

## 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

## Marketing content strategy:

- Style and messaging guide
- Editorial calendar

A	B	C	D	E
<b>Campaign/product launch calendar</b>				
Product launch - Level 1	Overarching Data Services, Overarching Process Services			
Product launch L2 - Data Services	Data quality & management, Data modernization, Data visualization & BI			
Product launch L2 - Process Discovery/Optimization				
Industry/business hot topics & themes				
Global events and themes				
Holidays				
Month	<b>January</b>			
Weeks	1/2-1/6	1/9-1/13	1/16-1/20	1/23-1/27
Content 1	1/9: New year, new digital transformation strategy (partner with Skan)	1/16: Master data management (Rex Martin, Dell)		1/23: Data Services video
Content 2				
Content 3				
Content 4				
Content 5				
6				
7				
8				
9 Key:				
0 Case study				
1 Insight paper				
2 Blog post				
3 Corporate initiative (announcement/award/event)				
4 eBook				
5 Video				