# Promotional Features

# Article Publication

**The Grocer** **Convenience store** FORECOURT**trader** *British* **BAKER**

**WilliamReed.**

A **Promotional Feature** is an opportunity to raise awareness through sharing your expertise and knowledge around a chosen topic. We have outlined some best practice advice to ensure your article performs well and achieves your objectives.

- The article **should not read as a 'press release'** or 'news piece'.
- Use insightful, educational and thought-provoking content to ensure reader engagement and positive association with your brand
- The article should be **non-commercial in tone** and should **not be blatantly self-promotional.**
- Your aim should be to **educate and inform**, to demonstrate true thought leadership.
- The content **must be completely unique** and not published anywhere else online.
- Your company name / product name should not dominate the article –remember that your company name is already clearly associated with the content.
- The article **must not be derogatory towards competitors** or other parties.

*We reserve the right to remove, refuse, or re-write content that we feel does not meet this requirement.*

# Guidelines for Article Creation

# Article Requirements

**Main body:**
- The article should be between 500 and 1000 words in length (we recommend 800 words).
- You should include multimedia content to encourage reader engagement (images, videos, infographics).
- You should include a concise Call To Action and provide a URL for this.
- Supply three images including a lead image that does not contain text or logos.

**Image requirements:**
- Image Format: JPG, PNG or non-animated GIF.
- Image Size: Aspect ratio 3:2 with a minimum width of 1000 pixels.
- Video Format: YouTube/ Vimeo embed code.
- Two high resolution versions of your logo for a white and black background.

**Submission deadline**
- Two weeks before the start of the campaign

Retailers want actionable, in-depth, easy to implement advice.

**The types of articles which perform well are:**
- Listicles
- 'How to' features
- Human interest stories i.e., about independent retailers and their stories

**Listicles and 'How-to' features** perform well as they provide bitesize information
i.e., 6 things you need to know about Petcare / Healthy Snacking / automated checks for alcohol
or How to spot a fake bank note / How to expand your supplier network

**What to keep in mind when writing the article**
- **Expert knowledge**: Brands should have lots of research on trends and new technology or infrastructure that can be presented in articles giving retailers valuable insight. Backing up claims and illustrating improvement with statistics is convincing.
- **Subject specific not brand specific**: Focusing on the trend, topic or category rather than the brand or a specific product will be seen as more authentic and more engaging for readers.
  So, Why luxury brands are driving Petcare sales, and not: Why XX premium brand is in double-digit growth
- **Get granular**: Homing in on a specific feature or aspect driving growth will help differentiate your message as providing something new, i.e. Why focusing on ingredients is key to growing healthy snacking sales, rather than How to grow sales in healthy snacks
- **Trusted voices**: Quoting and including retailer testimonials will boost the authenticity of your article

# Top tips for submitting content