



Guide to
Native Articles

N.RICH In-media Article Components

Theme
(max 20 characters)

Define the top level context. Why is this content relevant for me?



Image
(800x600px)

Attract fast attention and interest enforcing the theme



Headline
(max 30 characters)

1st. Moment of truth: Give a reason to start reading. "What's in it for me?"



Lead Paragraph
(200 characters)

"Value for money" show what you got, raise level of interest for the rest of the article



Body
(1500-2500 characters including spaces)

Follow "inverted pyramid" structure - most newsworthy issues on top, continue with elaboration and finish with activating to call to action



Drill Rig Motors

Sponsored



How does higher power help in drill rig operations?

Higher power motors have always been bigger and heavier than the industry standard. Not any more - there's a new motor in the industry standard frame size that offers 20% more power.

In tough drilling conditions equipment is operated right up to its limits. A higher power motor provides a good safety margin with less risk of overloading. This is especially important when explosive gases could be present - a higher power motor works well below critical temperature levels, helping to boost overall safety.

DOS

- Focus on informing, not selling
- Header, Title, lead paragraph and image have two purposes: Give reason to read and qualify the reader (you don't want irrelevant readers)
- Emphasize context! Remember that the content comes to the reader out of the blue next to some completely unrelated content and not through active search
- Write the text like your customer would talk
- Link the text to conversation that your target group is already going through in their mind
- Include you brand, solutions or products organically and naturally
- The end of the article is important in terms of Call To Action, focus the active paragraphs here

DON'Ts

- Make long paragraphs without subheadings
- Write generic "clickbait" content that is interesting for everybody - the idea is to engage the correct people, not just anybody
- Use long articles if there is little valuable information
- Use disoriented or colourless pictures
- Write title after writing content - if the title is weak, the content will not be read
- Write to several people, focus on who you want to speak to in your target group
- Include a logo in images or mention your company or product name right in the start of text
- Remember that this should look like an "objective" article, not an ad or a banner

How to design an optimal theme

Define the top level context. Why is this content relevant for me?

Maximum length: 20 characters

SAMPLE HEADLINE	GENERIC THEME	NEWS THEME	REPORT / WHITE PAPER THEME	BUYER PERSONA THEME	BUYER PERSONA THEME 2	BUYER PERSONA THEME 3
<i>3 Best practices to engage most potential decision makers in your industry</i>	B2B Marketing 2017	B2B MarTech Summit	MarTech Insights & News	CMO Special 2020	Marketing Director Insights	Content Marketing Manager
<i>7 great tips for ensuring your ABM content gets read</i>	Marketing Automation 2.0	B2B MarTech Today	MarTech Barometer 2017	Chief Marketing Officer	Marketing Director Update	Content Marketing Success

The Theme is a crucial component which should immediately attach the content to the reader's context and make it relevant in an interesting way.

How to Select & Edit Stock Images

IDEAL KEYWORDS FOR FINDING IMAGES

Business people



Business



Business “Vertical”



Investing / Dashboard



CREATE EDITS

Business People Closeup



Business Micro Closeup



B&W Vertical Closeup



Investing / Dashboard Closeup



Images should be very clear and communicate in less than 1 second what is it about. Remember that you are competing with news imagery!

How to Develop New Images

Normal Office Images



Employee Closeups



People at their work



Office buildings



Office Buildings with logo



Onsite Images



Details of your product



Show Results



It is recommended to use images with people related to the theme. Close crop is often better than a wider crop.

Content personalization for buyer personas

Create persona-based variations by customizing only the title and the lead paragraph

CIO

Digital Now Sponsored

CIO: Which BI and Analytics platform to choose?

Why Microsoft is CIO's preferred choice for business intelligence and analytics?

When it comes to analyzing your data, the choice is clear: Microsoft is an industry leader in business intelligence

CEO

Digital Now Sponsored

You thought BI doesn't matter to CEO's - think again.

Why does a modern CEO embrace business intelligence and why to choose Microsoft?

When it comes to analyzing your data, the choice is clear: Microsoft is an industry leader in business intelligence

CFO

Digital Now Sponsored

Corporate Finance and BI - a match made in heaven?

Why CFO's should not leave BI as a decision for tech department and why Microsoft is the preferred alternative.

When it comes to analyzing your data, the choice is clear: Microsoft is an industry leader in business intelligence

Persona-based content targeting increases the engagement and provides insight on how well the content works for different personas

HINT: Please review slide 14, "TOOLS" for efficient implementation of persona-based variations

What is a Call-to-Action?

A Call-To-Action (CTA) is a value proposition with a link to your website to drive prospective customers to become leads by filling out a form on a landing page. A CTA is the link between the N.RICH content that your potential customer is interested in. The CTA should link to page or site with a more high-value offer on it that is relevant and interesting enough to persuade your prospect to take further actions.

Technical specification & Structure

Button CTA is created within the N.RICH user interface by delivering required textual components.

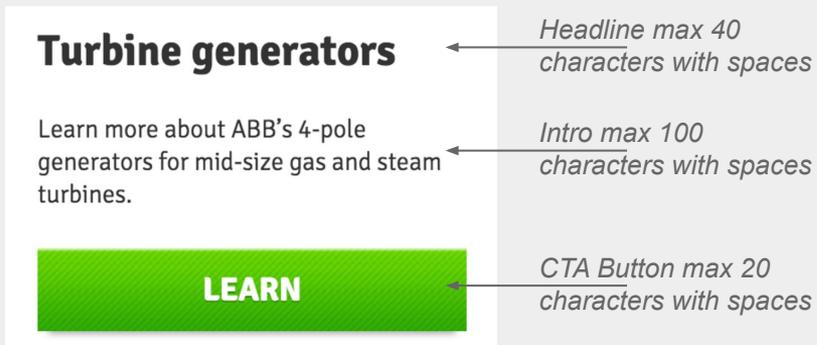
Image CTAs require jpg image from client, width: 300 pixels and height: 125 pixels (maximum size 64 kb). The entire image will include link to your landing page.

N.RICH highly recommends the following structure for each Image CTA:

- Headline
- Intro text
- Value image
- Contrast background
- CTA button

Button CTA

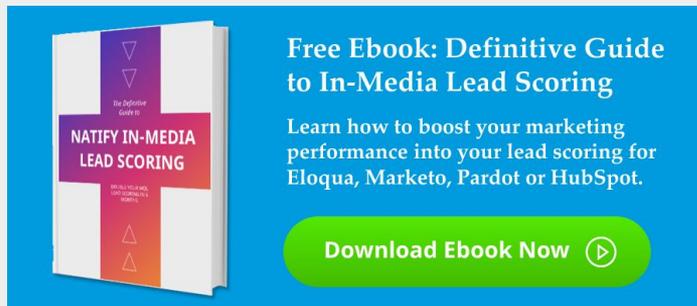
Automatically generated in within N.RICH system.



The screenshot shows a white card with a green button. The headline is "Turbine generators", the intro text is "Learn more about ABB's 4-pole generators for mid-size gas and steam turbines.", and the button is labeled "LEARN". Annotations on the right side of the card specify: "Headline max 40 characters with spaces", "Intro max 100 characters with spaces", and "CTA Button max 20 characters with spaces".

Image CTA

Dimensions: Width: 300px Height: 130px Max Size: 60kb
An image CTA needs to be provided by the client.



The screenshot shows a blue background with a white book cover on the left and a green button on the right. The book cover is titled "NATIFY IN-MEDIA LEAD SCORING" and "The Definitive Guide to". The green button is labeled "Download Ebook Now" with a play icon.

Headline style 1/6: “number”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

Number + Adjective + Noun + Keywords + Promise/details

EXAMPLES

3 Best Practices to Engage B2B Decision Makers From Your Industry

7 Great Tips of Ensuring Your ABM Content gets Read

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article

Headline style 2/6: “how to”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

How to + Action + Keywords + Promise/details

EXAMPLES

How to Double Your B2B Lead Scoring with In-Media Engagement

How to Manage B2B Paid Media Optimisation with MAS

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article

Headline style 3/6: “definition”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

Definition + Action + Keywords + Promise/details

EXAMPLES

101 to Gain More Marketing Qualified Leads from Your ABM

The Beginners Marketing Attribution in CRM

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article

Headline style 4/6: “positive word”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

Positive Word + Keywords + Promise/details

EXAMPLES

Fastest Way to Automate Your B2B Omni-Channel in 2 Weeks

Proven Method to Start a Successful ABM program

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article

Headline style 5/6: “negative word”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

Negative Word + Action + Promise/details + Keyword

EXAMPLES

Avoid Disaster ABM Programs That Create High Bounce Rates

Worst Case Elimination Using B2B Enterprise In-Media Distribution

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article

Headline style 6/6: “call-to-action”

1st. Moment of truth: Give a reason to start reading

“What’s in it for me?”

Maximum length: 30 characters

Call-to-Action + Keyword + Promise

EXAMPLES

Try These ABM Insights to Double Your Lead Scoring

Use These Tips to Optimise Your B2B Media Investments

- You can change the order of headline components.
- The Keyword and promise can be included in the same word or phrase.
- Use interesting adjectives (positive/negative superlatives recommended)
- The promise and details are optional, but it helps specify the topic and motivate people to read your article