

# Marketing content strategy:

- Style and messaging guide
- Editorial calendar

## Content style and messaging guide

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## 1. Introduction: Why do we need a style guide?

Our written communications personify our brand and tell the world—and the customer—who we are. No one is a “bad” writer, but under a deluge of new and fast-evolving content, we all need to become stronger managers of quality and consistency.

So, what is a style guide, and why do we need one?

A style guide is the backbone of an organization’s content strategy. It provides a framework for the way we communicate and ensures that we’re using a consistent brand voice.

It’s a valuable resource for **anyone in the company who writes/creates content**—which includes everyone. Whether you’re creating a sales deck, writing an insight paper or drafting an email to a prospect, these guidelines allow you to always portray Aligned Automation in the most clear, concise, professional light.

#### Style guide benefits:

- Creates consistency across all communications
- Drives home the Aligned Automation brand identity
- Streamlines the content review process

**“Think of it more as publishing instead of marketing. Be authentic as a publisher and create content that helps you connect to everyone else...because they’re already connected.”**

-Mitch Joel

	A	B	C	D	E
1	<b>Campaign/product launch calendar</b>				
2	<b>Product launch - Level 1</b>				
3	<b>Product launch L2 - Data Services</b>				
4	<b>Product launch L2 - Process Discovery/Optimization</b>				
5	<b>Industry/business hot topics &amp; themes</b>				
6	<b>Global events and themes</b>				
7	<b>Holidays</b>				
8					
9	<b>Month</b>				
10	<b>Weeks</b>				
11	1/2-1/6	1/9-1/13	1/16-1/20	1/23-1/27	
12		1/9: New year, new digital transformation strategy (partner with Skan)	1/16: Master data management (Rex Martin, Dell)	1/23: Data Services video	
13	<b>Content 1</b>				
14	<b>Content 2</b>				
15	<b>Content 3</b>				
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