

# CONTENT TEMPLATE (SAMPLE)

CONTENT TYPE: CUSTOMER SPOTLIGHT

*This template guides you through the process of creating a complete Customer Spotlight content asset.*

**SECTION 1** represents internal content elements and metadata. These are the pieces of content the audience doesn't necessarily see on the page, but that make it search and social-friendly, and ensures that we associate your asset with related content, include it in the appropriate section(s) of the site, and present it in filtered, customized or personalized views to appropriate audiences.

**SECTION 2** represents the external content elements. These are the meat of your creation efforts and contain everything the audience sees/reads/hears when engaging with your content asset (independent of design).

## SECTION 1: INTERNAL CONTENT ELEMENTS & METADATA

### CUSTOMER ORGANIZATION NAME

### ASSOCIATED PRODUCTS/SERVICES

*Check all that apply.*

- Product 1    Product 2    Product 3    Product 4    Product 5

### AUDIENCE REGION(S)

*Check all that apply.*

- Global    Region 1    Region 2    Region 3    Region 4    Region 5

### AUDIENCE BUYER PERSONA(S)

*Check one.*

- Persona 1    Persona 2    Persona 3

### STAGE IN THE SALES FUNNEL

*Check one.*

- Stage 1    Stage 2    Stage 3

### ASSOCIATED KEY MESSAGE(S)

*Check all that apply.*

- Message 1    Message 2    Message 3    Message 4    Message 5

*This template is provided as an example only and should be modified to meet your specific content requirements.*



## ASSOCIATED IMAGE

Embed or attach an image to feature in the header of the story; follow existing branding guidelines when selecting the image; image should be in .jpg or .png format, in color (no black & white please), and 1200x630px in size so that it does not blur or pixelate when used in large formats on certain pages of the website. The main subject (the visual focus) should be roughly in the center of the image so that it is retained in thumbnails and responsive mobile layouts.

## META TITLE

Include a short description of the content asset with the content type and company name. The meta title should be fewer than 60 characters so that the full Title appears in search engine results (titles longer than 60 characters will be truncated by search engines).

## META DESCRIPTION

Meta descriptions should echo but not repeat the page title and explain what the content is about in fewer than 160 characters. This content will appear in search listings, beneath the Meta Title. Be sure to consider what descriptive language will be of interest to a searcher and compel her to click on our link over the other results.

## CALL-TO-ACTION LINK

Include the URL that connects the reader to the appropriate team or page (either via email, next asset, or form).

## SEO KEYWORDS

List up to five keywords or phrases related to the content, separated by commas.

## AUTO-SOCIAL: TWITTER

The auto-tweet should be fewer than 89 characters; include client's Twitter handle if available.

## AUTO-SOCIAL: FACEBOOK

The Facebook auto-generated share post should duplicate the title and meta description.

## AUTO-SOCIAL: LINKEDIN

The LinkedIn auto-generated share post should duplicate the title and meta description.

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## SECTION 2: EXTERNAL

### CONTENT TITLE

Ensure content title is in title case. If possible, the Content Title (the Headline that will appear on the actual content asset) should match your Meta Title from Section 1 for consistency. However, it is OK to present a different title as long as its meaning is essentially the same.

### MAIN BODY OF CUSTOMER STORY

The story should be 3-5 paragraphs and focus. The customer – not our company – is the hero. Highlight the great work they're doing and why it matters to their organization, customers and/or community. Include our products in a supporting role. How did our products help them achieve their success, improve their program, make their job easier or more efficient?

Please refer to our existing guidelines on messaging, positioning, voice and tone. All writing must follow these standards.

### CUSTOMER CALL-OUT QUOTE

Callout quotes should be 1-3 sentences and closely echo a point the customer spokesperson made during an interview or from a questionnaire; quotes should help bring the story to life in the voice of the customer.

### CUSTOMER QUOTE ATTRIBUTION

Designate the person quoted, including name, position, and organization.  
EXAMPLE: Jane Doe, Director of Strategy, [Client Name]

### KEY POINTS

Bullets should pull out 3-5 specific key points from the client story that reinforce the client's successes. These points should be easy to scan and understand – write in short, benefit-rich phrases.  
EXAMPLE: Surpassed sales goals three years running; Reduced operational costs by 10%

### CONCLUDING CTA STATEMENT

Direct the audience to take a next step by clicking through to contact the team, view a next asset, or complete a form.

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