

# KRISTIN WOODWARD

## CREATIVE + CONTENT

Blog Samples

MARKETING



# 5 Steps for Account-Based Marketing That Rocks

CONTENT by *Digital Yalo* on May 2, 2018

Are you getting personal enough with your marketing efforts? Speaking to clients and prospects based on their specific industry or business challenges is a strong way to make an impression and gain credibility. Taking the time to zero in on various segments of your prospect list and what motivates them, versus using mass-messaging tactics, can make a big difference in your success rate. Account-based marketing (ABM) is all about delivering timely and relevant content that can pique interest and start a conversation. These five basic steps can help you get started.

## 1. Segment Your Targets

Who do you want to market to and build a relationship with? Current client and prospect lists is a great place to start, but don't treat them all the same. Segment them by industry, product type or another data point that makes sense and you start to get a more refined group of people to message to. Think in the same terms when you're building prospect lists, and you'll have a better chance of speaking their language from the start.

## 2. Develop Your Personas

Next, you'll want to make sure you understand what challenges each of your audiences is facing so you can develop content that shows how you can help — they're likely not all the same. For example, Yalo recently helped our

they're likely not all the same. For example, Yaid recently helped our client, [Metalogix](#), develop an ABM campaign directed at a European audience with compliance deadlines coming up. Having insight about that one issue they were facing allowed us to develop really relevant messaging and time our campaign accordingly.

### 3. Identify the Best Channels

Timeline and budget are obviously always factors, but think about where you can deliver the most impact — which isn't always just in your audience's inbox. Is there a combination of channels you can use to build out a campaign that tells your story over a few weeks in a few places, versus a single hit? Think digital + traditional + in-person opportunities to find the best opportunities to connect.

### 4. Develop Killer Content

Just like in every other type of marketing, on-point messaging and an interesting hook is essential to getting their attention. For example, in our [Metalogix](#) example, data security was the key message so we locked up the mailer we delivered with a real padlock. A hand-written note from sales reps gave it a personal touch. Think about fun and unique ways to deliver your message for a better chance that it will get the attention it deserves.

### 5. Run the Numbers. Refine. Rise.

Reviewing your campaign analytics and refining your message, timing or tactics accordingly is the final critical step to campaign success. And it gives you the insight to make the next one even better. Digital elements that can be tracked like a custom URL or a [Facebook Pixel](#) can help give you valuable insights beyond shifts in revenue, letting you know if you're getting engagement from the right people in the first place.





# Back to School: Lessons for Creativity

CONTENT by *Digital Yalo* on August 8, 2018

Growing up in Virginia, back-to-school time signaled the transition of summer to fall. The start of a new season. A clean slate that rivaled even New Year's Day. It was a time of year to make a fresh start, complete with new jeans and backpacks; pristine notebooks and factory-sharp pencils; reuniting with old friends and making new ones; and a wide-open world of possibilities.

As an adult, I still get a little tingle when this time of year approaches. Here in Atlanta, back-to-school arrives a full month before Labor Day, making it much less of a seasonal transition and more of a transitional state of mind. I sent my second grader back last week in shorts and short sleeves, and we have several more weekends of pool time ahead. But, for me, this time of year still means a chance to regroup and refresh, a moment to get my mind (and workspace) straight and set my goals for the rest of the year.

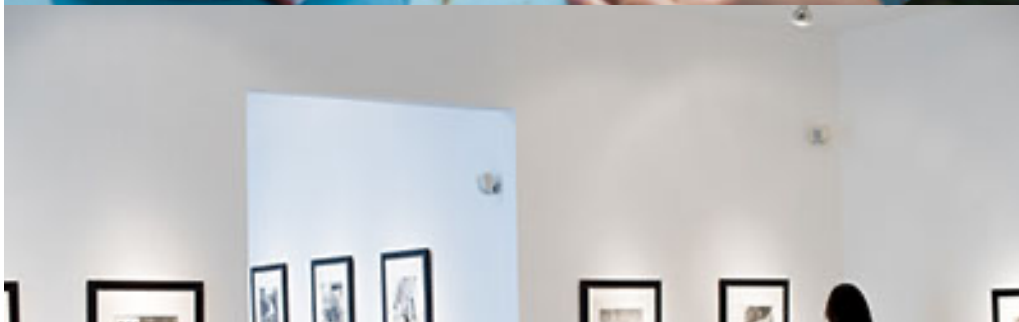
One of those goals is to be more creative. Sounds weird coming from a creative director, right? But I'm the first to admit that when schedules get busy and deliverables need to get out the door, making the creative can get to be more of an assembly line than the inspiring and fulfilling process it should be. So to reset a bit, here's my lesson plan for the next few months. It's not AP Physics or anything, just a few tried and true tricks for anyone looking to get those creative juices flowing again.

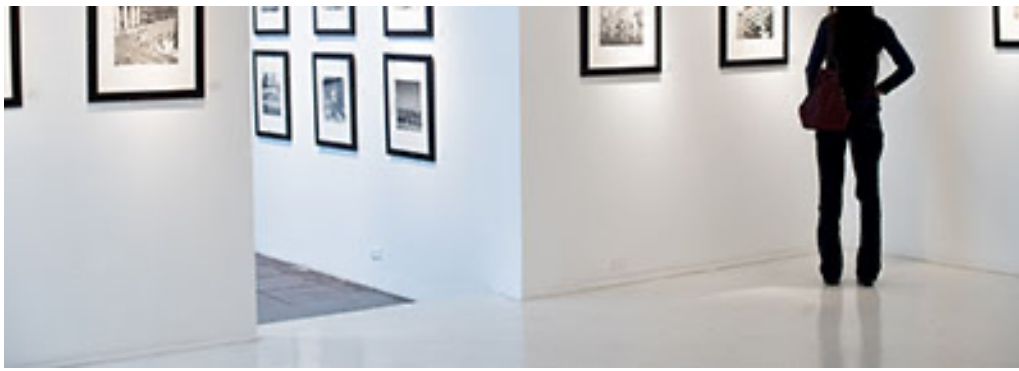




**NEW SUPPLIES** A fresh new notebook and a couple pens I love definitely help set that back-to-school vibe. I'm a supply nerd, so these are inspiration in themselves. But in addition, many people believe that writing by hand versus typing can boost your creativity.

**DAILY HOMEWORK** Speaking of writing, I'll be doing that for 30 minutes each morning. Not writing emails, not writing for clients, but 30 minutes of stream-of-consciousness writing. It's a great way to loosen up your mind, release anything that's been weighing on you and solve problems. Yes, you may even write your way to that next great idea!





**FIELD TRIPS** A creative mind needs to be fed with new perspectives and new experiences. Spending 8 hours a day every day at the same desk in front of the same computer ain't gonna cut it. Whether getting out means just working at a coffee shop for the day or heading to the High to see the Warhol exhibit (yes, please!), getting a new view once in a while is a must.

**RECESS** Sunshine, fresh air and a little heavy breathing aren't just great for the body. They're great for the creative mind, as well. Science says so. Whether it's the endorphins or the simple act of putting your brain on autopilot a minute while your body does the (maybe literal) heavy lifting, a little regular exercise can help when you need to flex those creative muscles.





**GROUP STUDY** Sure, some creative geniuses need to be left alone. But for the rest of us, talking through our ideas usually helps us make them better. Likewise, socializing with friends and, especially, laughter have been shown to increase creativity by helping us relax. So, if I ask you to hang out with me in the coming months, we'll probably both reap the benefits!





# Clicks & Tricks Vol. 2: 4 Tricks to Delight Users

[CONTENT](#) by *Digital Yalo* on November 27, 2017

We've all got our favorite websites and apps, and can easily call out what we like about them — the content, the design, what they help us accomplish. These are the most obvious attributes, but what about the more subtle details that keep us coming back? Much of this magic lies in UX decisions that affect how these favorite sites and apps look and function, but are so seamlessly integrated that we don't think much about them.

These four tricks are a just a few simple ways to delight users with great UX. Think about your favorite sites. How many of these do they incorporate? Now think about your company's site. Could it use a little more UX magic?

## Think Like Your Users

Sure, as marketers, we have our own agendas, messages and products to push. But what does our audience really need to see or hear to engage, connect and buy? Doing the research to understand your audience and how they make their purchase decisions is key to creating experiences that will resonate with them and help you meet your goals.

## Personalize It

Whether you're serving up content based on a user's location or their last session on your site, personalizing the experience to feel like it was made just for them adds wow factor. It also gives a sense that your brand really knows them, which can help to deepen their connection to you.

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## **Keep it Simple, Consistent & Orderly**

“Intuitive” is probably an overused way people like me describe digital experiences. What it means is that features and content are organized in such a way that they are easy to find and move through, behave in familiar ways and remain the same throughout the experience. Clean design with clear visual hierarchies and consistency in elements like buttons helps to create an elegant experience. If a user has to overthink how to navigate your site, you’ve probably lost them.

## **Incorporate Interactive Content**

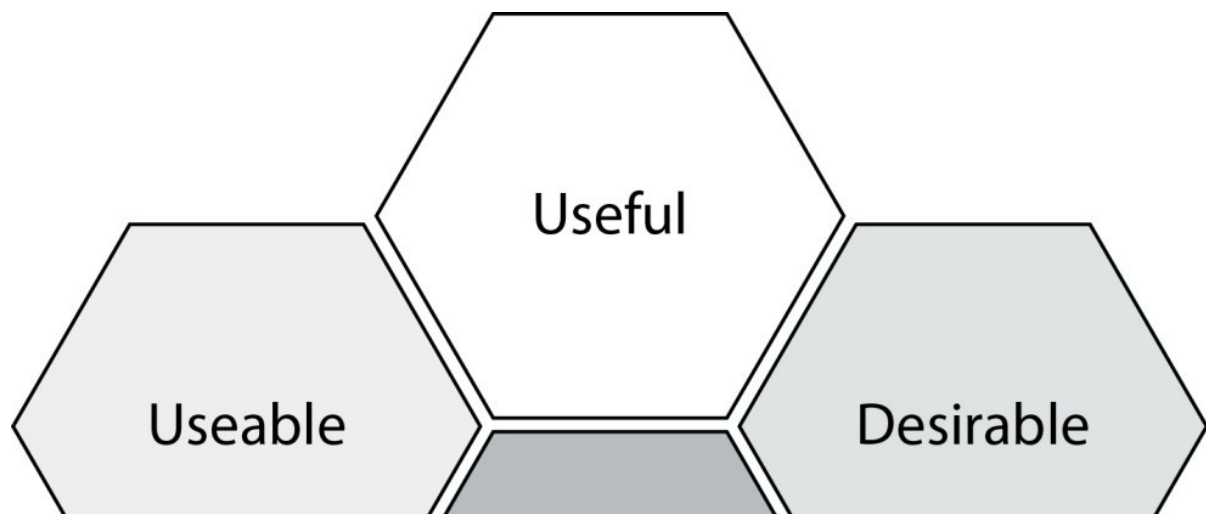
And speaking of short attention spans, engaging users with content like quizzes and video is an effective way to hold their interest. The more they want to interact, the better their impression of the overall experience. Once again, simplicity wins. Your interactive content doesn’t need to be elaborate — in fact, sometimes the least complex interactions are the most fun.

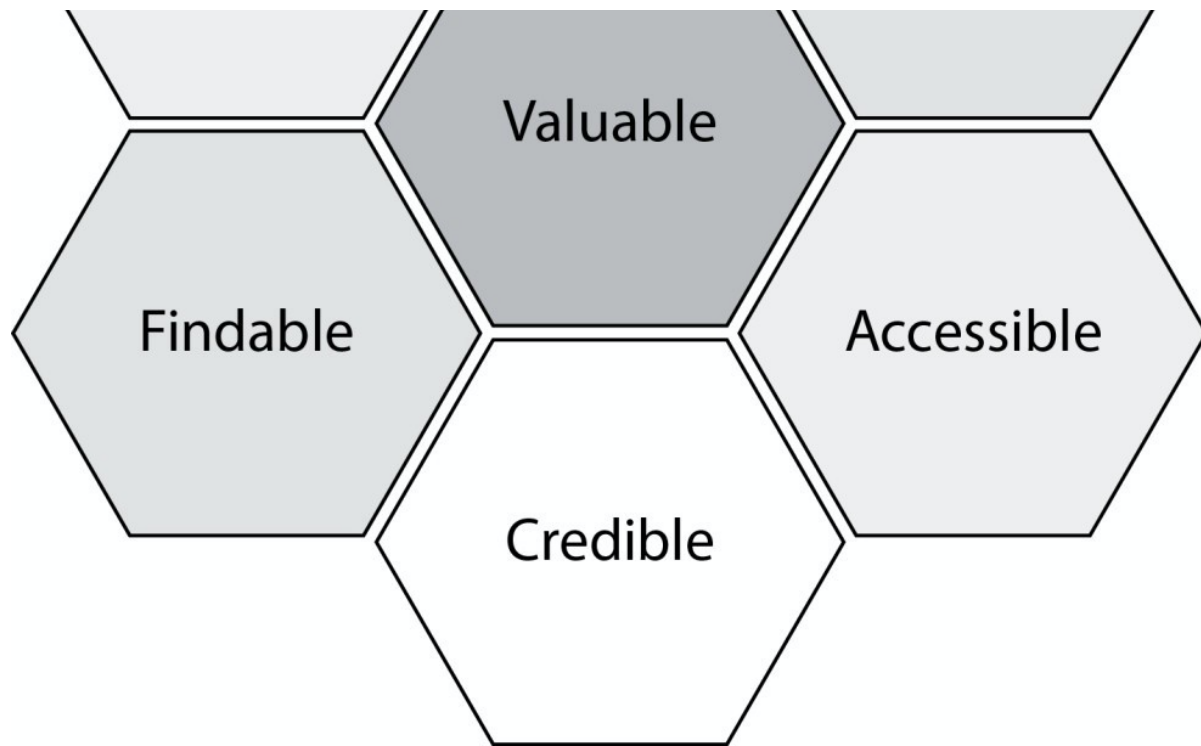


# Creating Experiences that Delight & Deliver

CONTENT by *Digital Yalo* on March 30, 2018

When it comes to great digital experiences, details matter. To build the right one for your audience, you need to understand what they need, what they value and what will get them excited. Are they looking to get in, get their info and get out? Are they just browsing and easily wooed by interesting content, offers or eye candy? Are there specific tasks they want to complete or do they engage purely for entertainment and fun? There are a lot of parts and pieces that can combine to make an experience that will resonate with your audience because it provides something valuable to them. Peter Moreville's UX Honeycomb is one of the best-established ways way to break down the most important factors to consider. Is your experience . . .





**Useful?** Your content and/or services your experience provides should be original and fulfill a need.

**Usable?** Your experience must be easy to use.

**Desirable?** Image, identity, brand and other design elements are used to evoke emotion and appreciation.

**Findable?** Content needs to be navigable and locatable onsite and offsite.

**Accessible?** Content needs to be accessible across screens and to people with disabilities.

**Credible?** Users must trust and believe what you tell them.

Okay, great. But how do you get *there*? Long story short, get inside your users' heads before you do anything else.

Yalo recently helped GenomOncology do just that, as we began the process of developing a new website for this healthcare technology client. This is part of the process our UX team typically uses to ensure we are delivering a valuable experience for your specific audience(s).

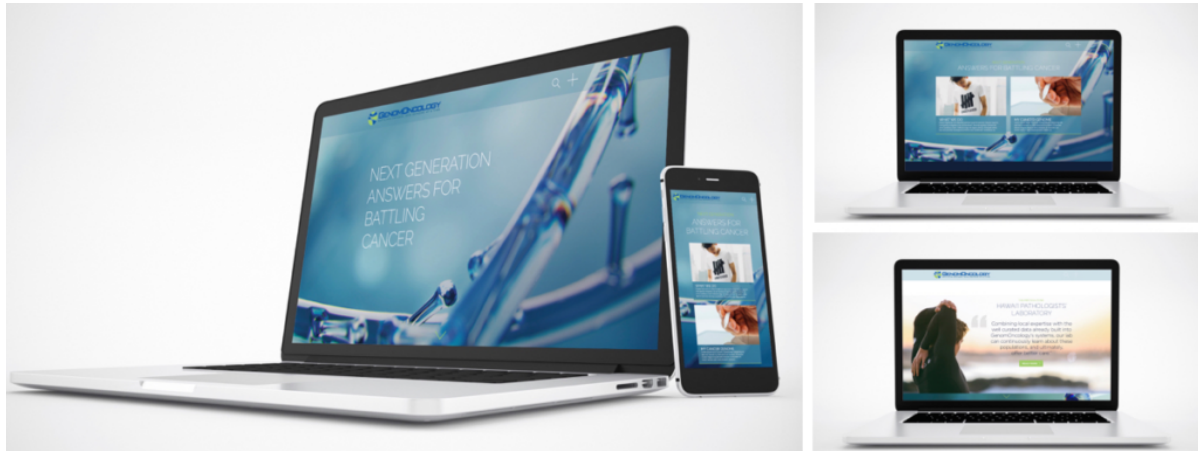
## **CUSTOMER INTERVIEWS & PERSONAS**

We interviewed constituents from three of our client's most important audiences: Community Oncologists, Academic Oncologists and Bioinformatics Professionals. Then we developed detailed personas for those users, detailing not just general demographic and information about their roles and responsibilities, but also attributes like their pain points, goals and success factors that could help us to create an experience that doesn't just meet our client's goals, but truly gives their multiple audiences and experience that sings.



## WIREFRAMES

Everybody loves pretty pictures, but before anybody on the design team ever opens Photoshop, it's critical to map out the experience without the distractions of photography and fonts. Based on our personas, we worked closely with our clients, to ideate on the best ways of surfacing information and cues quickly so that our three audiences would know there was something there for them and could get to it quickly. In this case, homepage modules speaking directly to each audience were the answer we finally arrived at, along with a homepage hierarchy that follows the priorities of our audiences and surfaces the most important parts of the GenomOncology story.



## CONTENT STRATEGY

Throughout the site, we developed eSpots and cross-linking to surface additional relevant content at the right times and help users move from one piece of GenomOncology's story to other relevant ones. We also made contacting our client easy at every turn. Additionally, photography and copy guidelines helped our client elegantly straddle the line between healthcare and tech, be relatable to their audiences and stand out from the competition while doing it.

While we can't share the artifacts from this part of the process, we can share some of the creative work that resulted and note that the new site will be launching soon! Our approach is similar for any client in any industry. So, could your UX stand to get turned up a notch or two?

TECH

# Top 3 Reasons to Consider Workforce Analytics for Distributed Workers

*OpenConnect — August, 2018*

The evolving nature of work continues to change at an amazing pace. While artificial intelligence, machine learning and robotic process automation continue to push the bounds of a back-office workforce. The fact remains a large number of workers will be engaged in back office operations for a long period of time. Recruitment, retention and training remain a strategic aspect of building strong brands. With the unemployment rate at a historic rate of 3.9%, this becomes even more difficult.

In order to remain competitive, companies are getting creative with flexible benefit programs. One such program that is becoming more popular is work@home or flex scheduling. The blend of on-premise, work@home, outsourced (BPO), and frankly, just geographically distributed workforce provides a competitive advantage. The question then becomes: how do you measure and size your workforce in a distributed environment? The answer: workforce analytics.

The three biggest benefits of using workforce analytics with your distributed workers:

1. It can help you spot process inefficiencies — in real time — and lead to more productivity and lower labor costs.
2. It can help you better understand what motivates your team so you can implement programs that increase employee engagement.
3. It can help you take the guesswork out of staffing, making long-term forecasting easier and more accurate.

With any team, success depends on your ability to measure, adjust, improve. It's no different with your work@home or distributed work teams relative to your on-premise processing teams. Consistent measurement and analytics regardless of work location or work hours is important. WorkiQ can give you the real-time insights you need to make meaningful management decisions and maximize your company's productivity.

# Data, Data Everywhere . . . (Oops! Insert Card for License Fee Before Proceeding!)

*OpenConnect — April, 2019*

You know you need to capture workforce and process intelligence for your organization, and you think you've found the perfect software solution for the job. Now you need to decide how much data you are able to mine. **"More data"** is by far a better option than **"less data"** when venturing into the world of Artificial Intelligence (AI), automation and Machine Learning. With the right volume of data, you are able to get a more accurate picture of what is actually happening in your organization, what variances may exist in your processes and where the real opportunities for improvement lie.

The decision of how much data to collect will not only define the quality of data for your analysis, but it will likely impact your licensing agreement too. With the sheer magnitude of options for technologies, the decision can be overwhelming: SaaS, freemium, on-premise, user pricing vs. server pricing, etc. Interpreting licensing options shouldn't get in the way of making the right decision for your business, but capturing all the data you really want and need may drive the project cost up and bury the ROI before the new project ever gets started.

We know your pain and decided new pricing models are needed in this arena.

The traditional approach for data and process mining solutions was to tie pricing to the volume of data, collection points, robots or data storage utilized. Unfortunately, this approach can result in collecting less data. Decision makers may need to reduce costs, or they may want to avoid the inconvenience of dealing with PO's and updated license agreements whenever more data needs to be captured. Recently, one of our partners, [PAFNow](#), announced a new partnership with Microsoft Power BI in which they provide free access to mining data. It's very innovative and helpful for companies who are learning how process mining can impact their organization. (You can find a link to their announcement below.)

OpenConnect has also been working with our customers to learn how best to provide value, at a fair price while also providing a more flexible, almost unlimited, path to collecting data for our [WorkiQ](#) and [DiscoveriQ](#) solutions. Our goal is to let our customers capture as much data as they need. That can be from

1 or 1000s of desktops, data from RPA robots and data from other sources such as Citrix servers or Mainframes. Regardless of how many processes, activities, tasks, cases or collection points are used, you now only license the people that need to analyze and use the data. It's that simple. You get to focus on ensuring you have the right data for your analysis without limiting it. With basic quick start packages, you can get your workforce intelligence and process intelligence started next week and begin revealing insights for tomorrow's workforce.

We would enjoy visiting with you about how to make sure your ROI is not only achievable but something you can brag about to family, friends and peers at industry events. Connect with us here <https://www.openconnect.com/contact/> to schedule an intro to our quick start and scalable pricing models.

Next up, we're going to fix airline pricing! I hear robots fly for free except on Tuesdays in months that have R's in them.

PAFnow press release: <https://pafnow.com/en/2019/03/28/paf-globalizes-and-democratizes-process-mining-free-of-charge-for-all-microsoft-power-bi-users/>

# Process Discovery Can Change the Pace of Success for RPA

*OpenConnect — January, 2019*

Robotic Process Automation (RPA) has been a major topic of interest over the past few years. It isn't a new concept, but with the advent of new delivery options, the results that can be achieved are continually improving. In order to improve any process by making it more efficient or lowering its operational costs, though, we must first understand how it currently works. That's where process discovery and documentation are key to your overall success.

Let's use common analogy – automotive performance. Does improved performance mean you want to go from 0 to 60 mph quicker, improve handling or achieve better fuel efficiency? You first need to understand what better performance means to you, and then you can take inventory of what you already have. At that point, you can put a plan in place to improve your vehicle's performance. If you want more horsepower, you wouldn't replace the tires. Likewise installing a new cold air intake won't upgrade your car's handling. If you rush out and buy something think you need, without understanding what you have, you may end up with an expensive credit card bill and the same old car.

It's no different when scaling your RPA practice. To implement an effective automation solution, you need a strong understanding of your end goal, as well as a good handle on your current situation. UiPath has a great [RPA Adoption Model](#) addressing a strategic Top-Down approach versus a task-level Bottom-Up approach and when each makes sense. Leveraging the right analysis and documentation, in the form of process mining, process analytics and Artificial Intelligence (AI), can help achieve your desired performance and at a faster rate, resulting in a very powerful automation solution.

At OpenConnect, we think we have the secret sauce to improve any process — large or small, basic or complex. Even if you don't know where to start in your automation journey, we can help. It starts with accurately capturing the right activities and tasks being performed. You can get log data from larger packaged software like SAP and Salesforce. However, if you aren't including desktop tasks, you are not seeing the full automation opportunity. Using WorkiQ we capture EVERY task that occurs on the desktop, and we do it natively. It's not an experiment or done in a lab setting. The tasks are captured where your people are doing actual work. It doesn't capture how the work is supposed to be performed, but it captures how it is actually being completed. Once this data set

is collected, we port that to process mining solutions like [PAFlow](#) to execute a deep analysis on all data sets and process possibilities. We can also send it to our DiscoveriQ tool for quick process documentation outputs of known process activities and variations. By using analytics to help design the outcome you are able to produce a result that improves your speed to ROI, overall cost savings and the final outcome.

As you consider your automation drive, remember to take a look at your current processes and activities to chart your path forward. Once you have that in your sights, 0 – 60 in under 6 seconds is right around the corner.

FINANCE





# 3 Easy Ways to Streamline Your E-commerce Company's Accounting & Tax Strategies

**META:** Learn easy ways to streamline your e-commerce accounting and e-commerce tax planning to help you save time, improve accuracy and even potentially save money.

There's never been a better time to be an online retailer. Whether you're an Etsy seller or run an e-commerce business on your own platform, streamlining your e-commerce accounting and e-commerce tax planning can help you save time, improve accuracy and even potentially save you money. Check out these three tips that can help you get started.

## **Go Paperless**

The front-end of your business is all online. Why isn't the back-end? If you're still working with file cabinets, sticky notes and stacks of paper that constantly need to be organized, you're doing it wrong. Clean up your space and streamline your e-commerce bookkeeping by keeping all your files digital. Going paperless allows all your documents to be centralized so they are accessible from anywhere to your whole accounting staff. It also allows you to integrate all your financial processes into one system more easily.

## **Simplify Your Accounts Payable**

As an online seller, managing vendor payments is a big part of your e-commerce bookkeeping process. Keeping track of invoices from wholesalers and other vendors can be time consuming and complicated if you don't stay organized. One of the best ways to stay on top of this part of your e-commerce accounting is to automate your system with software like Acumatica or NetSuite. Our e-commerce accountants like these cloud-based technology solutions because they allow you to streamline your process by performing these key functions all in one place:

- Set up processes.
- Approve payments.
- Prioritize or delay payments.
- Designate accounts to pay from.
- Designate a selected payment method based on the source of the charge.

## **Get Help from A Pro**

While running your own e-commerce business can be exhilarating and provide you with financial freedom, there are times where you may want to seek the advice of a seasoned professional. Partnering with one of Fusion CPA's e-commerce CFO advisory CPAs gives you access to a financial expert available who can assist you with all your e-commerce accounting and e-commerce tax planning needs. Contact us today if you need accounting help with your current business endeavor.



# Home Office Expenses and Your Small Business

**META:** Running your business from home? Learn how to ensure your small business tax planning takes into account the home office tax deduction.

Right now, most of the world is operating remotely, with much of the workforce who can do so working from home. Whether you're temporarily running your company from your home or are an entrepreneur whose small business will always be home based, your situation could have some tax benefits. Check out these small business accounting basics about qualifying for a home office expense tax deduction and what you may be able to write off.

## Who Qualifies?

Good news! Qualifying to deduct a home office expense is pretty easy and fairly straightforward. As part of your small business bookkeeping, you can claim the deduction whether you are a homeowner or a renter. And, whether you live in a single-family home, an apartment, condo . . . or even a houseboat, you qualify. Even if you work out of a freestanding structure like a garage or barn space, you are covered. But no matter what your space looks like, there are certain rules.

- **Regular & Exclusive Use** — The space you're using must be used exclusively for conducting business. Your spare bedroom that serves as both your office and home gym doesn't qualify.
- **Principal Place of Business** — Your home office doesn't have to be the only place you meet your clients or customers, but it needs to be the primary place you do business. Do you use the space exclusively and regularly for administrative or management activities? Is this where you bill customers, set appointments and keep records? If so, your home

office space likely qualifies.

- **Ask A Pro** — Sometimes circumstances can be confusing. Our small business CFO advisory service can help you determine whether your home-based business accounting meets all the IRS requirements.

## **How to Calculate the Deduction**

There are two legitimate ways to determine the value of your deduction. Which one you choose simply depends on how detailed you want to be with your small business bookkeeping.

- **Simplified Option** — This means you aren't deducting actual expenses. Instead, you multiply the square footage of your space by a prescribed rate (e.g. \$5 per square foot for up to 300 square feet). The IRS introduced this option in 2013 to make it less burdensome for small businesses.
- **Regular Method** — If you are very detail oriented and like to keep all your receipts, this method may be for you. It values your home office by measuring actual business expenses against expenses for your home as a whole. With this method, you can deduct mortgage interest, taxes, maintenance and repairs, insurance, utilities, and other expenses.

## **Get Help Navigating the Rules of the Home Office Tax Deduction**

Writing off expenses incurred while running your business from home is generally pretty simple. However, your business may have special circumstances that warrant more attention. Our small business CFO advisory CPAs are financial experts available to assist you with all your small business accounting and small business tax planning needs. Contact Fusion CPA today if you would like one of our seasoned professionals to examine your specific situation.



# Resolutions for A Brighter Future

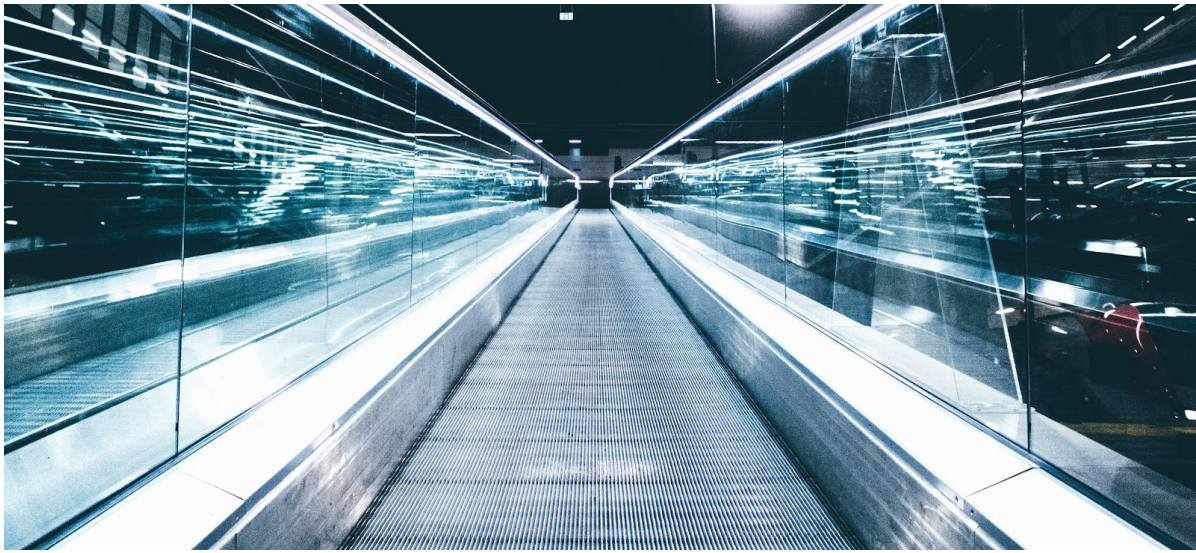
[DECEMBER 15, 2017](#)

WOW. Who else can't believe there are only about 2 weeks left in 2017?? As I'm still marking items off all my Christmas to-do lists, I'm also starting to think beyond surviving the final days of the holiday rush and toward my New Year's resolutions for 2018.

Having just spent nearly \$200 tonight on a Target run for "just" 3 gifts for weekend parties (\$20 limit each . . . you do the math), financial goals for the coming year are once again top of mind. You, too? Great. So . . . lucky for me *and for you guys*, an opportunity recently came my way to partner with a [savvy Atlanta wealth investment firm](#) for some great inspiration to get all of us moving down the right path. As they say, "It's okay if you're not old money." . . . *neither are they*. The following post is sponsored, but I wouldn't share unless I believed it is definitely worth the read on why, how and where you should be investing in your future *now*. Here's to our best 2018!







Regardless of where the future takes you, it is always easier to travel there when you are financially prepared for the trip.

No one knows what the future holds. If the stories foretold in science fiction novels manifest into reality, we will soon be zipping through the skies in floating, car-like vehicles, sleeping in devices that look something like a pod for a time span measured in light years, and eating food made solely with molecular gastronomy. We can sit back and speculate about future politics and world order, the social implications of our current actions and attitudes, the financial outlook and the environmental landscape but we would be grasping at straws. What we can do is to plan and prepare as best we can for the future's impending arrival.

During the holidays many of us busy ourselves with shopping, wrapping, baking, buying, celebrating and cheerfully ringing in a new year (see above!). We might sit down and create a list of priorities for a renewed spirit, a healthier disposition or a more studious attitude as January 1st gets closer and closer. How are you going to resolve to be the best version of yourself in 2018? Instead of looking at the short-term objectives — lose 10 pounds, read five books or disconnect from social media, maybe you take a more long-term approach. Why not resolve to start saving for your future? Consider starting and growing a retirement account which will be viable for many New Year's Eve celebrations to come.







### ***Why should I start saving now?***

It is never too early to think about your future! In fact, [according to AARP](#), “The typical advice is that you should aim to replace 70% to 90% of your annual pre-retirement income through savings and Social Security. For example, a retiree who earns an average of \$63,000 per year before retirement should expect to need \$44,000 to \$57,000 per year in retirement.” Putting aside a sum of money of such size means the sooner you start saving, the more likely you are to achieve your goal. Plus, the earlier you approach your saving strategy, the more aggressive you can be with your investments.

### ***How much should I save?***

The answer to this question is different for each person, but a good rule of thumb is to set aside as much as you can, shooting for a savings of at least [10-15 percent](#) of your annual income. It is also ideal to begin saving in your 20's. If you are late to the investment game, you will naturally want to set aside more to make up lost ground. Lifestyle and habits also play a role, determining how much money you'll need to live comfortably after you retire from work.

### ***Where should I invest my money for the maximum returns?***

Do you put some or all of your money in a company-matching 401(k), a Roth IRA, a bank-offered CD, a mutual fund, bonds, or do you bury cash in a tin somewhere in your backyard? Diversifying your investments is always wise, but it can also be arduous and confusing. When it comes to investing, there are so many different options available. It may seem like you have to take on a new, full-time job in the financial industry just to understand it all. However, there is help available to guide you through all the smoke and mirrors.

### ***Who should I trust?***



When it comes to selecting an investment professional you want to ensure you

when it comes to selecting an investment professional you want to ensure you are choosing a company or individual who has a track record of success and a reputation for integrity. The boutique wealth management firm of [Benedetti, Gucer & Associates \(BGA\)](#) is a great option, especially if you are in the Atlanta area.

Jaime Benedetti and Bob Gucer are the firm's managing principals, and they have established a company culture of honesty, hard work and a commitment to clients. This is what they believe sets Benedetti, Gucer & Associates apart from the competition. They work tirelessly to guide their clients through the financial landscape and its myriad of investment options. They take a holistic approach to protecting and maximizing clients' wealth and they are committed to customizing an investment strategy to fit your goals, timeline and risk tolerance.

Let's all ring in the New Year by resolving to create the future of our dreams and stop settling for someone else's reality! Take the reins to your destiny and manifest your ideal retirement, complete with financial freedom, by committing to invest now with the help of the financial advisors at Benedetti, Gucer & Associates.

## **DISCLOSURES**

*The views expressed represent the opinions of Benedetti, Gucer & Associates and are subject to change. These views are not intended as a forecast, a guarantee of future results, investment recommendation, or an offer to buy or sell any securities. The information provided is of a general nature and should not be construed as investment advice or to provide any investment, tax, financial or legal advice or service to any person.*

*Additional information, including management fees and expenses, is provided on Benedetti, Gucer & Associates' Form ADV Part 2, which is available upon request.*

*The use of the term "RIA" does not imply a certain level of skill or training.*



BONUS



## RECOMMENDATIONS TO MAKE YOUR BLOG POSTS SING

### YALO APPROACH TO CONTENT

Voices is a place where we share our insights, experiences, expertise and interests, as they relate to advertising, marketing and business trends. Here are a few tips on writing your best posts:

**Have a POV.** Chances are, we're not writing breaking news. The topics we're covering on our blog, for the most part, are at the very least inspired by industry happenings that other publications are covering. What makes our post different is our point of view and how we connect things that are happening out there in the world to our own experiences as a business or individually as marketing professionals. *Think reflecting over reporting.*

**Think in categories.** Currently, our blog topics are Analytics, Business, Content, Creative, Culture, Events, Innovation, Social, Technology and Trends. As you're thinking about topics, think about how what you want to write can fit into one or more of those categories to make sure you're staying on topic.

**FAMS is seasoning, not your main ingredient.** Wrapping a post in an anecdote or analogy that ties in film, art, music or sports is a great way to make a post more interesting and relatable to a wider audience. But make sure your piece ties back to marketing or business in order to remain relevant to our audience and true to our mission.

**Variety is key.** We are in a unique position to share expertise on a wide variety of topics related to marketing, content creation and business challenges, which opens up a lot of ground to cover.

- Don't make *every* post a sales pitch about Yalo's capabilities.
- Speak to issues or trends you're hearing about from your clients.
- Explore topics that affect a variety of relevant industries.
- Consider a series that tackles related topics one at a time on a regular cadence (e.g. our UX Tips & Tricks).

### VOICE

- **Authenticity is key.** Stick to topics Yalo can honestly claim expertise on and write like you're talking to your clients or prospects. Posts don't need to sound formal
- **Think soft sell.** It's okay to tout our services and what we, but the tone should be more like a friend explaining the benefits and reasons why it makes sense versus a sales script or a technical deep dive that has potential to be too in the weeds for an average reader.

### LENGTH

- Typically, **posts of 500-700 words** (a 3-4 minute read) are a good length to tell your story without losing readers' attention.



## RECOMMENDATIONS TO MAKE YOUR BLOG POSTS SING

- Longer posts (**1,000-1,500 words** for a 6-7 minute read) are trending and can help you better establish authority and get more visibility.
- **Mix it up** with both long and short posts.

### FORMAT

Again, **mix it up**, but in general, posts (even longer ones) that are easily digestible gain more traction. Think content that can be easily scanned:

- Lists
- Short paragraphs with headers
- Bullet points
- Judiciously **bolded** or *italicized* text

### HEADLINES

There is research saying headlines of about **6 words or less** are ideal for clarity and attention capturing. In general, try and offer relevance and urgency through

- A provocative question (Are You Doing X All Wrong?)
- A solution (Fix Your Y by the End of This Month)
- Easy answers (5 Ways to Z Right Now)
- A clever twist on words or play on something culturally relevant (Innovation Is Brewing in Denmark — for a story on Carlsberg's eco-friendly packaging)
- And avoid more general or vanilla summaries (The Importance of Creativity).

### PHOTOS/VIDEO

If you have photos or video you want to include within the body of your post, please include them (or links) inline in your word document. If you have thoughts on a header image, please pass those (or links) along, as well.