Step-by-Step & Best Practices

Promotional Features
WRBM Article Creation

We will create the article content for you

WilliamReed.

Article creation step-by-step
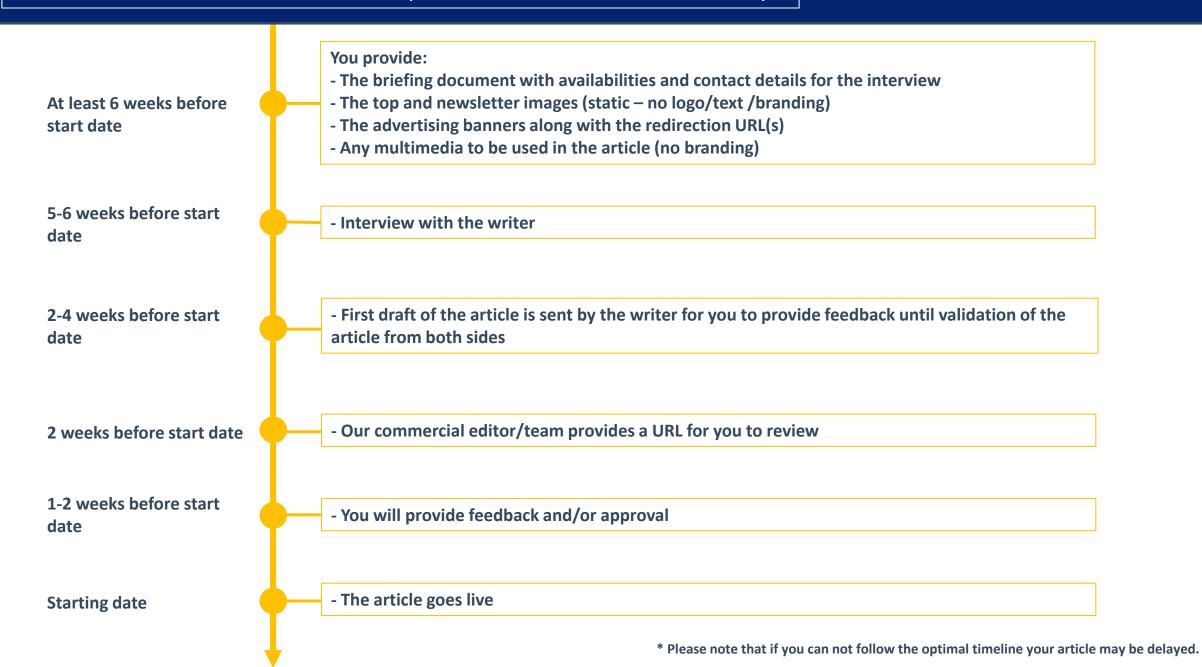
Related specifications:
- Article creation
- Briefing document editable version
- Promotional banners – Desktop
- Promotional banners - Mobile

1 You, the client, fills in the briefing document and sends it to the commercial content team
You must give contact details and some availabilities for the interview.

2 You also provide:
- The top image - 1240 x 422 px (static – no logo/text/branding)
- The newsletter image – 684 x 385 px
- The Desktop & Mobile advertising banners along with the redirection URL(s). If you are not able to provide the banners please notify AdOps.
- Any multimedia to be used in the article (no branding) and where they should be placed within the article

3 Interview:
The writer will be looking to get more details about:
- The main message you want to communicate
- The context (consumer trends, commercial pressures etc) that explains the need for the promoted products/services
- The impression you want readers to take away

4 A first draft of the article will be sent to you by the writer to provide feedback.

5 Back and forth between yourself and the writer until validation of the article from both sides.*

6 Once the article is validated by all parties, the commercial content team will provide the article page URL.*

7 Once you approve the preview the article is ready to go live according to schedule.

*Please refer to page 5 for more information.

Promotional Feature Article Creation – Optimal timeline for a smooth delivery*

At least 6 weeks before start date

You provide:
- The briefing document with availabilities and contact details for the interview
- The top and newsletter images (static – no logo/text /branding)
- The advertising banners along with the redirection URL(s)
- Any multimedia to be used in the article (no branding)

5-6 weeks before start date

- Interview with the writer

2-4 weeks before start date

- First draft of the article is sent by the writer for you to provide feedback until validation of the article from both sides

2 weeks before start date

- Our commercial editor/team provides a URL for you to review

1-2 weeks before start date

- You will provide feedback and/or approval

Starting date

- The article goes live

* Please note that if you can not follow the optimal timeline your article may be delayed.

Best Practices

Driving Traffic
> Consider using **additional campaigns**, such as a Mailshot, to stimulate interest and connect with your target audience

Quality Techniques
> Use **insightful, educational and thought-provoking content** – this will encourage a positive association with your brand
> Your priority for the article should be **to educate & inform** – this will demonstrate true thought leadership!

Captivating an Audience
> Think about what topics are **currently trending**
> Use appealing and **relevant multimedia content** (infographics, videos, charts, etc.)
> Use **colour in your illustrations**

Branding
> Ensure the content is **consistent with your brand message**
> Also ensure that your content is **relevant to the focus** of the **hosting website**

General Information and Disclaimers

Promotional features do not necessarily reflect the views of William Reed Business Media (WRBM) and its affiliated brands. In order to remain transparent, we will display clear visual signs for promotional features when presenting the article to the readers.

Any WRBM Publications may reject or remove any piece of promotional feature that does not correspond with our required guidelines and standards, contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

All content is published subject to our Standard Terms and Conditions for Advertising Booking in force at the time of booking.

Please note that the draft of the article and the article URL can be revised a maximum of three times from the moment they are shared with you.