

Title or Topic

QUICK SUMMARY

CONTENT GOAL

This is where we explain the goal or purpose of the content.

Example: Promote new service.

BRAND GUIDELINES

We'll put a quick summary of your brand's guidelines here, but your writers will always refer to your brand's style guide for specific guidelines.

Since your Project Manager handpicks writers, your content team will grow familiar with your brand overtime.

POINTS TO INCLUDE

- We'll list important statistics or facts you would like included here.
- This list may also be used to remind the writer about requests for metadata, images, links, and other elements.
- If there are specific image(s) or link(s) that should be referenced or included, we'll mention them here.

TOPIC(S) TO DISCUSS

Here's where we describe the topic and sub-topics that the article should cover. When additional details are necessary (i.e., for long or highly technical projects), we'll attach an appendix to the brief.

If you've signed up for Content Planning, the content brief will include a full outline with sub-heading and sub-topic suggestions based on competitor research. We'll also include primary, secondary, and semantically-related keywords if you've signed up for Content Optimization.

- **Suggested Title:** *Title Suggestion Goes Here*
- **Word Count:** *Word count goes here*
- **Primary Keyword:** *Keyword goes here*
- **Voice:** *Brief reminder of tone/voice*
- **Optimization:** *Optimization requirements*

THINGS TO AVOID

While your brand's style guide takes a deep dive into the words, phrases, and tone writers should and shouldn't use, we use this section of the content brief to frame specific topics in the right light.

Example: For an article promoting a service, we can inform the writer to avoid words like "subscription" and define the proper term (i.e., "license").

ADDITIONAL NOTES

This is where the Project Manager adds important details the writer(s) should know, like who to contact if they have questions.

MatchMaker Announcement

1,000-WORD ARTICLE FOR TOP BRIDE

CONTENT GOAL

The purpose of this piece is to announce the release of Top Bride's new MatchMaker tool.

BRAND GUIDELINES

Remember to use a sophisticated style. Avoid trendy terms. Speak directly to the bride-to-be, taking on the voice of a wise and supportive friend.

Please see Top Bride's style guide for additional details, including requirements for the article's structure and layout.

POINTS TO INCLUDE

- The MatchMaker tool is free to use, even if the bride doesn't subscribe to Top Bride's services. They *will* need to create a free account.
- Nearly 100 brides-to-be tried the MatchMaker prior to its release and spent (on average) 32% less time on planning-related tasks.
- Include links, images, and metadata (please see the brand's style guide).

TOPIC(S) TO DISCUSS

Top Bride is releasing its new MatchMaker tool on August 1. This tool shows brides-to-be a stream of photos, swatches, and various options, which they can rate from 1-5 stars.

New options will continuously appear, selected by AI, as they rate what they like and what they don't. Brides can save ideas to their planning board and make notes.

- **Suggested Title:** Our MatchMaker Uses AI to Plan Your Wedding
- **Word Count:** Between 950 and 1,000 words
- **Primary Keyword:** "AI wedding planner"
- **Voice:** Sophisticated, warm, kind, personal
- **Optimization:** Include an Optimization Report.

THINGS TO AVOID

Don't refer to the MatchMaker as a "quiz" and don't explain the technical aspects of artificial intelligence (AI).

The writing should center on the tool's benefits for a bride-to-be and what it does, not its analysis process or the inner-workings of its AI.

ADDITIONAL NOTES

Hannah (Project Manager) will send you an NDA to sign if you would like to test out the MatchMaker for yourself. Please contact Hannah directly if you have questions regarding this project.