Content for the Web

Content for the web – like all marketing – should be written with an objective in mind, for example to increase sales, or to sign a petition. Completing this form will help us understand these objectives so that the key messages can always be delivered no matter what the medium.

Tags:

Tags simply categorise similar topics to help users find relevant information. Take a look through the tags list to see where your article would best fit in. Pick a **maximum** of 3. Content should always relate back to these categories to avoid the reader losing interest.

Key Messages:

What are the key messages that want readers to take away? List them in bullet points or in a maximum of two sentences.
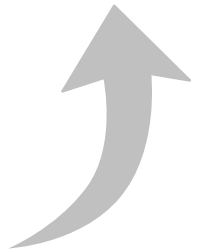
Background

Does your information relate to a current campaign, an upcoming event or offline promotion? (*It probably should*). Tell us about it and what would make it a success.

achieves this.

Call To Action

What steps do you want a reader take after reading this information? It should be something that will help make your offline promotion a success.

This

Time

Should this information be seen before a particular date?   dd / mm / yyyy