include these steps, but feel free to add additional ones as well! (Create them as H3s, and expand on each. Also, state a case for event planners to consider multiple streams of the event.)

1. Identify the desired outcomes and goals of the event then make a plan
2. Choose an online video platform
3. Set up video streaming equipment
4. Choose the right encoder and configure it
5. Input/connect all of the audio and video sources into the encoder
6. Create a live channel for the stream
7. Embed the stream
8. Do a test run
9. Pre-engage the audience by promoting the event
10. Start streaming

Move into the conclusion with a title along the lines of “The **Best Way to Live Stream Events**” or “**Event Live Streaming** with Reimagined Experiences” by reiterating the importance of streamlined live streaming setups. Then highlight Reimagined Experiences’ 25 years of experience and their team of event planners and technologists. Mention their pre-event/experience rehearsals, technical checks, marketing and engagement strategies for various audiences, and consulting on event-specific effective streaming methods as key connections to this article topic that can help prep live streams. Finally, give the outro: “Contact us today to see how we can help your next streamed event!” The CTA should be to book a discovery call.

**Target Keyword:** **how to live stream an event**

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

**Green highlighted keywords** have the highest search volumes (use these 2-3 times). **Yellow highlighted keywords** should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

- **How to live stream**
- **Live stream event**
- **Event live streaming**
- **streaming event**
- **streamed online**

**Commented [KB1]:** Haley: This one has a very high MSV of 2,400, but since it is tougher in the lot from a search difficulty standpoint, I opted to bump it down in the occurrence goal for this article. It can be worth a try to incorporate it about 1-2 times as more of an overall boost semantically to the blog.

- best way to live stream events
- live stream your event
- live event broadcasting

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Word Count:** 1,000 words (not including meta description and blog post title)

## Structure

Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

### Heading 1 Title (Provided)

[Intro]

### Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword

[Text]

### Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)

[Text]

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[Text]

### Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible

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[Text]

### Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible

[Conclusion]

### Other Important Notes:

- Linking:
  - Try to include 3-5 internal links to the client's other blogs/service pages.
  - DO NOT link to 3<sup>rd</sup> party products or services unless specifically mentioned in the brief description
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

### **Technical Requirements:**

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in Title Case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)
- The article needs to be submitted as a Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 12)
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have at least one bulleted or numbered list.



## Content Brief

### Deadline:

**Blog Post H1 Title:** **How To Write Website Copy** That Converts in X Ways

**Client:** [The Written World](#)

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-4887/c5602ffa0105af8>

### Tone of Voice:

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-4907/87aa588a92414cb>

### Description:

This blog is an encouraging, educational piece to enlighten potential clients on how to write compelling copy for their websites that will lead to engagement and conversions. It is also a natural way for The Written World to become a thought leader as well as an ally for potential clients' website content creation goals. Key questions you'll want to answer in the sections to be described below: What is a website copy?

To start the discussion, in the introduction, provide any of the following to set the narrative as to why strong website copy and knowing how to create it is important for brands and businesses to consider:

1. a statistic-/data-backed narrative/example/anecdote that shows ineffective website content performance/creation and the subsequent poor results/metrics that resulted from it (high bounce rates, short session durations, no landing page visits, etc.)
2. a recent study's key poll result/percentage that demonstrates how website engagement/content impacts a business's strategy or how many customers judge effective website content to decide if they want to follow a brand/solopreneur

**Commented [KB1]:** Haley: Here is where some insights on The Written World's CTA and value prop foundational type of info is needed so I'll know how to craft these sections the best. Currently, it looks like these documents are still a work-in-progress. Thanks!



Now, define what website copy is within a header/section titled along the lines of, “What Is Website Copy?” Go over the different types of content that can make up a website, such as About Us, homepage, and blogs.

Pose the question that many content creators, bloggers, solopreneurs, budding businesses, and businesses taking their website presence more seriously in a new quarter ruminates on in regards to how to create the good website copy. Incorporating website copy examples, provide a step-by-step process for website creation as individual H3s under an H2 along the lines of “How to Write Copy for a Website Step-by-Step” or “Writing the Best Website Copy with X Tips”, including but not limited to:

- Know the reader’s/audience’s intent
- Make two different versions of copy to test which is more successful
- Uncover your brand voice (making sure it sounds like your audience’s voice!)
- Create a style guide and deck for consistency of that voice
- Learn and follow website copy best practices (yes, that includes SEO and keywords!)
- Consider a website copy template
- Incorporate your copy with trust- and authority-building stats, quotes, and client data

Be sure to describe with each method how it improves the website copy and user experience or creates a compelling effect. Also consider, showing these methods and examples with actual, published TWW client content from across various website pages where these were successfully used. Not to mention, the visual examples will help readers’ comprehension and show them how to use each idea.

Conclude the article by iterating the importance of using the right website copy best practices and steps to succeed in creating compelling website copy. Then introduce the seamless TWW CTA by stating to them that The Written World is an ally for clients’ website content goals. Inform that those who want to learn more about audience building with integrated effective content (blogs, website copy) and content refreshes can reach out.

**Target Keyword:** website copy

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

Green highlighted phrases have the highest search volumes (use these 2-3 times). Yellow highlighted keywords should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

- Web copy
- How to write website copy
- How to write copy for a website

- Website copy examples
- how to write for a website

- what is website copy / what is web copy
- writing web copy
- good website copy

- web page copy
- how to write about us in website
- best website copy
- website copy best practices

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Word Count:** 1,000 words (not including meta description and blog post title)

**Structure:** Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

**Heading 1 Title (Provided)**

[Intro]

**Heading 2: Informational H2 (like a mini blog title) that uses a keyword**

[Text]

**Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)**

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[Text]

**Heading 2: Informational H2 (like a mini blog title) that uses a keyword when possible**

[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Final Informational H2 (mini blog title) that uses a keyword when possible**

**Other Important Notes:**

- Linking:
  - Try to include 3-4 internal links to the client's other blogs/service pages.
  - Include at least 1-2 external links to other sites, being careful to avoid linking to competitor sites (no links that are older than 2018).
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

**Technical Requirements:**

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in sentence case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)
- The article needs to be submitted as Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 11);
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have bulleted or numbered lists;



## Content Brief

### Deadline:

**Blog Post H1 Title:** A Complete Guide to Becoming a **Social Media Content Creator** in 2022

**Client:** [The Written World](#)

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-4887/c5602ffa0105af8>

### Tone of Voice:

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-4907/87aa588a92414cb>

### Description:

This blog is an encouraging, educational piece to enlighten potential clients on how to become a successful social media content creator with provided insights. It is also a natural way for The Written World to become a thought leader as well as an ally for potential clients' social media creation goals. Key questions you'll want to answer in the sections to be described below: What is a social media content creator?; How do I start a social media content creation? / How do I start creating content?; What skills do you need to be a content creator?; What social media tools/apps should I pick as a content creator in 2022?

To start the discussion, in the introduction, provide any of the following to set the narrative as to why **social media content creation** is important for brands and businesses to consider:

1. a statistic-/data-backed narrative/example/anecdote that shows ineffective social media performance/creation and the subsequent poor results/metrics that resulted from it (no followers, low engagement, no landing page visits, no offer sign-ups, etc.)
2. a recent study's key poll result/percentage that demonstrates how social media engagement/content impacts a business's strategy or how many customers judge effective social media content (and co-existing website content) to decide if they want to follow a brand/solopreneur

**Commented [KB1]:** Haley: Here is where some insights on The Written World's CTA and value prop foundational type of info is needed so I'll know how to craft these sections the best. Currently, it looks like these documents are still a work-in-progress. Thanks!

3. the state of social media and its platforms as business and branding leverages for the brands and solopreneurs that use them with backing stats or a recent study

Define what social media content creation is within a header/section titled along the lines of, "What Is Social Media Content Creation?" Then, make clear the difference between a social media content creator and a social media influencer, highlighting that the former focuses deeper on content and making it very genuine, quality content.

Pose the question that many creators ruminate on in regards to how to create such genuine and quality content. In this new section, provide a step-by-step process for social media content creation, including but not limited to:

- Do research
- Set goals
- Creatively brainstorm
- Figure out the scope of your team – Here, highlight the various team setups that might work for a brand/business for their social media content production, such as keeping all in-house or utilizing outside help through video, writing, and design freelancers, social influencers, and/or agencies and consultancies/consultants.
- Build a content calendar
- Create then schedule the content
- Track and analyze results

Now, provide some of the best apps for social media content creation and tools that can help the reader execute the research, brainstorming, creation, scheduling, and analyzing. Title this section with a header along the lines of "X Best Social Media Content Creation Tools and Apps for Content Creation". Explain the most significant helpful features of each, especially as it relates to making social media content creation easier. Such tools and apps might be Crello, Canva, Animoto, Placeit, RiteBoost, PowToon, Hemingway App, Hashtagify.me, Hootsuite, and Lumen5.

End by providing "Key Creative Social Media Content Ideas to Engage" with any of the following suggestions but not limited to:

- Offer prizes, contests, and giveaways
- Engage in social media takeovers
- Kickstart TikTok and IG challenges
- Give how-tos
- Show customer spotlights
- Create memes
- Tap into trending topics
- Share hacks
- Get advice from followers

**Commented [KB2]:** Haley: Here is where some interlinks to The Written World's social media offerings may possible be good to place. It will depend on what is mentioned in TWW's foundational and client requests docs once they're fleshed out.

Consider, showing these ideas with actual, published content from across various social platforms where these were successfully used. Not to mention, the visual examples will help readers' comprehension and show them how to use each idea.

Conclude the article by iterating the importance of using the right tools and steps to succeed as a social media content creator. Then introduce the seamless TWW CTA by stating to them that The Written World is an ally for clients' [social media content creation goals](#) by way of website copy (as the end of funnel landing page offer connected to a social media campaign or blog-building to grow audience confidence) and social media copy assistance. Inform that those who want to learn more about audience building with integrated effective content (blogs, social media, etc.) can [reach out](#).

**Target Keyword:** social media content creator

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

**Green highlighted** phrases have the highest search volumes (use these 2-3 times). **Yellow highlighted** keywords should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• content creation</li><li>• content creating</li><li>• social media content creation</li><li>• apps for content creation</li><li>• video creation for social media</li><li>• social media content creation tools</li><li>• what is social media content creation</li></ul> | <ul style="list-style-type: none"><li>• content creation guide</li><li>• how to get into content creation</li><li>• audio content creation</li><li>• best apps for social media content creation</li><li>• social content creation</li></ul> |
|---|--|

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**Word Count:** 1,000 words (not including meta description and blog post title)

**Structure:** Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Commented [KB3]:** Haley: Here is where some insights on The Written World's CTA and value prop foundational type of info is needed so I'll know how to craft these sections the best. Thanks!

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

**Heading 1 Title (Provided)**

[Intro]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword**

[Text]

**Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

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[Text]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible**

[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible**

**Other Important Notes:**

- Linking:
  - Try to include 3-4 internal links to the client's other blogs/service pages.
  - Include at least 1-2 external links to other sites, being careful to avoid linking to competitor sites (no links that are older than 2018).
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

**Technical Requirements:**

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in sentence case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)
- The article needs to be submitted as Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 11);
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have bulleted or numbered lists;



## Content Brief

**Deadline:**

**Blog Post H1 Title:** Tips for Planning an In-Person Event When Travel Delays are Inevitable

**Client:** [Reimagined Experiences](#)

Reimagined Experiences is an experiential marketing and digital content creation agency that specializes in virtual events and engaging experiences for large nonprofits and corporations. Through broadcast-quality productions both live and streamed, Reimagined Experiences develops unique strategies for captivating audiences and cultivating experiences for a variety of stakeholders.

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-4410/cb42a990568d8c5>

**Tone of Voice:** Informative, Authoritative, Influential

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-4430/eded80568005e79>

**Description:** This is an informative blog article about virtual fundraising and how to utilize it as a means for including all attendees within in-person events when personal travel delays happen.

Begin the article by discussing how post-COVID and the pure chance of life has added to the reality of **flight delays or cancellations** happening when one tries to get to their personal as well as professional plans. Connect to the deeper discussion of the article by stating how for **event production services** and planners, **in-person events**, can be a cause of many last-minute changes and stress.



For immediate action and solutions, now deliver “**Tips on Event Planning** to Tackle Attendee Flight Delays” (using those words as the header/H2 for this section). Include but not limited to:

- Test out and polish the full video recording equipment list. – Mention the why behind this. Stress, that in the very possible event of attendee and possibly even event host and speaker delays, the importance of functional, robust video and audio recording platforms and equipment to counteract any travel hiccups. Not to mention, having the key event takeaways, speakers, lectures, and such is always convenient to attendees, whether in-person or virtually.
- Expect fewer on-site/in-person attendees.
- Answer “What’s the worst that could happen?” – Stress the importance of brainstorming with one’s event planning team to think of all of the possible areas of logistics and programming that could go wrong and having some kind of backup or improvisational plans around it.
- Cross all of Ts and dot all of your Is two days before. – Encourage getting all of the décor delivered, printing materials booked to printers or completed, and event speakers/hosts/panelists in town about one to two days before the live in-person event. State how this ensures at least some of the most core, integral elements are squared away.
- Give each part of the event’s agenda some breathing room. – State how in addition to the social distancing practices, there should also be distancing in the day’s events. Mention why. Share how scheduling out each piece in the agenda with an overestimated time slot helps prevent any overlaps and account for any possible **travel weather delays** and arrival delays that might happen due to inclement weather and airline problems.

Move into the conclusion by iterating the importance of involving a hybrid capability or focus when gearing up for in-person events. The conclusion H2 should be along the lines of “Effective **Hybrid Event Planning** for Your Next Event With Reimagined Experiences.” Please summarize the article and explain how generating audience-engaging content can be done with Reimagined Experiences with hybrid, virtual, or in-person events, fundraisers, and conferences and virtual employee engagement initiatives. Highlight their 25 years of experience with a team that includes event designers, video producers, and experiential marketers to create impactful stories that drive the recruitment of new stakeholders and the retention of existing ones.

**Target Keyword:** **in person events**

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations* in headings, bulleted lists, and body copy. **Green highlighted keywords** have the highest search volumes (use these 2-3 times). **Yellow**

highlighted keywords should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

- hybrid event planning
- event production services
- tips on event planning
- flight delays or cancellations
- travel weather delays
- in person events

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Word Count:** 1,000 words (not including meta description and blog post title)

## Structure

Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the target keyword and other supporting keywords as you see fit]

### Heading 1 Title (Provided)

[Intro]

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[Text]

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[Text]

### Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible

[Text]

### Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)

[Text]

### Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible

[Conclusion]

### Other Important Notes:

- Linking:
  - Try to include 3-5 internal links to the client's other blogs/service pages.

- DO NOT link to 3<sup>rd</sup> party products or services unless specifically mentioned in the brief description
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

### **Technical Requirements:**

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
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- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have at least one bulleted or numbered list.



## Content Brief

### Deadline:

**Blog Post H1 Title:** Unboxed September Blog #4 9/26/2022 | **New Hire Sales Training Program** Onboarding in X Steps / | **New Hire Sales Training Program** Onboarding: A Checklist

**Client:** [Unboxed Training & Technology](#)

This organization creates learning experiences and technology to help embed continuous learning in the workplace. It fosters Skill Agility™ for employees, allowing learners to nimbly react to business challenges, uncover opportunities, and rise to new heights of success.

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-3941/d44c5d4cd99f146>

**Tone of Voice:** Informative and engaging

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-767/a8d43bb1c9ed673>

**Description:** This is an informative and engaging blog post about onboarding for new hire sales professionals in a program. It should serve as a how-to guide for successful program onboarding.

In the introduction, stress how important effective training of new hires as a whole for a company gives positive results, including new sales hires. Perhaps, use a recent study/stats that show certain financial or culture benefits that companies with strong new hire sales onboarding experienced. Define what **sales team onboarding** is and then stress that such a program, if it wants to be strong, will focus on blended learning and sustainment. Segue to the next section. Encourage and motivate the reader by stating that there are some steps that onboarding teams and companies can take with such programs for success.

Now, provide tips for setting up a sales training program plan, considering naming this section/H2 "**How to Onboard a New Sales Rep**". Some tips may include but aren't limited to:

- Create an Organized Onboarding Process – Note that perhaps creating an onboarding 30-day-, 60-day, and 90-day checklist series can help fully track and assist with new hires’ development. Not to mention, such a checklist will help to evaluate early/30-day performance and the continuous improvement down the line.
- Utilize Classroom Scenarios of Real Selling Situations to Hone in on Skills
- Establish Expectations and Provide Training and Support – Stress how this creates accountability for the employee and encourages self-development.
- Encourage or Set Up Shadowing Relationships – Suggest having new sales hires follow a longer-employed sales rep about the course of a task, a day, or a week to comfortably learn the tricks of the trade.

Work into the conclusion by iterating the importance of new hire sales training program. Stress that the best program is the one that best suits the specific brand and culture of one’s business. But also, the new hire training program focuses on the importance of post-onboarding. Let this concept introduce Unboxed and its custom training options around not only onboarding but also sales enablement, product training, systems training, and even leadership training for employees who want to scale their career goals. Plug Unboxed as the best holistic new hire training program tool with a CTA, such as [“Explore our custom training options.”](#)

**Competitor links:**

<https://www.richardson.com/blog/new-hire-training-sales-professionals/>

**Target Keyword:** **new hire sales training program**

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

**Green highlighted** phrases have the highest search volumes (use these 2-3 times). **Yellow highlighted** keywords should be used 1-2 times. Please use all remaining **grey** keywords at least 1 time.

- sales onboarding schedule
- how to onboard a new sales rep
- new hire training program
- new hire sales training program
- onboarding new sales reps
- new hire training plan

- new employee training plan
- sales team onboarding
- sales training onboarding

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Word Count:** 1000 words (not including meta description and blog post title)

**Structure:** Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

**Heading 1 Title (Provided)**

[Intro]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword**

[Text]

**Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible**

[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible**

**Other Important Notes:**

- Linking:
  - Try to include 5-7 internal links to the client's other blogs (<https://www.unboxedtechnology.com/blog/>). The majority of internal links should be to client blogs, but you should also use an internal website page link in the CTA. If there are no blogs to support or on similar topics, you may use services pages.
  - Include at least 2-3 external links to other sites, being careful to avoid linking to competitor sites (no links that are older than 2018).
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

## Technical Requirements:

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in sentence case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)
- The article needs to be submitted as Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 11);
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have bulleted or numbered lists;



## Content Brief

### Deadline:

**Blog Post H1 Title:** Northside September Blog #3 9/26/2022 | What Is The **Best Teeth Whitening Method?**

**Client:** [Northside Dental Co.](#)

Northside Dental Co. transforms traditional dental care by creating a comfortable, modern, and approachable dental experience in Richmond, VA. They utilize the latest technology, techniques, and 3D imaging software to provide exceptional dentistry service and care. They provide a variety of services from standard cleaning to a full cosmetic consultation from a dentist.

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-3921/e4c2bfd74470d2a>

**Tone of Voice:** Informative and engaging

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-1147/0ae7abf4ec0c6c7>

**Description:** This is an informative and engaging blog article about various teeth whitening methods and important information to note for each type. We want to fully educate the reader to make them more confident in moving forward, ideally, with Northside. Also, aim to answer these questions that are common for possible ranking: What is the most effective method of teeth whitening?; What is the fastest way to whiten my teeth? (This latter question can connect well with the keyword **quickest teeth whitening method.**)

To introduce the narrative here, provide insight on the current landscape or world of teeth whitening in the world today, such as gels, professional whitening, and whitening trays. To illustrate even more, perhaps you'll want to include some kind of statistic or study/poll that showcases the number of Americans who have received teeth whitening treatments. Segue naturally to the next section by making a highlighted statement about the importance of evaluating/observing safe whitening methods that use natural or less harmful ingredients in their products. (Consider noting which methods are more aligned with this goal in the options you choose to highlight in the article below.)



Next, as H2s or H3s under an H2 entitled, “Teeth Whitening Methods,” discuss some various solutions across the categories of at-home, over-the-counter, and in-office/professional. You may choose to include any or all of the following:

- Oil pulling
- Baking soda
- Hydrogen peroxide – Consider answering this question that is commonly asked and searched: Is hydrogen peroxide damaging to teeth?
- Custom whitening gel trays
- Over-the-counter whitening strips and gels
- Whitening toothpastes
- Preventive good oral hygiene
- In-office/professional services like [Zoom teeth whitening](#) (Consider answering these two questions that are commonly searched: What type of teeth whitening do dentists use?; How do dentists whiten teeth?)

Be sure to note for each: the process, pros, important things to consider/“cons”, costs perhaps, and which, if any aside from the last bullet, might be available through dentists. Also, find case studies/stats if, and where, possible for each that illustrate their effectiveness. (Here is a Northside blog link to consider when discussing professional whitening costs: [How Much Is Teeth Whitening at the Dentist? - Northside Dental Co.](#))

Next, provide some insights on how long whitening effects may last. Ensure to highlight the following to the reader: whitening isn’t permanent, the length varies for each person and depends on their oral hygienic and eating habits (such as if they consume acidic, staining foods and beverages like coffee and wine, inhale stain-causing products like cigarettes, or fail to follow good oral hygiene with consistent [dental cleaning](#)).

Then, go over some teeth whitening safety tips and best practices, including but not limited to:

- Looking for whitening products with the American Dental Association (ADA) Seal of Acceptance, which tells you that the product meets ADA guidelines for safety and effectiveness
- Seeking products that are professionally applied in-office or provided through a dentist
- Stop whitening for 2 to 3 days to allow teeth to adjust to the process

In another section, answer to the question, “Should I whiten my teeth?” Make sure that the reader knows about some key things to think about before taking the next step, including but not limited to: very dark-stained teeth, age, pregnancy, tooth sensitivities, allergies, present tooth issues like cavities or gum disease, present tooth work like fillings and crowns, etc.

Naturally move to the conclusion by stressing the wise action of checking with a dentist about any questions regarding teeth whitening. End the article by iterating the most significant takeaways then stating that help with teeth whitening is possible, which leads to a CTA to Northside Dental Co.: booking a dentistry consultation at Northside Dental Co.

Competitor links:

<https://crest.com/en-us/oral-care-tips/teeth-whitening/what-are-best-teeth-whitening-methods>

<https://www.webmd.com/oral-health/teeth-whitening>

**Target Keyword:** best teeth whitening method

*\*The target keyword must be used 2-3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Additional Keywords to Include:**

Try to naturally include these keyword variations in headings, bulleted lists, and body copy.

**Green highlighted keywords** have the highest search volumes (use these 2-3 times). **Yellow highlighted keywords** should be used 1-2 times. Please use all remaining **grey keywords** at least 1 time.

- the best teeth whitening method
- most effective teeth whitening method
- best way to brighten teeth
- what type of teeth whitening is best
- what teeth whitening method works best
- effective teeth whitening
- whitening for teeth
- best teeth whitening method
- safest teeth whitening method
- best teeth whitening process
- teeth whitening best way
- best method for teeth whitening
- quickest teeth whitening method
- best tooth whitening method
- fastest teeth whitening method
- tooth whitener
- what's the best way to whiten teeth

**Word Count:** 1000 words (not including meta description and blog post title)

**Structure**

Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

**Heading 1 Title (Provided)**

[Intro]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword**

[Text]

**Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

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[Text]

**Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible**

[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible**

[Conclusion]

**Other Important Notes:**

- Linking:
  - Try to include 5-7 internal links to the client's other blogs/service pages. <https://northsidedentalco.com/blog/> The majority of internal links should be to client blogs, but you should also use an internal website page link in the CTA. If there are no blogs to support or on similar topics, you may use services pages.
  - Include at least 2-3 external links to other sites, being careful to avoid linking to competitor sites (no links that are older than 2018).
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.

**Technical Requirements:**

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in Title Case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)

- The article needs to be submitted as a Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 12)
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have at least one bulleted or numbered list.



## Content Brief

### Deadline:

**Blog Post H1 Title:** Unboxed September Blog #2 – 9/12/2022 | What Is a **Better Name for “Soft Skills”?**

**Client:** [Unboxed Training & Technology](#)

This organization creates learning experiences and technology to help embed continuous learning in the workplace. It fosters Skill Agility™ for employees, allowing learners to nimbly react to business challenges, uncover opportunities, and rise to new heights of success.

**\*\*Please be sure to refer to the Client Foundations Doc for more insight and important information about the client:** <https://doc.clickup.com/18015768/d/h/h5tgr-3941/d44c5d4cd99f146>

**Tone of Voice:** Informative and engaging

**\*\*While writing, please refer to the Client Requests doc for key client comments and tone-of-voice requests:** <https://doc.clickup.com/18015768/d/h/h5tgr-767/a8d43bb1c9ed673>

### Description:

This informative and engaging blog piece will talk about the term “soft skills” and how it can be more accurately defined.

To introduce the concept, perhaps consider an anecdote that showcases how the term has been so pervasive in universal work experience of many people. Then possibly give some history on the term, such as when, where, and how it came to be.

Then, move forward in the discussion by establishing how “soft skills” are more than what they are claimed to be (You might consider naming this section/H2 “**What Are Soft Skills?: Various Opinions**” or something along those lines.). Perhaps, you can consider finding quotes from professionals with their opinions on the term for the greatest illustrative examination.

Then touch on, in connection to some of those professionals’ insights, the wider ways that the world of interviews and recruiters are evaluating a candidates’ skills now. Discuss behavioral

questions, hard skills, etc. Close out this section with the current stance or predictions as to what will happen with soft skills in the future, considering the importance/benefits of [upskilling employees](#).

Now, (in a section/H2 you might want to call "Another Way to Say Soft Skills") state terms that more accurately represent what "soft skills" are and explain what they mean. Some terms may be but certainly not limited to:

- Essential skills
- Emotional intelligence (which is the more technical term for soft skills)
- [Power skills](#) (Let this be the last one identified in this section/list to naturally move to the CTA conclusion for Unboxed. Discuss how **soft skills are now called** this by many.)

For the conclusion, drive home the organization-building ways that power skills can grow a team or business. Please summarize the article then mention Unboxed as the go-to for training on soft skills.

Important notes or comments:

talk about "power skills" as much as you can.

Competitor links:

<https://www.procurious.com/procurement-news/stop-calling-soft-skills>

<https://www.icmi.com/resources/2017/17-experts-weigh-in-on-the-term-soft-skills>

**Target Keyword:** **better name for soft skills**

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

**Green highlighted** phrases have the highest search volumes (use these 2-3 times). **Yellow highlighted** keywords should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

- another name for soft skills
- what are power skills
- what are soft skills
- another way to say soft skills
- soft skills synonym
- soft skills are now called

- power skills
- better name for soft skills

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

**Word Count:** 1000 words (not including meta description and blog post title)

**Structure:** Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Always include the **target keyword** and other supporting keywords as you see fit]

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[Text]

**Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)**

[Text]

**Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible**

**Other Important Notes:**

- Linking:
  - Try to include 5-7 internal links to the client's other blogs (<https://www.unboxedtechnology.com/blog/>). The majority of internal links should be to client blogs, but you should also use an internal website page link in the CTA. If there are no blogs to support or on similar topics, you may use services pages.
  - Include at least 2-3 external links to other sites, being careful to avoid linking to competitor sites (no links that are older than 2018).
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

## Technical Requirements:

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in sentence case (<https://capitalizemytitle.com/>)
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- The article needs to be submitted as Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 11);
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have bulleted or numbered lists;





## Content Brief

**Deadline:** August 17, 2022

**Blog Post H1 Title:** Key Benefits of Audience Segmentation

**Client:** [BrightCrowd](#)

BrightCrowd is a premium service that helps people connect and re-connect. BrightCrowd's core product are digital books that allow people to share the more personal side of themselves. However, a key part of BrightCrowd's offering is the high level of customer service and consulting that goes along with each book purchase. We effectively provide consulting services, thought leadership and best practices to all of our customers to help them maximize the impact of their books and their broader engagement and retention efforts. Here is a short demo: <https://brightcrowd.com/demo>.

**Tone of Voice:** Professional, informative, and engaging

**Description:** This is an informative and engaging article about some of the key benefits of marketing and segmenting one's audiences in general. However, it should naturally and artfully tie into or encompass a winning value prop that BrightCrowd provides: a way to engage alumni by providing experiences that celebrate niche/affinity collegiate groups/clubs (a.k.a. segmented audiences of alumni based on specific interest groups/clubs they might've been members of during university or current location, professional interest, affinity and identity-based interest) of various alumni. Giving each alumni a segmented, unique experience based on their own unique collegiate experience that they had. This article (and the seamless infiltration of the BrightCrowd aforementioned value prop will address the common problem of alumni not attending university events, helping alumni relations departments adjust their strategy to encourage more participation by understanding the power of marketing to segmented audiences.

To begin the tone (and introduction) of the article, note that BrightCrowd also provided this additional story angle and insight that this article can branch off of: BrightCrowd recently hosted a webinar with Page Murray, CMO Standard Alumni Association, (<https://www.linkedin.com/video/event/urn:li:ugcPost:6948284283866214400/>) and one of the most significant quotes from his discussion was:

"An alumni's experience is not just that they were in a class and they had a major. The fact is, they were involved in so many other things. If you think about the types of groups they were involved in, these now break down along racial, ethnic, and identity lines or folks that were in a

**Commented [KB1]:** Haley: I made this suggested tweak to the title due to the heightened SEO it provided in terms of keyword volume, competitive title matching, AND topic relevancy.

I have the monthly search volumes mentioned here in this internal review just for your reference and will delete them before moving on to the writer.

"Benefits of market segmentation" and "benefits of audience segmentation" are also a bit synonymous and provided a few shared talking points/benefits in SERPs. With benefits of audience segmentation having much lesser search volume, I opted to incorporate market segmentation for a boost. I can switch the title back to the original one if you'd like.

band or a sports team, people who hailed from a certain region or ended up in a specific region. There are all different ways to cut this." Not everyone responds to or engages the same to broad university event invites and festivities, which is why embracing data around alumni's unique interests (psychographics), ethnicity and such (demographics), and location (geography) are so important.

Additionally in the introduction (or as a segue to the larger body of the article), to support/illustrate Murray's statement: Also share some comparative statistics about how many alumni commonly respond to, let alone physically participate in, general/wide population university events (like high-level 'class of 'XX') that they've been contacted about versus how many respond to more affinity-based/segmented events/invites (like 'badminton club of 'XX' or 'women's speech forensics members'). Or, there might even be stats around the response rate to other segmented alumni events like events for those who only like virtual events or lean towards them because they might now have less accessibility (ie. Physically due to geographical location and/or bodily capability if currently 'with child,' post-surgery, disabled, or any other akin consideration). The strategic aim, if such supportive stats exist, will be for the proof to lie in the numbers, to better/more persuasively enlighten alumni relations departments and event coordinators about the positive, mutually rewarding impact of coordinating more niche alumni events and celebrations.

The first section of the body should briefly educate the reader on what audience segmentation is. Next, cover the top benefits of marketing to a segmented audience. Please include:

1. More Focus, Less Emails (and Interruptions) and Less Negative Feedback/Unsubscribing  
Murray mentions one strategy mid-way through the LinkedIn presentation that notes performing smarter email segmenting and how it means to zone in on the right people, the most interested people, within email communications to avoid unsubscribers  
Plus, it is a mutual win for both sides: alumni event coordinators can create more unique, relevant messaging that is more engaging to the alumni.

2. More Targeting, More Rates of Response  
This concept ties into the above where giving a targeted group of people/alumni a more targeted event and email communication in relationship to their interests, a.k.a. affinity, makes them much more likely to respond.

3. More Return on Investment  
This concept ties into and stems as an after-effect from the above, where marketing recipients who feel more valued, seen, and engaged, will then give your marketing more engagement. This could be email responses, event sign-ups, etc. Naturally, this leads to more conversions/return on investment (ROI) and less money and time spent on unsuccessful emails.

4. More Valuable Insights, More Tailored Strategies and Experiences for More Growth

By sending out more specific communications sent out and responses received from one's targeted audience, more insightful data results that can be used to improve future marketing (of alumni events and otherwise), products (like alumni memorabilia and event goods), sales, and therefore, overall strategic success (like higher alumni relations year-over-year).

Next, break down the core criteria or some key ways to segment an audience, including but not limited to: demographics (age, income, ethnicity, etc.), geography, psychographics (interests and personal values), and behavior (how likely they are to respond and engage based on past actions). All four of these criteria iterate Murray's LinkedIn talking points.

Finally, provide the reader with insightful, forward-thinking steps for performing audience segmentation.

In the conclusion summarize the article and then talk about BrightCrowd's alumni solutions and how their digital memory books help drive additional participation and engagement for alumni through affinity-based/cultivated books and pages. (If you scroll to the bottom of the BrightCrowd Client Profile DOC in ClickUp you'll see some great stats on how BrightCrowd books help drive attendance for reunions and other events). The conclusion CTA should be their free 30-day trial with a link to this page: <https://www.brightcrowd.com/explore>.

**Target Keyword:** **benefits of market segmentation** (210 MSV with difficulty of 58)

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations in headings, bulleted lists, and body copy.*

**Green highlighted keywords** have the highest search volumes (use these 2-3 times). **Yellow highlighted keywords** should be used 1-2 times. Please use all remaining grey keywords at least 1 time.

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

- **Audience segmentation** (1300 MSV 67 difficulty)
- **what is audience segmentation**
- **audience segmentation examples**
- **benefits of audience segmentation** (10 MSV)

**Word Count:** 1000 words (not including meta description and blog post title)

## Structure



## Content Brief

**Deadline:** August 18, 2022

**Blog Post H1 Title:** Your Strategic Partners in **Alumni Engagement** and Advancement

**Client:** [BrightCrowd](#)

BrightCrowd is a premium service that helps people connect and re-connect. BrightCrowd's core product are digital books that allow people to share the more personal side of themselves. However, a key part of BrightCrowd's offering is the high level of customer service and consulting that goes along with each book purchase. We effectively provide consulting services, thought leadership and best practices to all of our customers to help them maximize the impact of their books and their broader engagement and retention efforts. Here is a short demo: <https://brightcrowd.com/demo>.

**Tone of Voice:** Professional, supportive, and proactive

### **Description:**

This is an empowering yet informative article meant to position BrightCrowd as an ideal alumni relations and university advancement solution for alumni relations staff and coordinators due to the team's experiences in alumni relations departments in universities, in software development, and in edtech. This is the natural tie-in of the winning value prop/unique selling proposition that BrightCrowd provides: due to the decades' worth of experience on the alumni relations side within universities, we know what you need to be successful, we've been where you are, and we've struggled too with common challenges that can make alumni outreach more limited, such as reduced budgets, staff members, and capable technologies. (As a link you can consider adding into this article's discussion, we did an article about top alumni relations challenges as can be found here: <https://brightcrowd.com/blog/the-top-challenges-for-alumni-relations-and-how-to-overcome-them> ). This transparency, and the experience within it, can garner connection and feelings of trust from the audience.

To begin the tone (and introduction) of the article, after briefly explaining what audience engagement, university advancement, and their importance are, utilize/set the persuasive narrative with the "top alumni relations challenges" BrightCrowd article, particularly the evidenced stats that demonstrate BrightCrowd's call and answer to those three challenges (ie. As evidence of more efficient, current technology building greater alumni engagement - *On average, 30-50% of alumni invited to join a university BrightCrowd book end up creating a page.*). Naturally, then connect it to the aforementioned selling points about the benefits of

working with the BrightCrowd team to assist in that engagement and advancement. Feel free to use BrightCrowd's About Us page for more context/compelling examples to convince the audience (<https://brightcrowd.com/about/>).

Next, move into BrightCrowd's second most significant value prop when it comes to audience engagement strategy by first explaining what a good alumni engagement strategy is (to successfully compete with this current top article on Google: <https://callhub.io/alumni-engagement-strategy/#:~:text=A%20good%20alumni%20engagement%20strategy,career%20advice%2C%20and%20job%20prospects>) Then weave in/speak more specifically on the most problem-solving or strategically helpful elements or rewards of the platform and BrightCrowd's books that generate more alumni fundraising, giving, and event involvement due to truly designing strategy around the alumni. Mention that the digital scrapbooks are really tailored to the needs of the university (all questions are customizable, they are used as more than just alumni books but as affinity- and community-based communal spaces, and universities are using these to welcome incoming students and starting relationships off strong while they're still on campus to more successfully continue them later.)

- To organize this particular section of the article, you might want to break each of those elements into value prop headers (like H3s under a broader H2 entitled something like "X elements of an alumni strategic plan with BrightCrowd" or "X alumni engagement strategies and best practices with BrightCrowd"), such as but not limited to:
  - Increased efficiencies
  - Tailored engagements – customizable questions and books that can be focused around affinities (clubs the alumni participates or participated in, locational focuses, etc.)
  - Better budgeting – Less paper used, and more money saved, with more digital outreach (ie. The digital scrapbooks/BrightCrowd books)
  - More digital versus physical capabilities – quick alumni book launches/engagement launches with need of long manual entry and work as a response to limited staff
  - More mobile-friendly outreach – mention here how alumni can add a profile photo to their BrightCrowd book's page by uploading directly from their computer or phone (more info about this can be found on BrightCrowd's FAQ page: <https://brightcrowd.com/faq> )
  - Keeping an updated database – touch on BrightCrowd's updated (actionable!) contact reports
  - More conversational engagement
  - Forming a network of local alumni
  - Motivate alumni to reach out to you
  - Beginning engagement in student life – this is where the above mention about universities using the BrightCrowd customized books to welcome incoming students and start relationships off strong can go (this article about the Benefits of Using BrightCrowd Books to Welcome New Students might also be helpful:

<https://brightcrowd.com/blog/the-benefits-of-using-brightcrowd-books-to-welcome-new-students> )

In the conclusion, summarize the article and then talk about BrightCrowd's alumni solutions and how their digital memory books help drive additional participation and engagement for alumni through affinity-based/cultivated books and pages. (If you scroll to the bottom of the BrightCrowd Client Profile DOC in ClickUp you'll see some great stats on how BrightCrowd books help drive attendance for reunions and other events). The conclusion CTA should be their free 30-day trial with a link to this page: <https://www.brightcrowd.com/explore>.

**Target Keyword:** alumni engagement (210 MSV 64 difficulty)

*\*The target keyword must be used at least 3 times: once in the intro (first sentence is ideal), once in the body as a header, and once in the conclusion.*

**Additional Keywords to Include:**

*Try to naturally include these keyword variations* in headings, bulleted lists, and body copy.

**Green highlighted keywords** have the highest search volumes (use these 2-3 times). **Yellow highlighted keywords** should be used 1-2 times. Please use all remaining **grey keywords** at least 1 time.

*\*Please ensure to use the highlighting color code as shown below within your submission so we can easily check that the keywords were used accurately.*

- alumni engagement ideas (90 MSV 47 difficulty)
- alumni engagement strategic plan (50 MSV 76 difficulty)
- alumni engagement strategies (30 MSV 29 difficulty) / alumni engagement strategy (30 MSV 58 difficulty) (To avoid being 'spammy' with too many keywords, these two keywords are synonymous and one over the other can be used.)
- alumni fundraising (50 MSV)
- advancement in higher education (50 MSV)
- why alumni are important (40 MSV 54 difficulty) / why is alumni engagement important (10 MSV 42 difficulty) (To avoid being 'spammy' with too many keywords, these two keywords are synonymous and one over the other can be used.)
- alumni engagement best practices (30 MSV 50 difficulty)
- what is alumni engagement (10 MSV 60 difficulty)
- increase alumni engagement (10 MSV 23 difficulty)
- alumni relations strategic plan (20 MSV 80 difficulty) (This keyword can be opted to not be used because it is fairly synonymous to and comes up for many of the same articles/links on Google as 'alumni engagement strategic plan,' which has a higher monthly search by people on the internet.)
- alumni giving trends (20 MSV)
- alumni participation rate (30 MSV)

- average alumni giving rate (20 MSV)

**Word Count:** 1000 words (not including meta description and blog post title)

## Structure

Please refer to the rough outline with headings below. Please break up large paragraphs with bulleted and/or numbered lists. Feel free to add additional sections as you see fit.

**Meta Description:** [About a sentence or two long – under 160 characters. Include the **target keyword**]

### Heading 1 Title (Provided)

[Intro]

### Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword

[Text]

### Heading 3: Section to clarify larger concepts within the H2 (may or may not use keyword)

[Text]

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[Text]

### Heading 2: Informational H2 (*like a mini blog title*) that uses a keyword when possible

[Text]

### Heading 3: Sections to clarify larger concepts within the H2 (may or may not use keyword)

[Text]

### Heading 2: Final Informational H2 (*mini blog title*) that uses a keyword when possible

[Conclusion]

### Other Important Notes:

- Linking:
  - Include 2-3 internal links to company's other blogs/website pages
  - Include external links to statistics that backup information contained in the blog
  - DO NOT link to 3<sup>rd</sup> party products or services unless specifically mentioned in the brief description
- Headings:
  - All header tags (H2, H3, etc.) should contain keywords whenever possible.
- \*Please only use each internal link of choice one time in the text.

## Technical Requirements:

- The content must be high-quality and engaging – content that scores below a 90 in Grammarly will not be accepted ([grammarly.com](https://grammarly.com))
- All section headings and sub-headings must be in Title Case (<https://capitalizemytitle.com/>)
- Readability is key. The content should be free of long paragraphs or blocks of copy and long or confusing sentences.
- Content must receive a score of 10 or below on Hemingway Editor. (<https://hemingwayapp.com/>)
- The article needs to be submitted as a Microsoft Word document in your designated OneDrive/SharePoint folder (Calibri, font size 12)
- The recommended length of a single paragraph is no more than 10 sentences. Most sentences should be no longer than 30 words. The text should have at least one bulleted or numbered list.



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