



## CONTENT BRIEF | DECEMBER 2017

Client Name

### WHAT WE'RE DELIVERING IN THE FIRST QUARTER

Three guest-contributed articles and three press mentions

### WHAT WE'RE DOING

#### **Guest-contributed articles:**

- Strategy
- Ideation
- Knowledge extraction
- Written article
- Two rounds of edits
- Distribution to target publication

#### **Authority-positioning press mentions:**

- Completion of press mention template
- Collaboration with contributor network
- Notification once published

### CONTENT GOALS

We will generate educational, bylined thought leadership content in mobile, marketplaces, e-commerce, and retail publications that's engaging and driven by Client Name's expertise and industry trends to further boost Client Name's brand awareness. We'll also secure press mentions by third-party contributors with an established platform that will position Client Name as a knowledgeable, credible industry leader.

We will aim to create content that can be used when applying for speaking engagements and awards.

*Success will be measured by looking at the social performance of each article. We want to make sure your content performs higher socially than the average article at the target publication. This ensures your content is resonating with your target audience. We will also look at the overall social reach for your content to ensure we're growing your audience.*

*Success will also be measured by placement in impactful publications that reach Client Name's intended target audiences and impressive publications that increase Client Name's credibility.*

### TONE GUIDELINES

These guidelines will be used to ensure we create consistent, high-quality content that matches your tone and style while maintaining the right tone and guidelines for the target publication. Each thought leader will have his or her own personal voice, but we will also prioritize Client Name's overall tone. We recognize this tone as:

- Lighthearted
  - Fun and enthusiastic
  - Accessible
  - Humble
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