



CONTENT MARKETING

3. Written Content

Where are we?

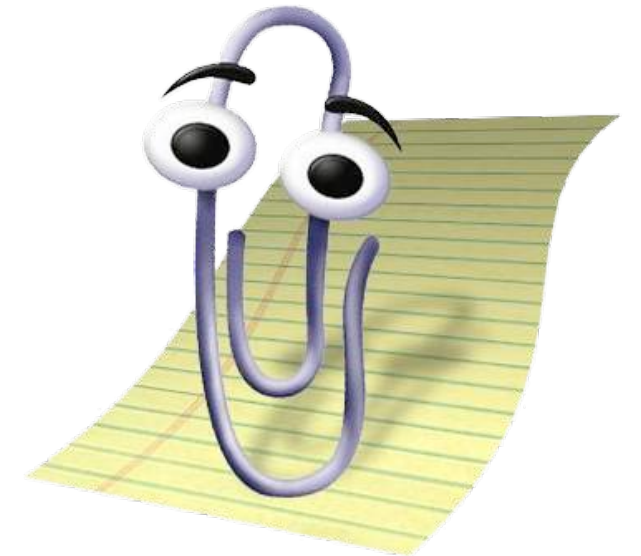
1. The Big Picture
2. Content Planning
3. Written Content
4. Visual Content. Video & Hybrid Formats
5. Landing Pages. Content Distribution
6. Content Analysis. Live Demo

#3 Written Content

1. Writing style
2. Content elements
3. Micro vs macro content
4. Content pyramid
5. Content clusters
6. Blog posts, ebooks, whitepapers, case studies

It looks like you're trying to ask a question.

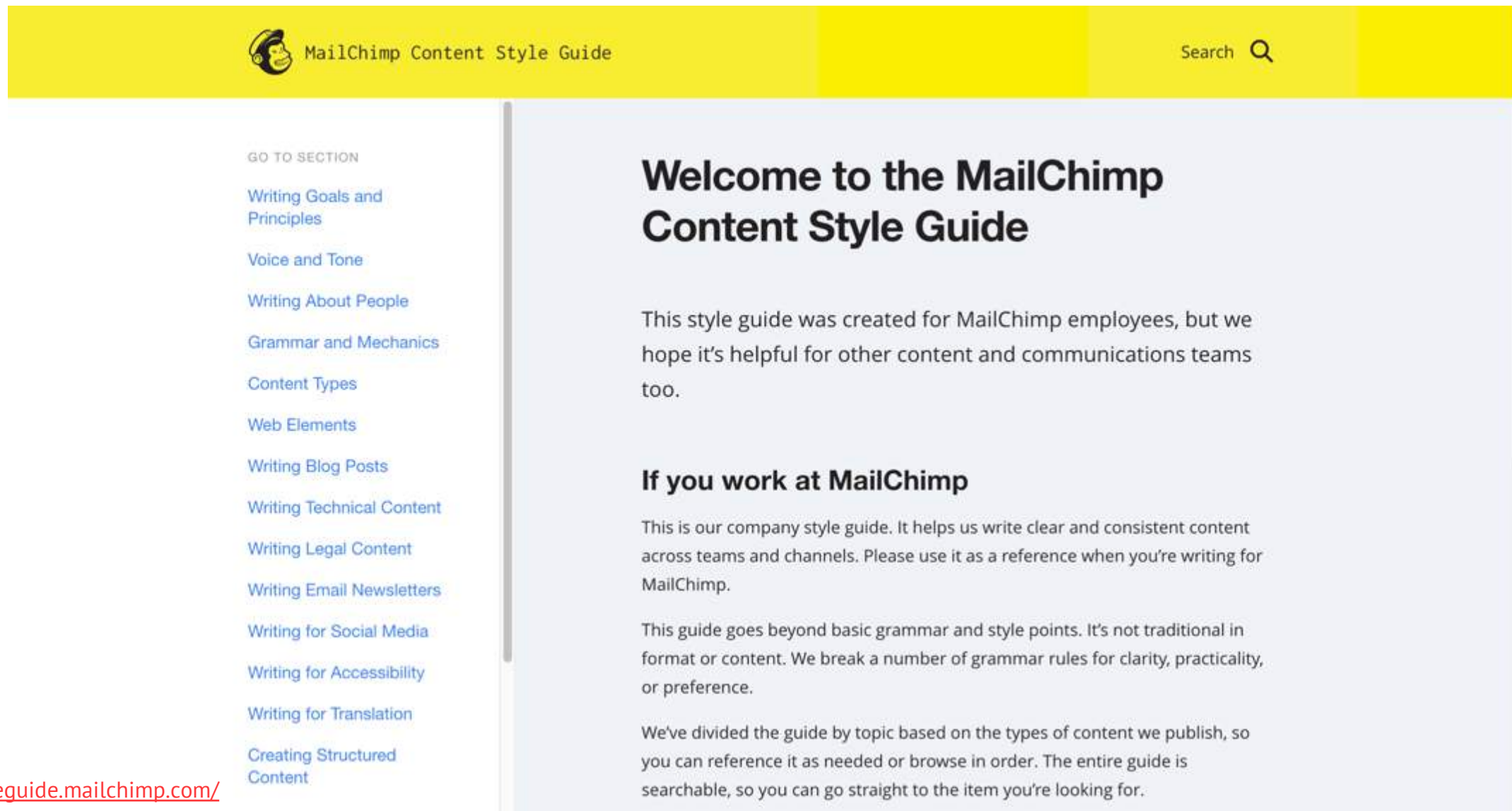
Please, use **sli.do** – **CM3**



A man from the chest up, wearing a white long-sleeved shirt with thin vertical stripes, a dark bow tie, and dark suspenders. He has his arms crossed and is wearing a wristwatch on his left wrist. The background is a plain, light gray.

BUILD YOUR STYLE

HOW MAILCHIMP DO IT?



The screenshot shows the MailChimp Content Style Guide website. The header is yellow with the MailChimp logo and the title 'MailChimp Content Style Guide' on the left, and a search bar on the right. The left sidebar is white and contains a 'GO TO SECTION' heading followed by a list of links: 'Writing Goals and Principles', 'Voice and Tone', 'Writing About People', 'Grammar and Mechanics', 'Content Types', 'Web Elements', 'Writing Blog Posts', 'Writing Technical Content', 'Writing Legal Content', 'Writing Email Newsletters', 'Writing for Social Media', 'Writing for Accessibility', 'Writing for Translation', and 'Creating Structured Content'. The main content area is light blue and features the title 'Welcome to the MailChimp Content Style Guide'. Below the title is a paragraph stating that the guide was created for MailChimp employees but is helpful for other content and communications teams. This is followed by a section titled 'If you work at MailChimp' which explains that the guide helps write clear and consistent content across teams and channels. It also mentions that the guide goes beyond basic grammar and style points, breaking a number of grammar rules for clarity, practicality, or preference. Finally, it states that the guide is divided by topic based on the types of content published, allowing users to reference it as needed or browse in order, and that the entire guide is searchable.

MailChimp Content Style Guide

Search 🔍

GO TO SECTION

- [Writing Goals and Principles](#)
- [Voice and Tone](#)
- [Writing About People](#)
- [Grammar and Mechanics](#)
- [Content Types](#)
- [Web Elements](#)
- [Writing Blog Posts](#)
- [Writing Technical Content](#)
- [Writing Legal Content](#)
- [Writing Email Newsletters](#)
- [Writing for Social Media](#)
- [Writing for Accessibility](#)
- [Writing for Translation](#)
- [Creating Structured Content](#)

Welcome to the MailChimp Content Style Guide

This style guide was created for MailChimp employees, but we hope it's helpful for other content and communications teams too.

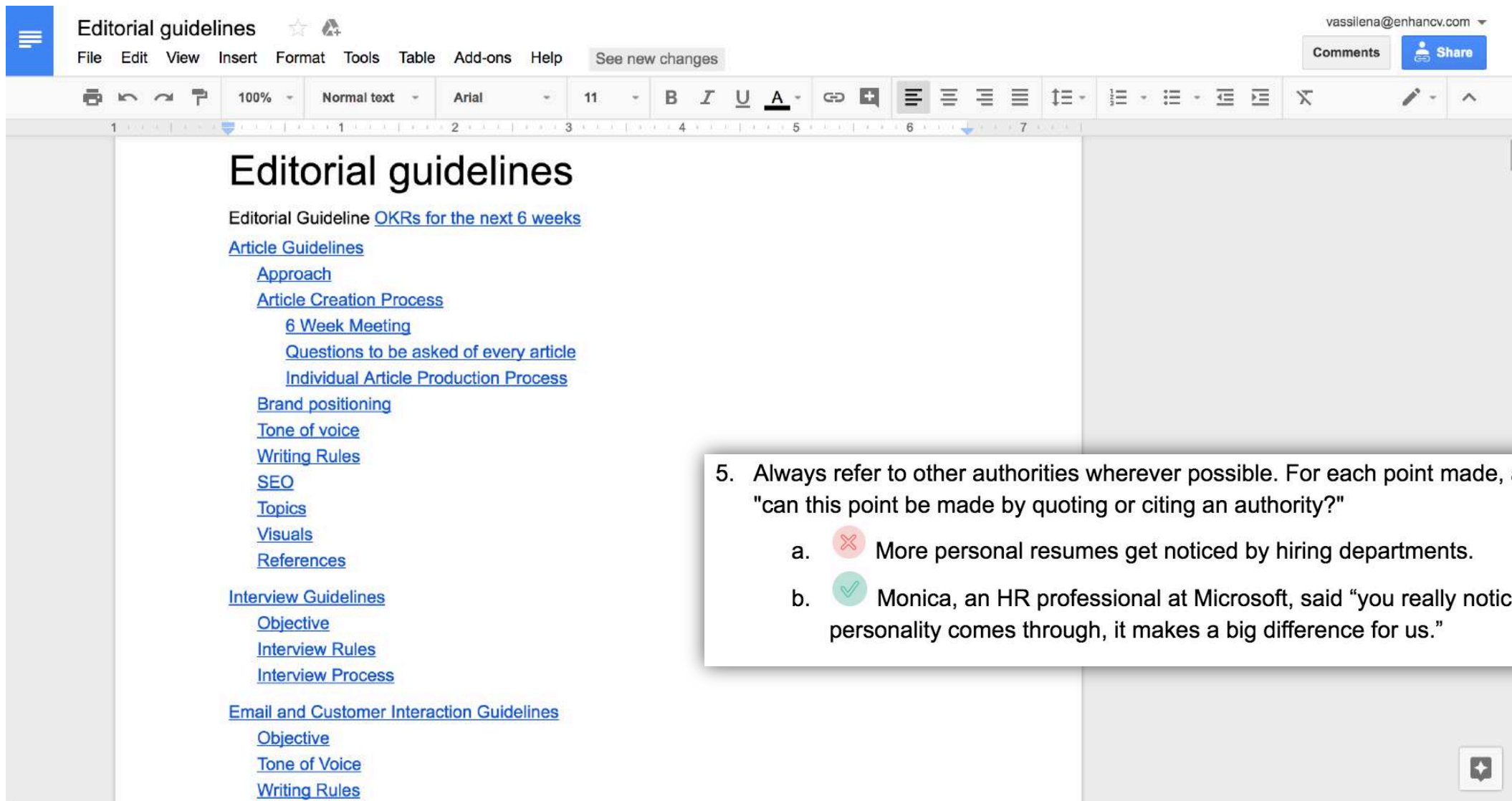
If you work at MailChimp

This is our company style guide. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for MailChimp.

This guide goes beyond basic grammar and style points. It's not traditional in format or content. We break a number of grammar rules for clarity, practicality, or preference.

We've divided the guide by topic based on the types of content we publish, so you can reference it as needed or browse in order. The entire guide is searchable, so you can go straight to the item you're looking for.

HOW ENHANCV DOES IT?



The screenshot shows the Enhancv document editor interface. At the top, there's a header bar with a menu icon, the title "Editorial guidelines", and user information "vassilena@enhancv.com". Below this is a toolbar with various editing tools like undo, redo, bold, italic, underline, text color, and list creation. The main content area displays a document titled "Editorial guidelines" with a list of links organized into sections: "Editorial Guideline OKRs for the next 6 weeks", "Article Guidelines" (including Approach, Article Creation Process, 6 Week Meeting, Questions to be asked of every article, Individual Article Production Process, Brand positioning, Tone of voice, Writing Rules, SEO, Topics, Visuals, and References), "Interview Guidelines" (including Objective, Interview Rules, and Interview Process), and "Email and Customer Interaction Guidelines" (including Objective, Tone of Voice, and Writing Rules).

5. Always refer to other authorities wherever possible. For each point made, ask yourself "can this point be made by quoting or citing an authority?"

- ✗ More personal resumes get noticed by hiring departments.
- ✓ Monica, an HR professional at Microsoft, said "you really notice when the personality comes through, it makes a big difference for us."

ELEMENTS

- Target audience
- Voice and tone
- Brand positioning
- Grammar and terminology
- Content types
- SEO
- Content process

EXAMPLES

- [Microsoft](#)
- [Google \(material design\)](#)
- [Shopify](#)
- [GOV.UK](#)
- [Buffer](#)
- [University of Leeds](#)

KEY CONTENT ELEMENTS

- User need and user benefits
- Compelling story
- Attention-grabbing headline
- Clean formatting
- Shareable quotes
- Embedded & multimedia content
- Call-to-Action

USER BENEFITS



WHAT DOES THAT EVEN MEAN?

Bluetooth, A2DP, 3G, 1080p/720p, Android, Donut, Froyo
Aperture, CDMA, Composite, Retina Display, AMOLED,
Bluetooth, A2DP, 3G, 1080p/720p, Android, Donut, Froyo
Aperture, CDMA, Composite, Retina Display, AMOLED,
Bluetooth, A2DP, 3G, 1080p/720p, Android, Donut, Froyo
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Bluetooth, A2DP, 3G, 1080p/720p, Android, Donut, Froyo
Aperture, CDMA, Composite, Retina Display, AMOLED, B



FEATURES vs BENEFITS

**STORAGE FOR
1GB OF MP3S**



VS

**1,000 SONGS
IN YOUR POCKET**

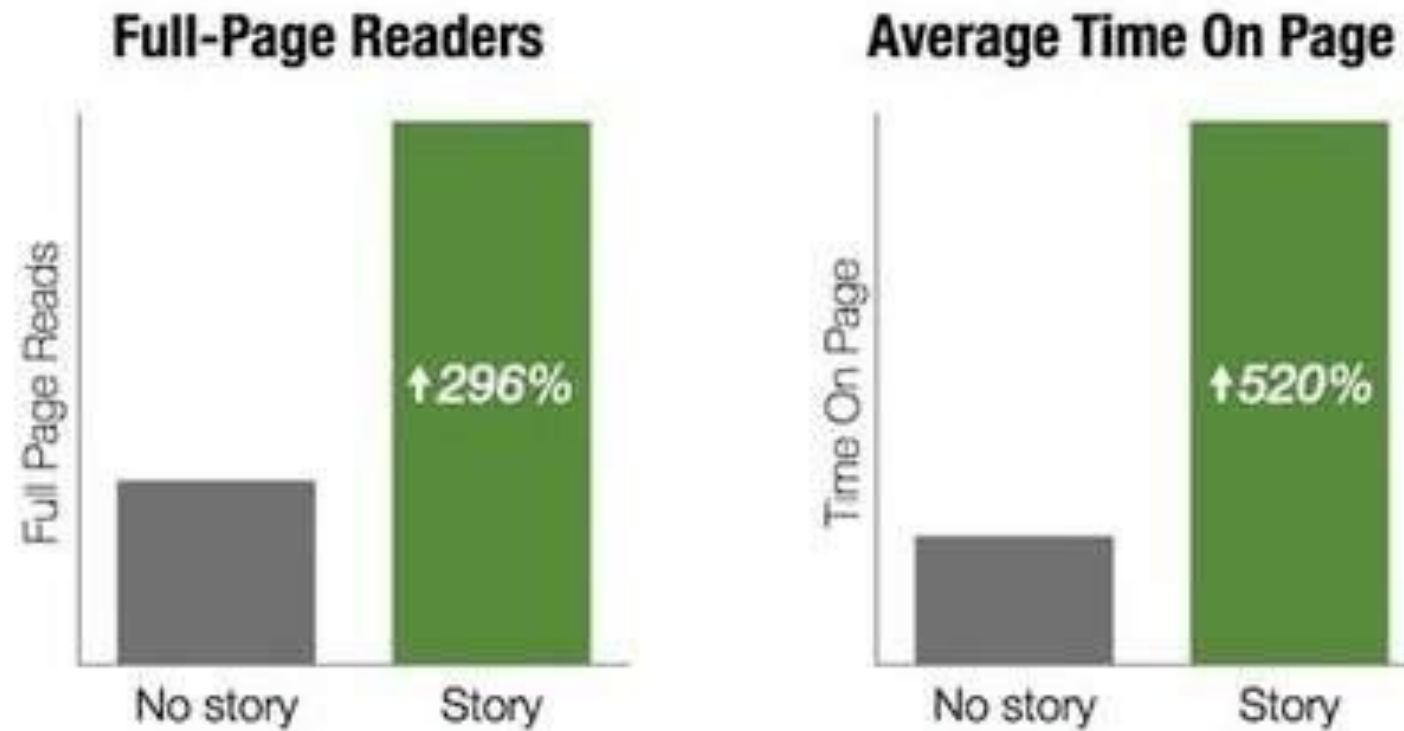


A hand holds a bright yellow book in the center of the frame. The book's cover is plain with the title 'HAPPY' in a dark, serif font and the author's name 'ALEX LEMON' in a smaller font at the bottom. The background is a blurred library with tall wooden bookshelves filled with books. In the background, a man and a woman are visible, looking at each other. A semi-transparent white banner with the text 'TELLING A STORY' is overlaid across the middle of the image.

HAPPY

TELLING A STORY

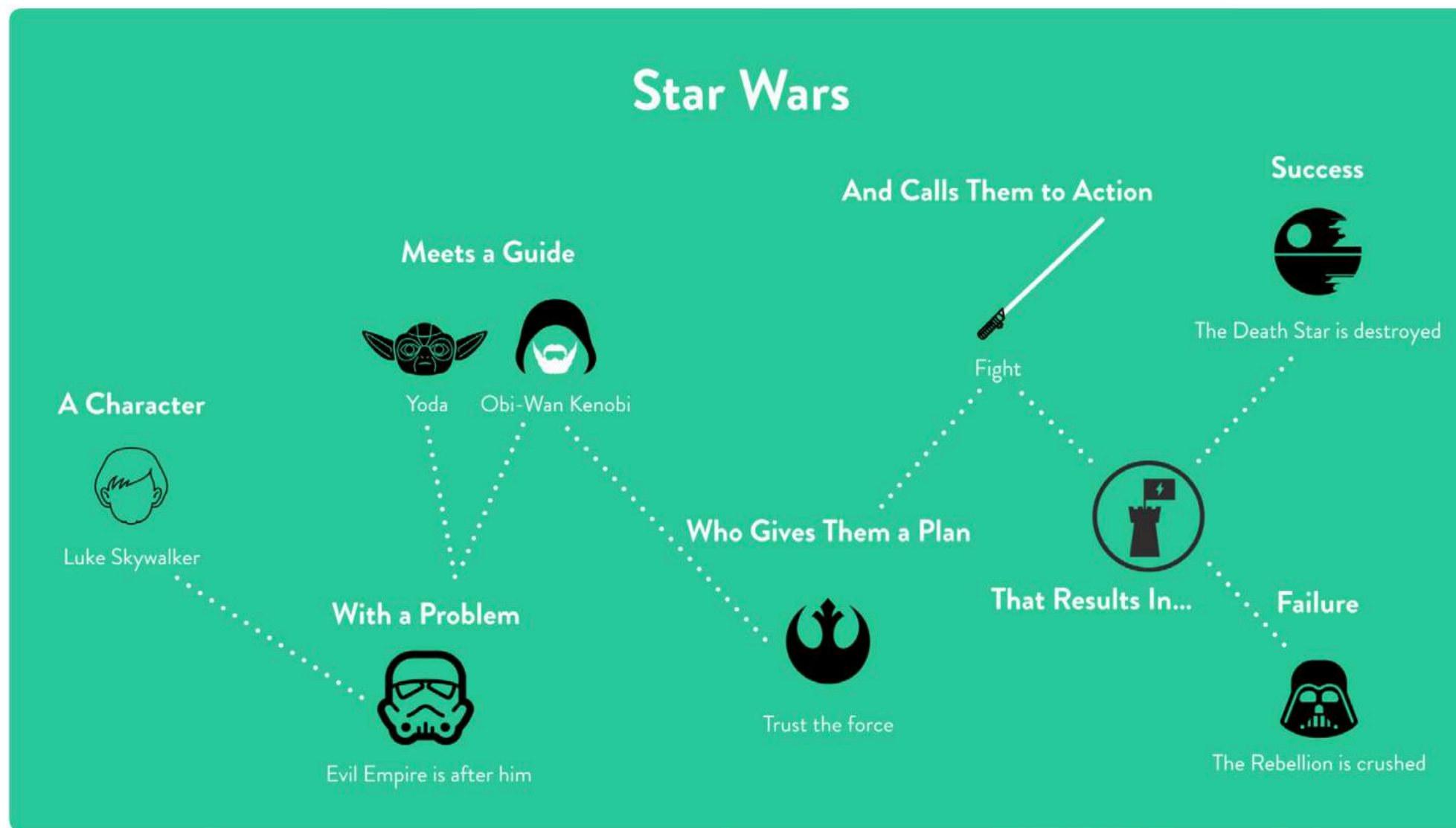
ALEX LEMON



7 ELEMENTS - STORYBRAND



7 ELEMENTS - STORYBRAND



YOUR BRAND IS NOT THIS





YOUR BRAND IS THIS

STORYBRAND ELEMENTS

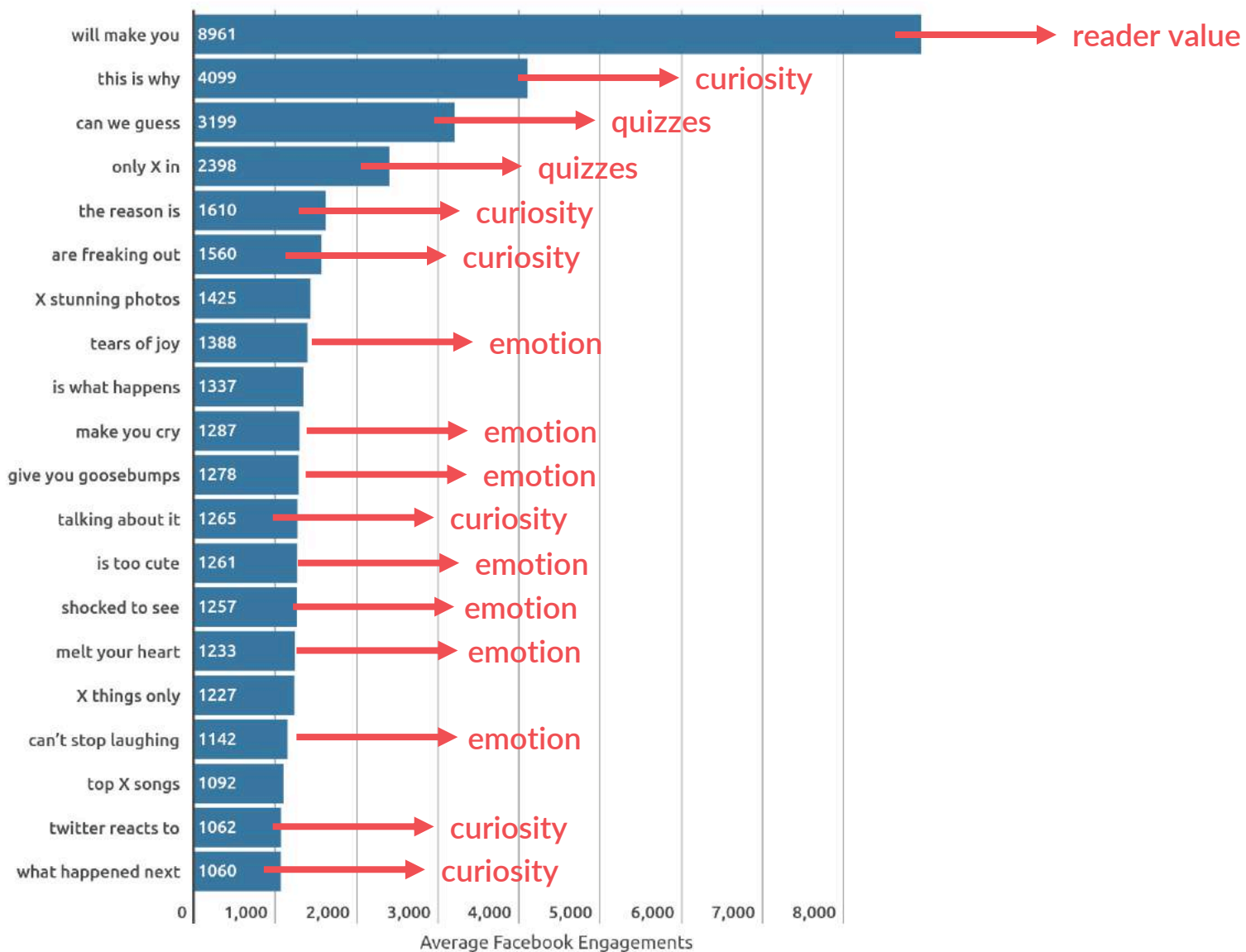
- Focus on the character's needs
- External and internal problem
- Specific plan for action
- Call to action



ATTENTION-GRABBING HEADLINE

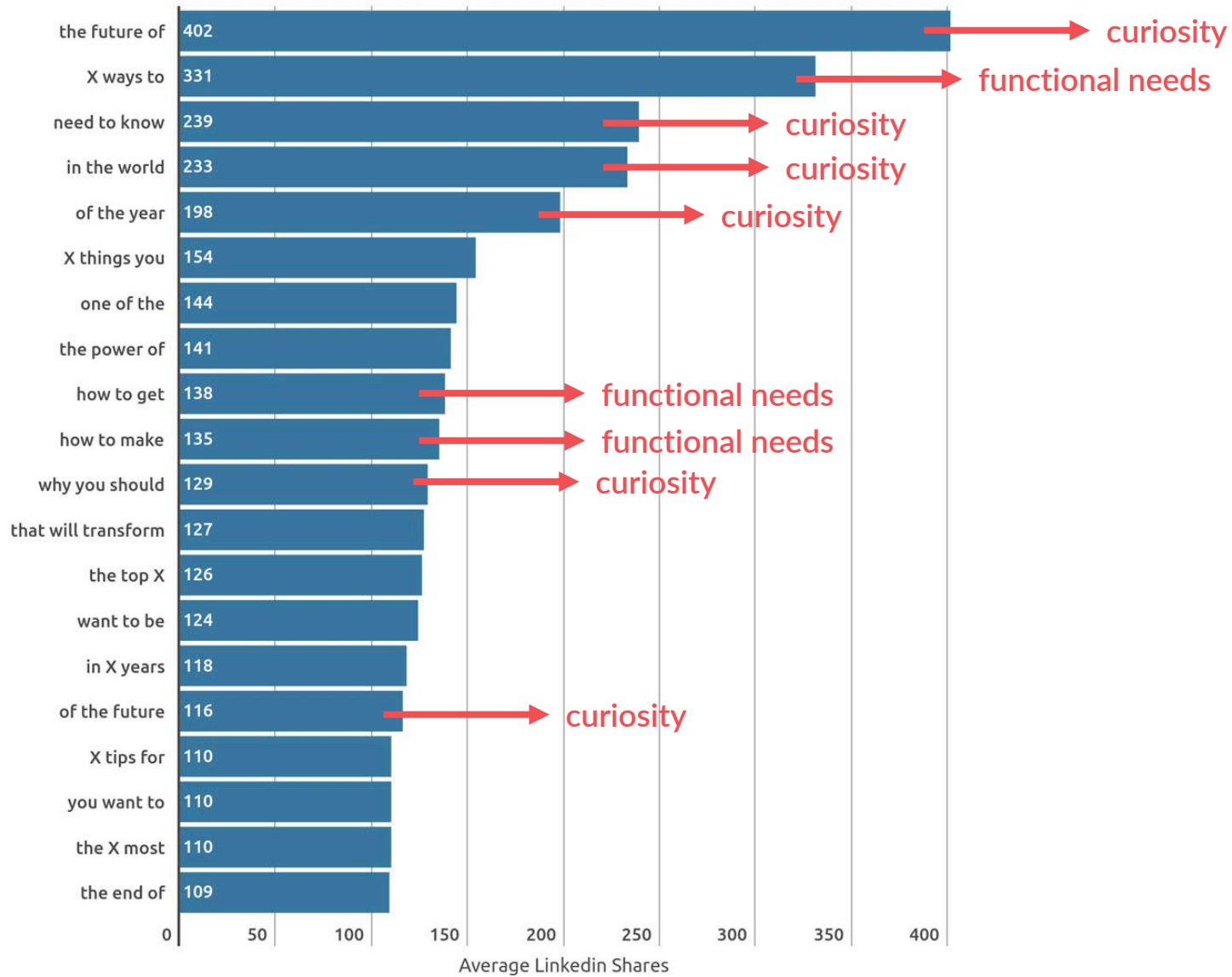
Top Headline Phrases

Measured by average Facebook Engagement



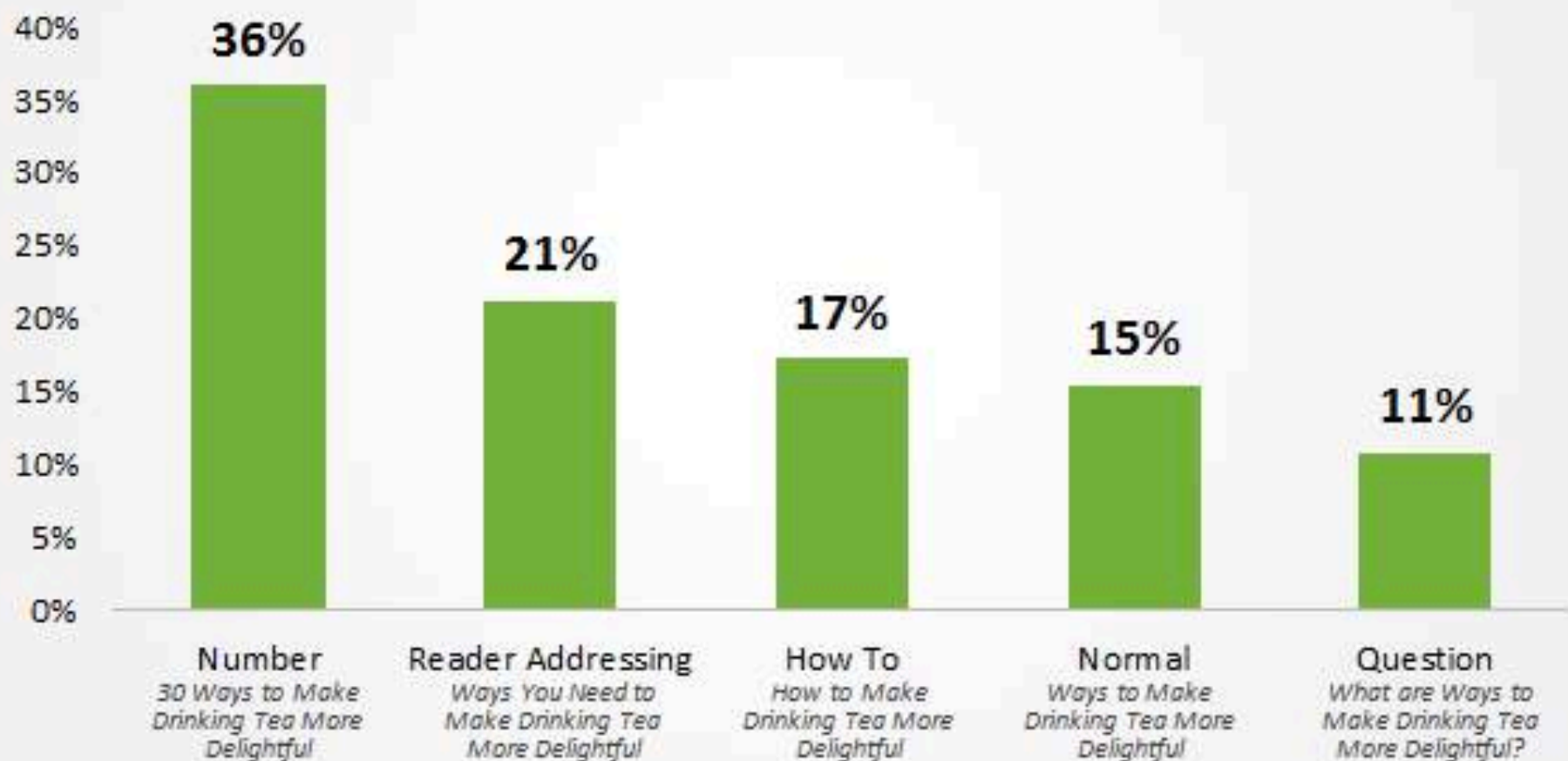
Top B2B Headline Phrases

Measured by average LinkedIn Shares





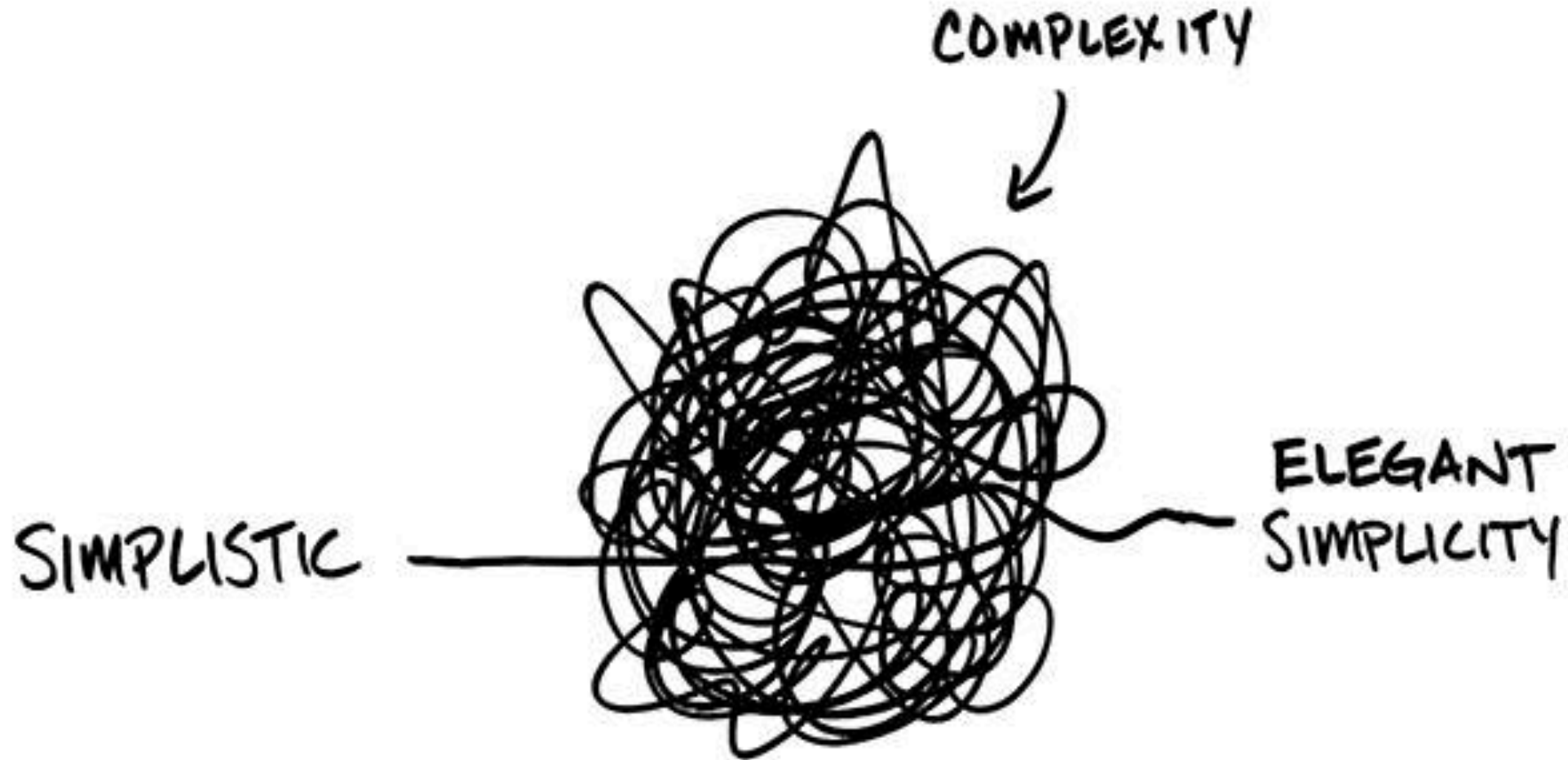
OVERALL HEADLINE PREFERENCES



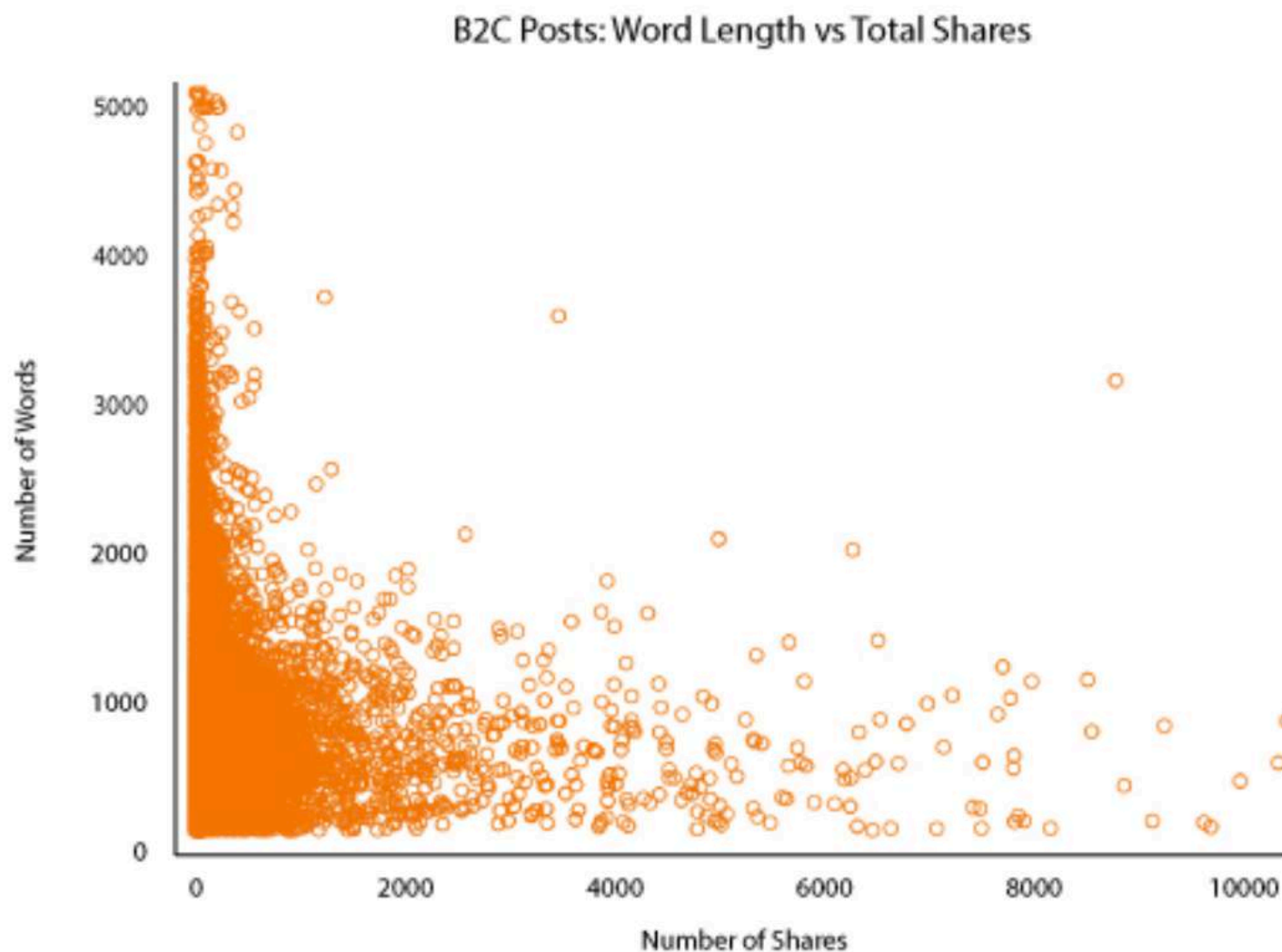
A top-down photograph of a white, octagonal plate set against a dark, textured background. On the plate, there is a halved peach with its pit removed, showing the yellow-orange flesh. To the right of the half-peach are five individual peach slices, each a wedge shape, arranged in a slight arc. A small paring knife with a black handle and a silver blade lies horizontally at the bottom of the plate. The blade has some faint markings on it. A semi-transparent white banner with the text "BITE-SIZED CONTENT" is centered across the middle of the image, partially obscuring the peach slices and the knife.

BITE-SIZED CONTENT

SIMPLIFY

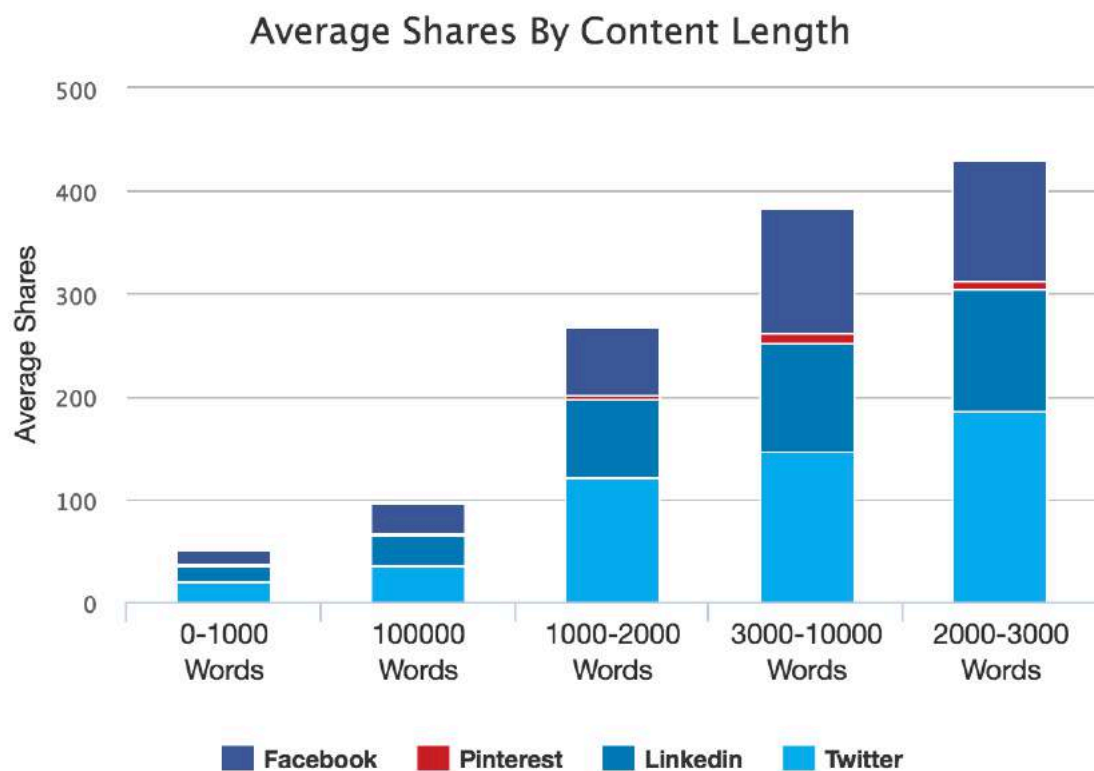


THE MYTH OF LONG CONTENT



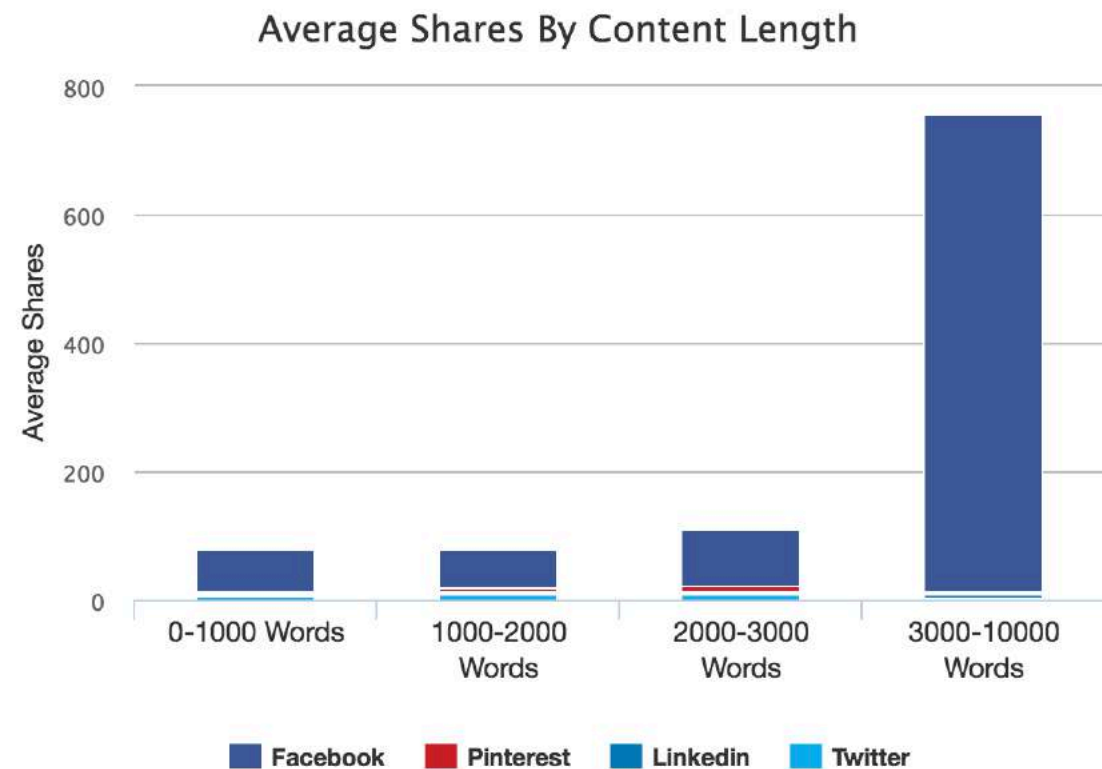
IT DEPENDS

Key phrase: content marketing



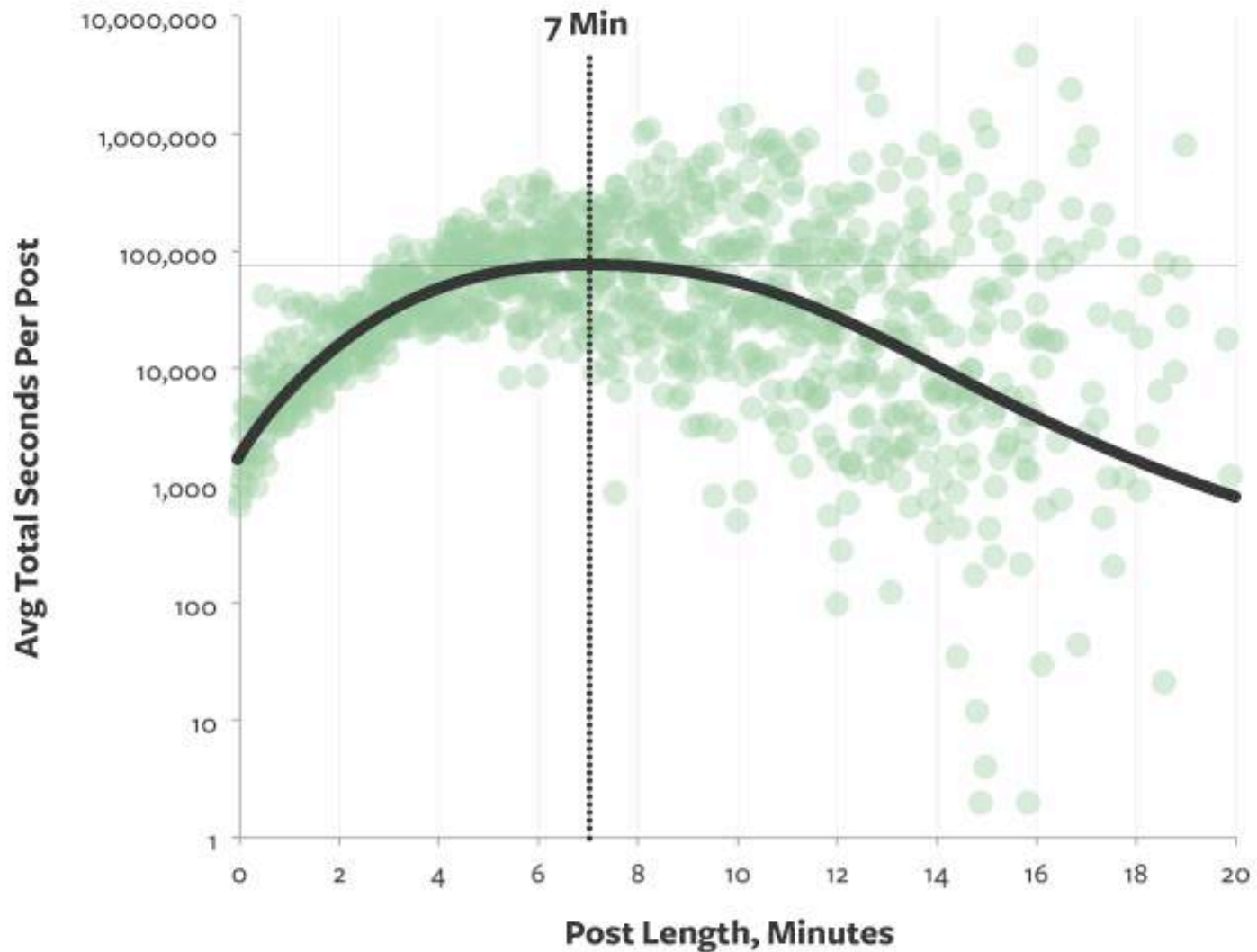
?

Key phrase: travel advice



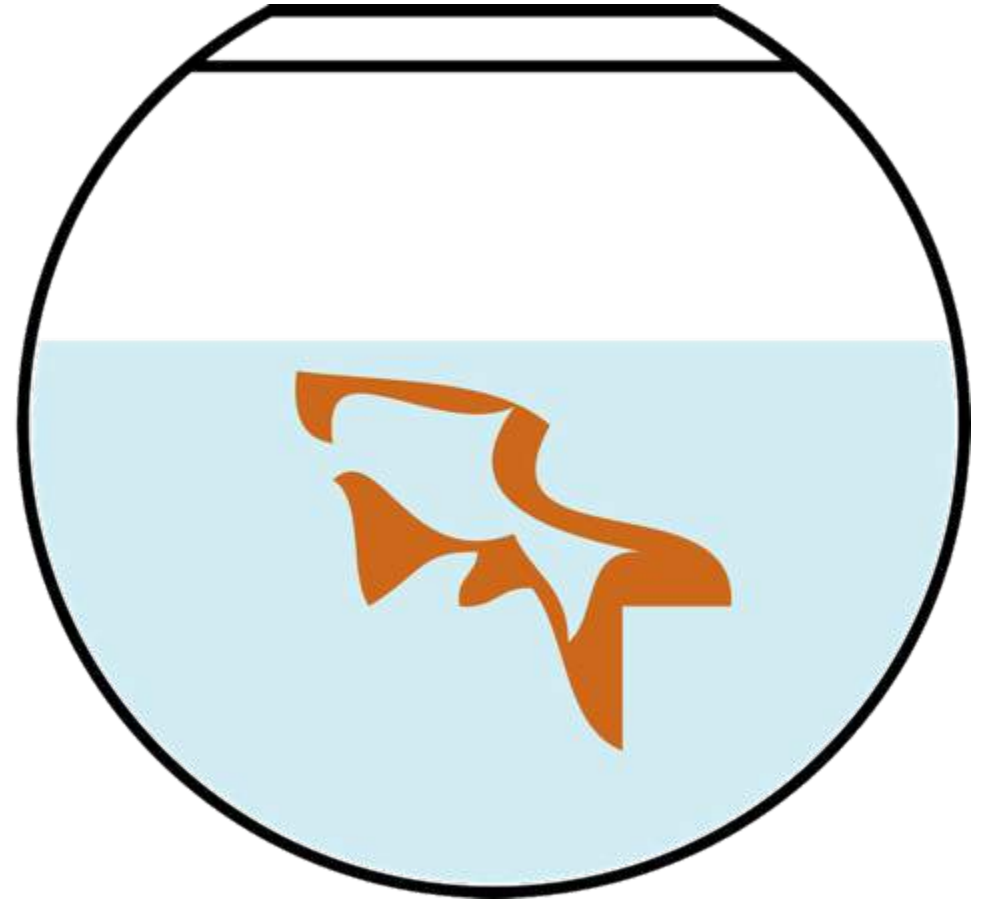
?

HOW LONG SHOULD WRITTEN CONTENT BE?



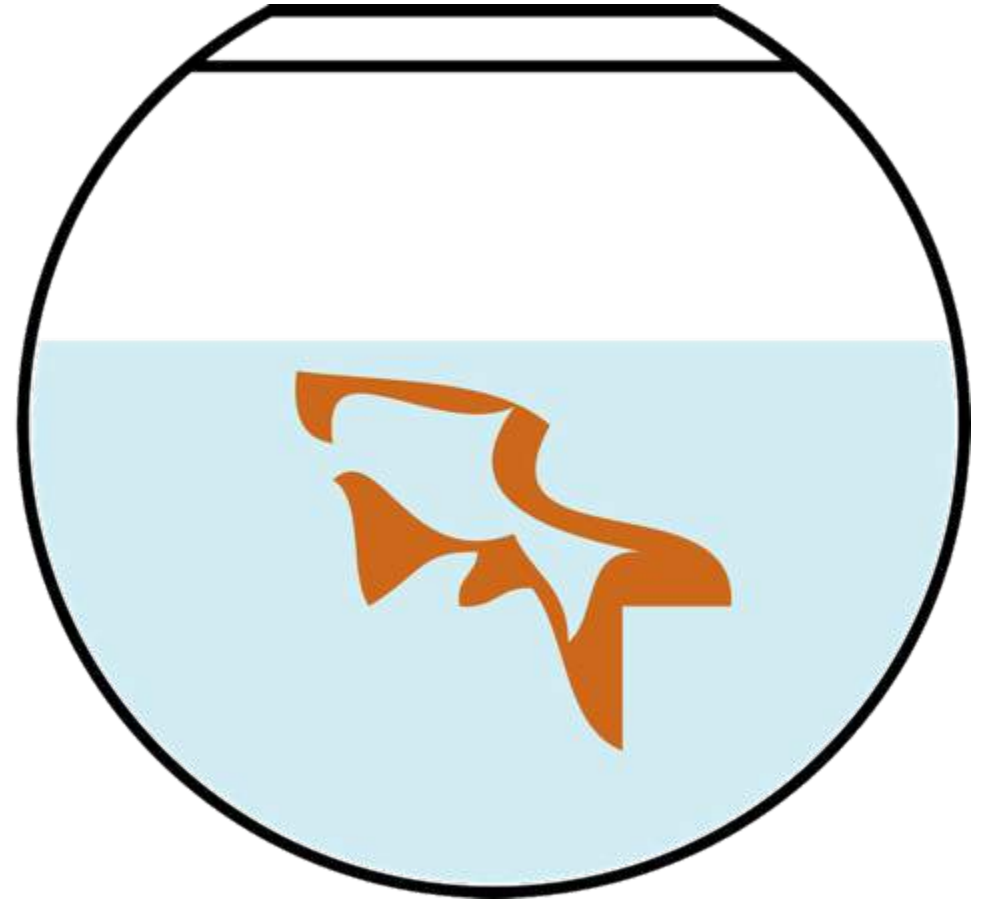
ONLINE CONTENT FORMATTING

- Bullets
- Subheadings
- Bold
- Font size
- White space
- 1 idea per paragraph
- Active verbs
- Intro hook



IMPROVING READABILITY

- Shorter copy – 58%
- Bullets – 47%
- Objective language – 27%
- Combined – 124%

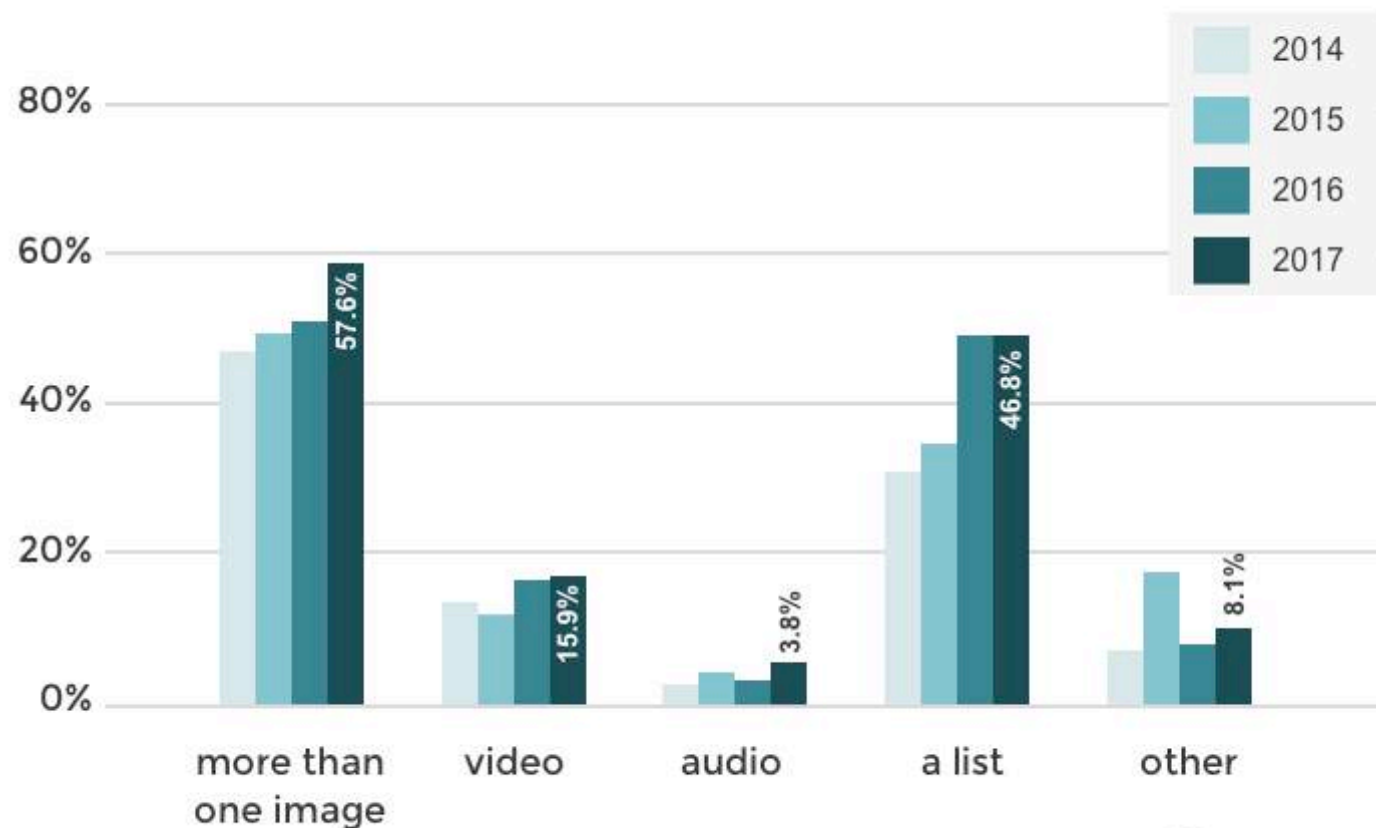


A woman with long red hair, wearing a red skirt and a white top with a red floral pattern, is seen from behind, kneeling on a dark grey rug in a museum gallery. She is looking at a row of six large classical paintings displayed on a light-colored wall. The paintings are arranged in two rows of three. The top row features a religious scene with a seated figure, a scene with a figure in a red cloak, and a scene with a rainbow and a star. The bottom row features a scene with a figure in a white dress, a scene with figures in a landscape, and a scene with a figure on a horse. The text "MULTIMEDIA CONTENT" is overlaid in the center of the image.

MULTIMEDIA CONTENT

THE POWER OF VISUALS

What does a typical post include?





n=1377


SHAREABLE QUOTES


VALCHANOVAME


ABOUT


SEARCH 















Aaron Harvey and authenticity

56% of Americans would stop buying brands they deem unethical. Aaron Harvey of **Ready Set Rocket** opened his talk with this stat and led the conversation toward authenticity. We saw a bunch of examples – headed by the current **dark case from Pepsi**. Those were all brands that try to plant themselves into current topics and fail miserably. The results are more than expected – harsh public outcry and worse customer relations.

Brands insert themselves in trendy conversations, but they should live the values in the day-to-day. - Aaron Harvey

CLICK TO TWEET 

On the other side of the spectrum stands Dove – an example of a brand that has a focused and stable approach to a public issue. The link between the brand and their real beauty cause is much more direct and authentic. That's why it works. It's the same when the outdoor store chain **REI closed their stores on Black Friday**. For this to work, a brand needs to work hard and truly understand the issue with all its ins and outs.

CALL TO ACTION



Conclusion

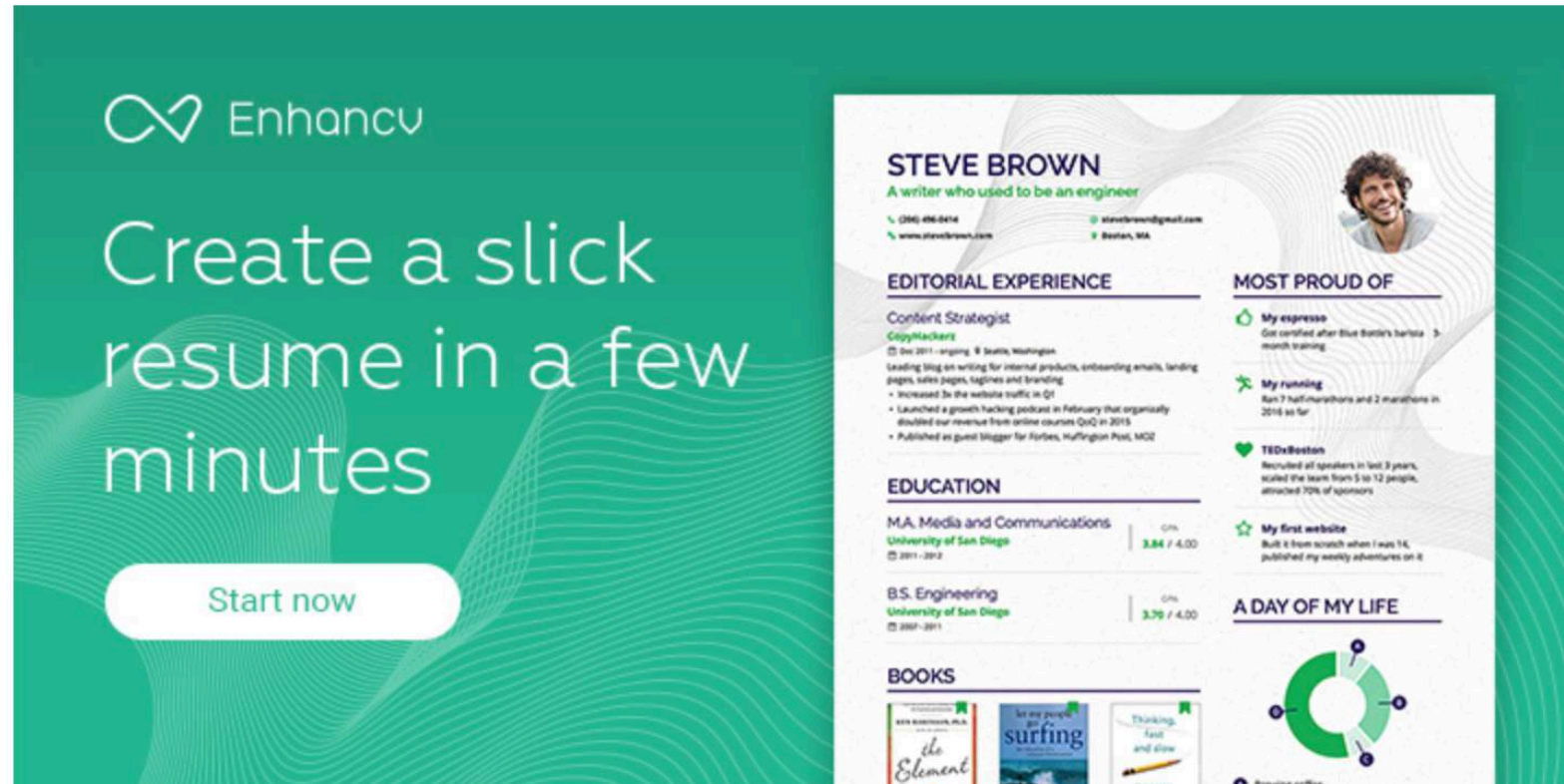
Creating a personal brand on social media isn't easy. It requires a lot of thought and research to do successfully. It is not about what you look like or where you live, it's about what you stand for and what people should expect when they see you've posted a new piece of content. Think long-term and remember to take note of what's working and not working and adjust as necessary.

Confidently develop and implement successful digital strategies with a Postgraduate Diploma in Digital Marketing.

[DOWNLOAD COURSE BROCHURE](#)

What was the reason you created your resume?

I wasn't looking for a job. But I like to keep my resume up to date in case something worth applying for appears and I'd need one right away. Up to this point, my resume looked like the basic university template with no flair. It was just too average, and I don't like average!



Enhancv

Create a slick resume in a few minutes

[Start now](#)

STEVE BROWN
A writer who used to be an engineer

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🌐 www.stevbrown.com

✉ stevebrown@gmail.com
📍 Boston, MA

EDITORIAL EXPERIENCE

Content Strategist
Copyhackers
Feb 2011 - ongoing | 8 Seattle, Washington

Leading blog on writing for internal products, onboarding emails, landing pages, sales pages, taglines and branding

- Increased 3x the website traffic in Q1
- Launched a growth hacking podcast in February that organically doubled our revenue from online courses QoQ in 2015
- Published as guest blogger for Forbes, Huffington Post, MOZ

EDUCATION

M.A. Media and Communications
University of San Diego
May 2011 - 2012

B.S. Engineering
University of San Diego
May 2007 - 2011

BOOKS

the Element
Let my people surf for surfing
Thinking fast and slow

MOST PROUD OF

- My espresso**
Got certified after Blue Bona's barista 3-month training
- My running**
Ran 7 half-marathons and 2 marathons in 2016 so far
- TEDxBoston**
Recruited all speakers in last 3 years, scaled the team from 5 to 12 people, attracted 70% of sponsors
- My first website**
Built it from scratch when I was 14, published my weekly adventures on it

A DAY OF MY LIFE

🕒 8:00am - 9:00am: brewing coffee

What I Mastered About Remote Working



24 July 2017

It's been almost a year since I started working for Enhancv remotely. I want to share that we've joined the [Global Work Remote Day](#) and our whole team is celebrating on August 4th!

Today, we have a number of remote employees in Dublin, London, and a majority of the colleagues are in Sofia, Bulgaria.

Latest posts



On a resume, focus on the paths you took and the decisions you made

How do you work remotely?

I would love to hear your thoughts on remote working. Feel free to post them as comments or email me directly at vessy@enhancv.com. I'm based in Dublin, so shout out if you are around for a coffee.

Hiring in Dublin

Head of Marketing / Digital Marketer / Customer Success

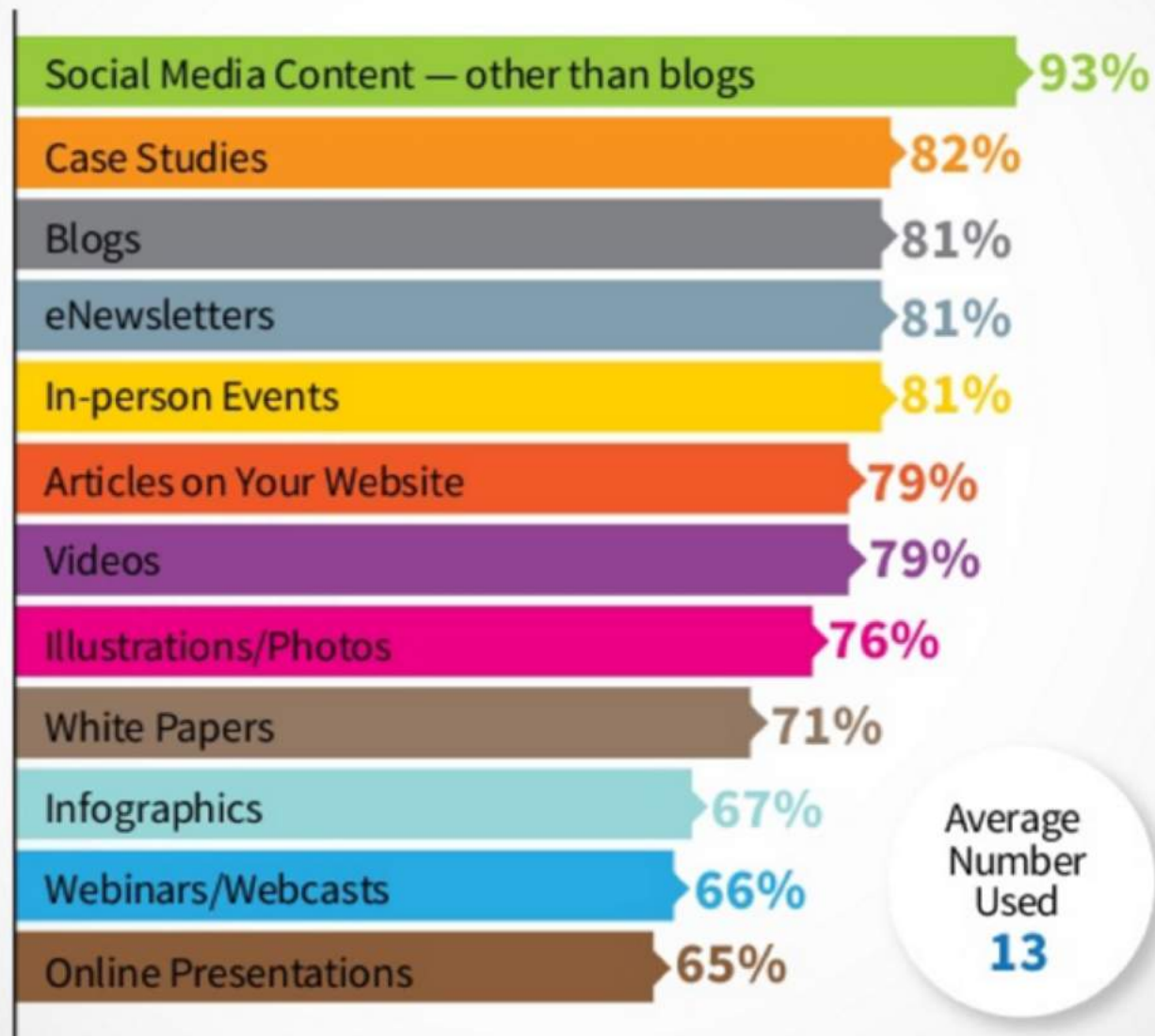
Send your CV & why we should pick you at work@enhancv.com

BLOGS

B2C Content Marketing Tactic Usage



B2B Content Marketing Tactic Usage



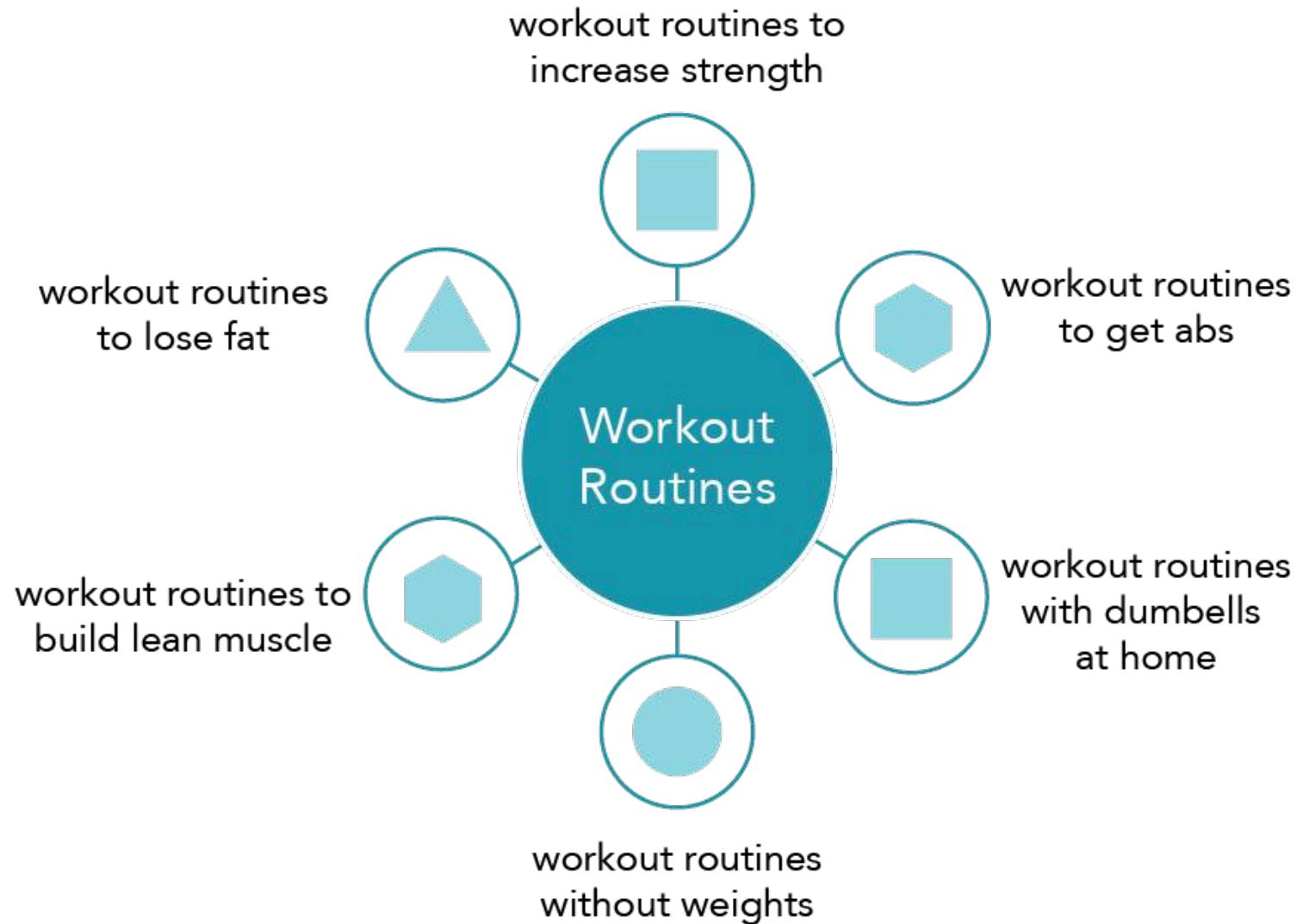
MICRO VS MACRO CONTENT

- Frequency
- Channels
- Goals



"See, I told you size matters."

CLUSTER CONTENT



Welcome to the Most Educational Swimming Pool Blog in the Country!

<https://www.youtube.com/watch?v=fgSxWDSkWT4>

Loading

Inground Pool Light Cost & Other Common Lighting Questions

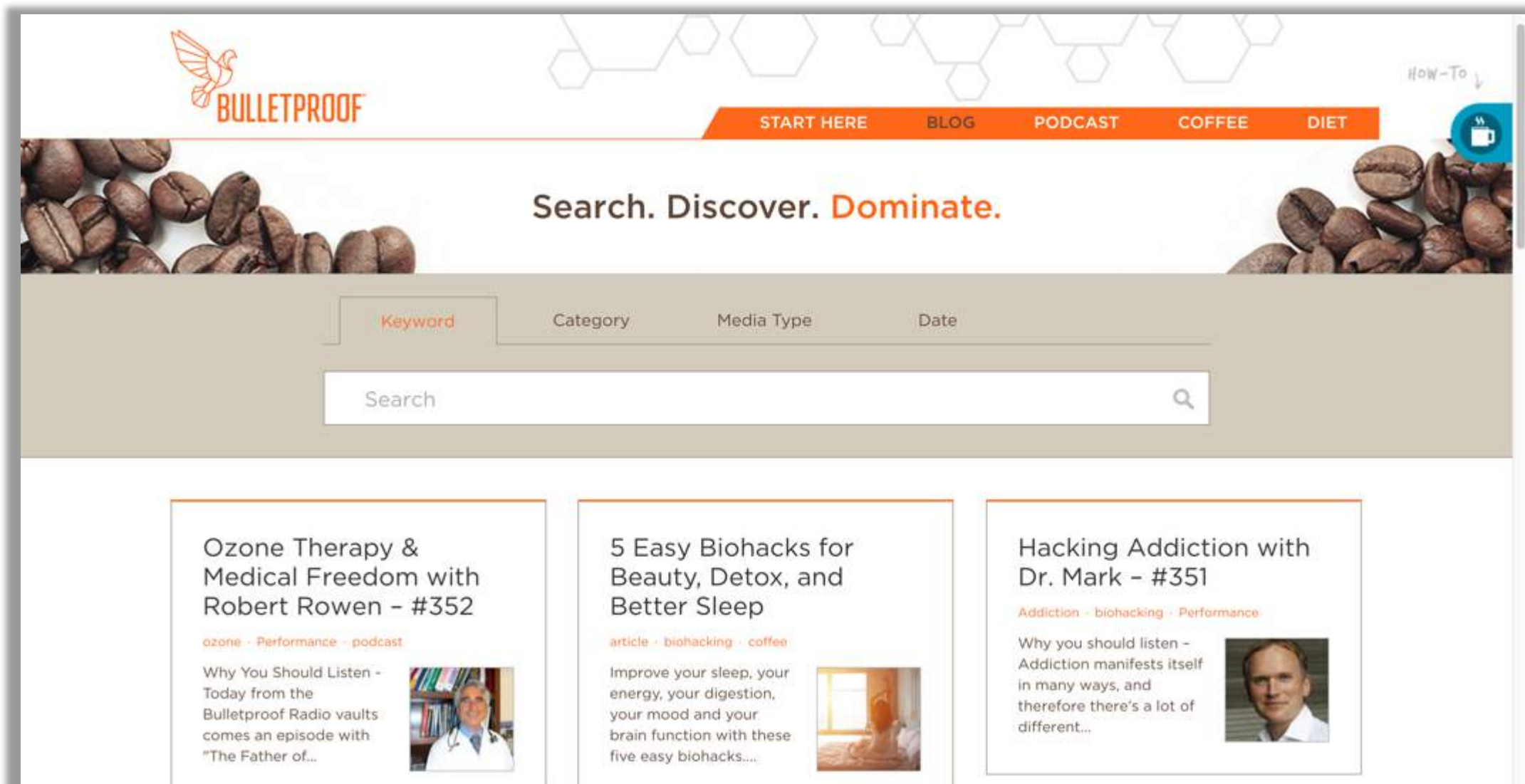
Posted by Brittany Joyner



If you're considering an inground pool, you are probably also considering installing an underwater pool light. As we work with hundreds of folks throughout Virginia, Maryland, and West Virginia each year we have the opportunity to answer tons of questions about pool lighting. In this article, we're going to tackle some of the most popular inground pool lighting questions we receive on a daily basis. Let's jump right in!



THOUGHT LEADERSHIP



The screenshot shows the Bulletproof website interface. At the top left is the Bulletproof logo, which includes a bird icon and the word "BULLETPROOF". To the right of the logo is a navigation bar with links: "START HERE", "BLOG", "PODCAST", "COFFEE", and "DIET". Further right is a "How-To" link with a downward arrow and a blue icon of a document with a 'W' on it. Below the navigation bar is a large banner area with coffee beans on the left and right sides. In the center of the banner is the text "Search. Discover. Dominate." Below the banner is a search bar with the placeholder text "Search" and a magnifying glass icon. Above the search bar are tabs for "Keyword", "Category", "Media Type", and "Date". Below the search bar are three featured articles, each with a title, tags, a short description, and a small image.

BULLETPROOF

START HERE BLOG PODCAST COFFEE DIET

How-To

Search. Discover. Dominate.

Keyword Category Media Type Date

Search

Ozone Therapy & Medical Freedom with Robert Rowen - #352

ozone · Performance · podcast

Why You Should Listen - Today from the Bulletproof Radio vaults comes an episode with "The Father of..."

5 Easy Biohacks for Beauty, Detox, and Better Sleep

article · biohacking · coffee







Improve your sleep, your energy, your digestion, your mood and your brain function with these five easy biohacks....


Hacking Addiction with Dr. Mark - #351

Addiction · biohacking · Performance

Why you should listen - Addiction manifests itself in many ways, and therefore there's a lot of different...

THOUGHT LEADERSHIP











Best Buy Support

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[Register](#) | [Sign In](#) | [Help](#)

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Intelligence

[Best Buy Support](#) > [Blogs](#) > [Geek Squad Intelligence](#) > [Our Guide to Cutting the Cord, Part 2](#)
Article Options ▾

Our Guide to Cutting the Cord, Part 2

by [Agent-GavinC](#) on 09-02-2016 04:25 PM - last edited on 09-02-2016 04:46 PM by [rstyle](#)

So you've figured out how you want to get video content in to your place. The next step is deciding how you are going to watch that video content.

If you have decided on getting content over the air, you have already taken care of this step – you have decided to watch content only on your TV. Once you get the right antenna and find the best place for it in your house, you are good to go.

If you have decided to go exclusively with getting your content from the Internet, you still have a couple things to figure out:

- Is your connection fast enough for streaming video, and
- Do you have the right kind of equipment

Speed

The Federal Communications Commission maintains anywhere between 10Mbps and 25Mbps is sufficient for household streaming. The orientation of your network, the proximity of your neighbors' networks and the number of devices connected to your network will affect its performance. And according to our Home Theater Installation Agents, having 25Mbps coming in to your house may not be enough to provide a consistent video streaming experience. For reliable, steady streaming, you may need 25Mbps at the device on which you will be viewing the video. You will want to keep this in mind as you check your Internet service speed.

If you already have trouble smoothly streaming to your computer, you will definitely want to consider upgrading your service. Check with your provider to see what choices you have in your area. A 50Mbps broadband network should handle normal household activity while you stream to your TV.

To check the actual speed of your network, use the [Speed Test](#) here on the site.

Browse Forums

- + Technology & Me
- + Gaming
- + Customer Service
- + My Best Buy

Latest Articles

- [Our Guide to Cutting the Cord, Part 2](#)
- [Our Guide to Cutting the Cord, Part 1](#)
- [Pokémon Go Update](#)
- [Geek Squad Plays Pokémon Go: Part 3](#)
- [Geek Squad Plays Pokémon Go: Part 2](#)
- [Geek Squad Plays Pokémon Go: Part 1](#)
- [Project Unicorn Mission Debrief](#)
- [Ten Tips to Keep a Clean Computer](#)
- [Protecting your Precious Photos](#)
- [The Icarus I Project](#)

Geek Squad Videos

USEFUL INFORMATION



by **hipmunk**

HOME GO STAY PLAY KNOW DREAM HIPMUNK   

SEPTEMBER 9, 2015 / by THEHIPMUNK

The Traveler's Guide to Tipping Internationally



Thehipmunk



Tipping is a hot topic in the United States these days, as rising minimum wages [call into question](#) the standard practice of making servers reliant on tips. For travelers

SEARCH

TRENDING



What Does
"Continental
Breakfast" Actually
Mean?

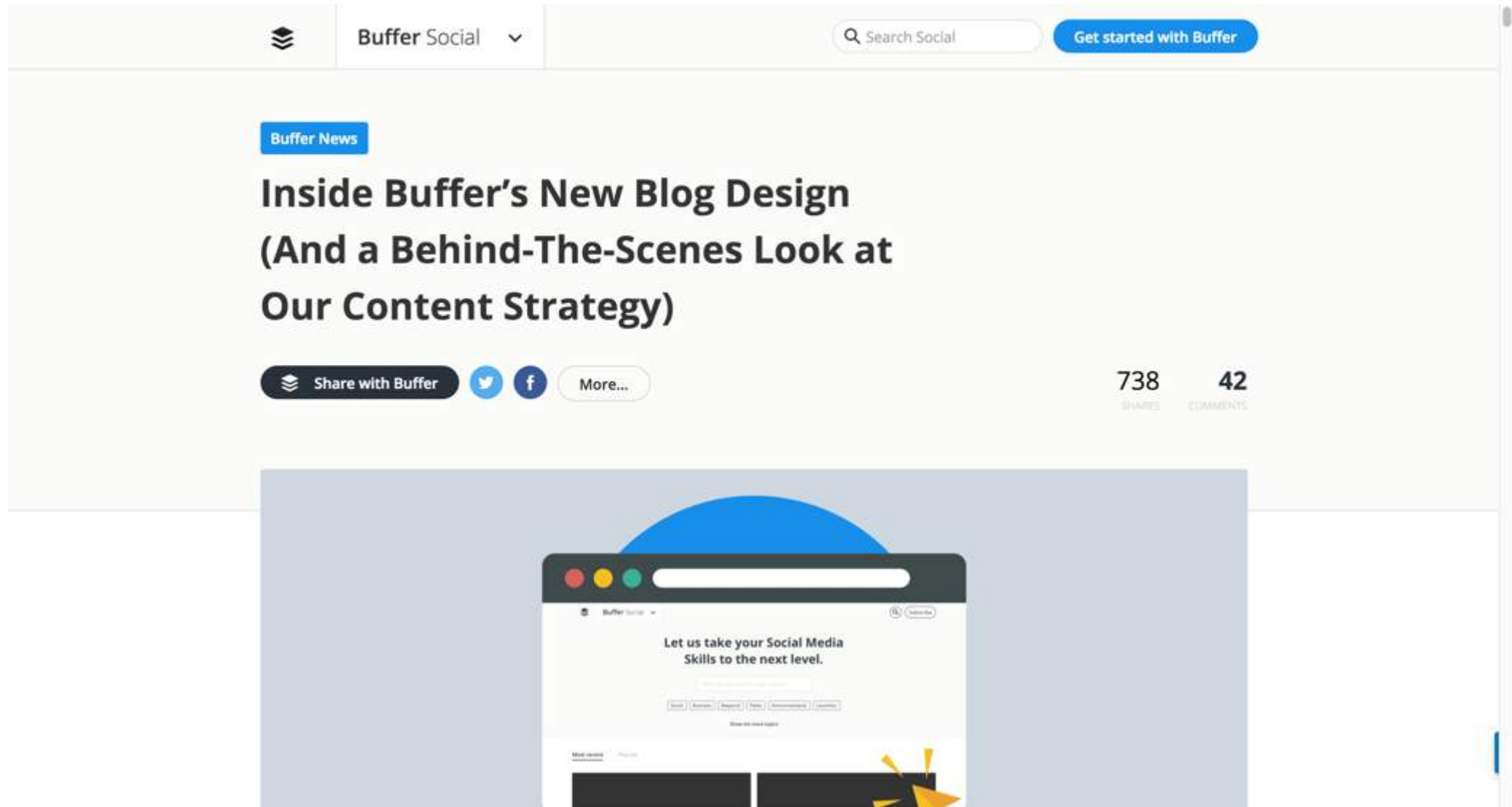


How Much Does A
Disney Vacation Really

INSPIRING INFORMATION



BEHIND THE SCENES



BEHIND THE SCENES



 Disneyland Resort

[More Disneyland Resort Stories](#)



Fri, September 30, 2016

Behind the Scenes: Sally Joins Jack Skellington in Haunted Mansion Holiday at Disneyland Park



by [Shannon Swanson](#), Public Relations Manager, Disneyland Resort

I was thrilled to see the new Sally figure this season in [Haunted Mansion Holiday at Disneyland park](#). I had the chance to chat with her designer, Tim Wollweber, when she first arrived. He and the



Fri, October 7, 2016

Catal Restaurant in Downtown Disney District at the Disneyland Resort Welcomes New Executive Chef Timothy McDowell

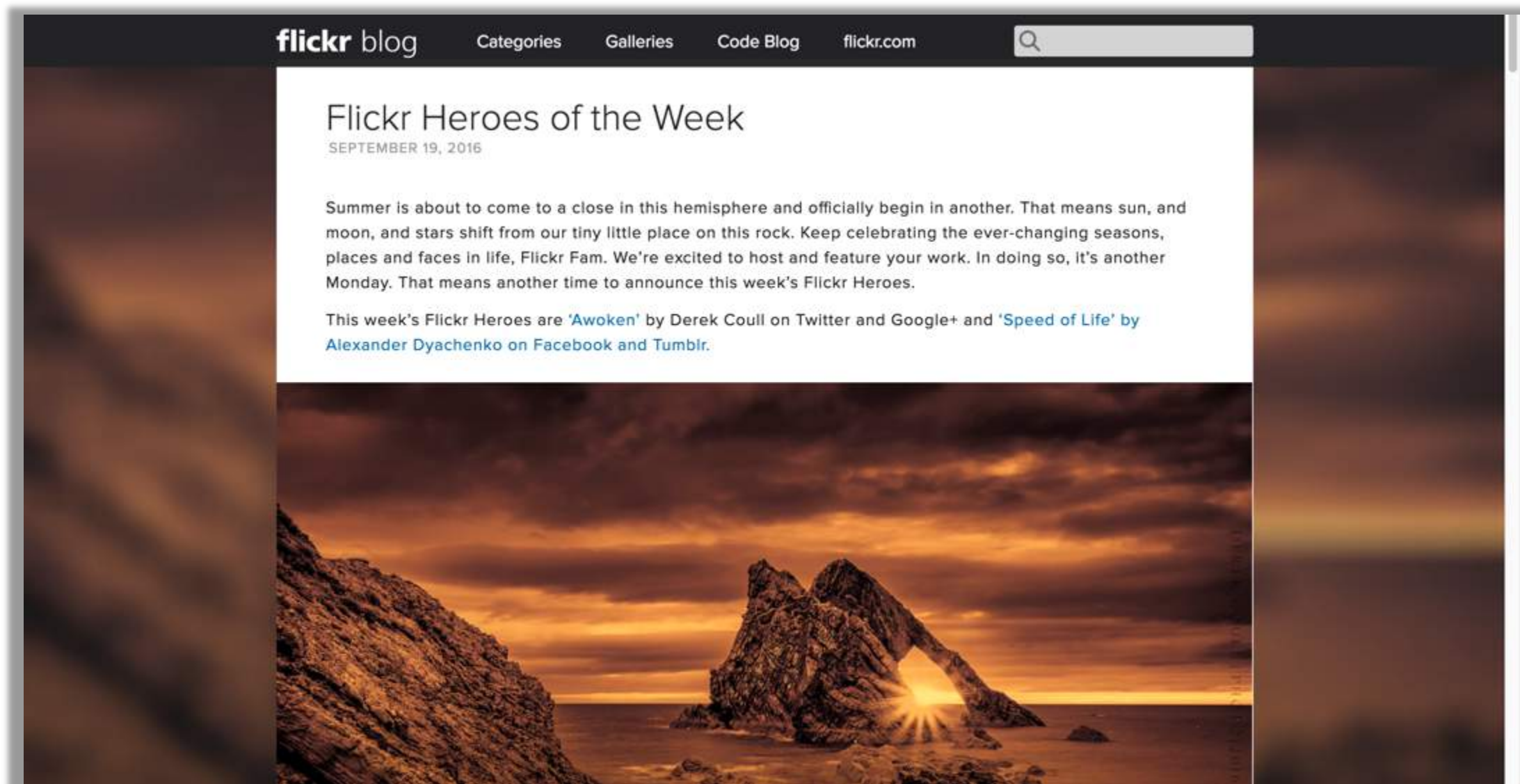


by [John McClintock](#),
Disneyland Resort Public Relations

Fri, October 7, 2016

Turkey Day Just Around the Corner – Here's Where to Eat November 24 at

SHOWCASE YOUR USERS



Practice:

**Create a piece of written content.
Where would you publish it and why?
(hint: based on your target audience)**