



Editorial Services

2019

Content Production: The Cornerstone of Content Marketing

An essential part of every content marketing initiative is the creation of relevant and high-quality content for your target group. This will often be editorial content. Various studies show that content creation is seen as one of the biggest challenges for content marketing. Not only is the creation of content a challenge for many companies but it is often a challenge to generate original content.

Due to the growth of content marketing initiatives, distinctive content is becoming increasingly important. If content is a repetition of previously published factual knowledge, its added value is small. By offering high-quality, original content with unique features, the attractiveness is much higher.

RIFF can help you with the creation of:

- ✓ Blogs
- ✓ White papers
- ✓ Reports
- ✓ E-books
- ✓ Step-by-step plans
- ✓ Checklists
- ✓ Web copy

Blogs

Within content marketing, the best-known copy form is undoubtedly the blog. With the rise of the internet, the blog was quickly embraced by the consumer public and later adopted by the business community. The word blog comes from “weblog” and is similar to an online log. A blog gives people and / or organizations the opportunity to create an online platform where expertise or news can be shared. Blogs are increasingly used commercially to share professional expertise in a creative way and to show customers which products and / or services they offer.

A blog can be placed on the company’s own website or can be presented as a separate channel. For example, you can open or set up a WordPress, Blogger or Joomla account. These are tools you can use to create a blog in your desired in-house brand style and design. Visitors can also comment on the published blogs, thus engaging with your brand. Also, having a blog ensures more brand awareness and better search results in Google and other search engines.

One of the objectives of a blog is to address an audience in a recurring way, therefore, it is important to publish blogs consistently. If the target group has to wait too long for a new blog post, their involvement will decrease. The format of a good blog has several elements. It consists of short paragraphs and usually consists of 450 to 600 words. It includes images and catchy subheadlines for the paragraphs. With a noteworthy title, it will get readers stimulated early. Also, by referring to previously published blogs by your organization, your own ideas can be reinforced. Lastly, a blog can give a definite, subjective opinion.

White Papers

Another way to share knowledge is to write a white paper. The term white paper originates from politics and includes objective documents to support its issue. The term white paper has been adopted by other sectors, including IT (information technology), and, at the core, is still a substantive piece of thought leadership. Written by a company, a white paper is of course never fully objective but the purpose of a white paper is always primarily to share knowledge, for example, about a vision, development or process.

A white paper must, therefore, not be written as a commercial document but primarily serve to provide potential customers with information about certain issues. A white paper offers the ability to discuss a topic in detail. A white paper usually has a length of 1,500 to 2,000 words; including visual material and layout, they are on average six to eight pages. By publishing white papers, you position your organization as a thought leader in your industry. Of course, it is of great importance that the author knows how to communicate the right tone and content.

When writing a white paper, it is important to analyze your target group. Consider the challenges of your target group and use these to develop your content. Your write paper should include topics, solutions and developments that solve a problem for your audience. Think of challenges that customers encounter and use your knowledge to show how they can solve and prevent these challenges. For example, use a checklist with do's and don'ts or give an overview of common pitfalls to help readers.

To increase the readability of the document, you should insert images and graphs. You should use short paragraphs with a clear headline. In addition, it is important to write a clear introduction, summary and conclusion so that readers can quickly scan the white paper. Make sure that the title, summary and introduction are written in a catchy, compelling way to gain interest quickly.

The white paper is a widely used content format for generating leads. In exchange for downloading the document, the contact information of the reader is requested. This way you can contact readers who are interested in a specific topic about which you have published. It is also possible to place the white paper on SlideShare, Twitter, LinkedIn and other social media channels. By sharing knowledge through high-quality white papers, the organization is positioned as a thought leader.

Reports

Expertise can also be shared with a report. The distinction between a white paper and a report is mainly in the research aspect of the document. The word report is derived from the verb "report." A report is, therefore, reported on — for example, a development, trend or situation based on a study and analysis. This can be a market survey, a sample or desk research.

A neutral point of view is also important for a report. Reports are written in the third person and in the active voice. Do not use adjectives, and avoid long sentences. Write as concisely as possible and use catchy titles for each paragraph. Select appropriate charts, tables and images so readers are visually stimulated. A report can be distributed in various ways, such as via a website, newsletter and various social media channels. A report with striking or newsworthy findings can also be an effective way to generate media attention.

E-books

An e-book is a digital version of a print book. An e-book can be a collection of previously published articles, blogs or white papers. Due to the ease of using this technology, your existing content can now take a new form. The e-book then provides extra exposure and offers the opportunity to discuss various topics within your industry.

Digital media offers the possibility to support copy with video, audio or interactive graphics. These e-books can be made easily accessible and easily shared via SlideShare.

Step-by-Step Plans and Checklists

Short, practical documents are often effective in content marketing and lead generation campaigns. Potential customers are interested in step-by-step plans, checklists and overviews with do's and don'ts. In addition to the added value that many target groups attach to such content, it is often easy to create content. Moreover, these documents can often be reused in white papers, e-books, blogs or quotations.

A practical document that is frequently used in the ICT (information and communications technology) sector is the RFI (request for information) or RFP (request for proposal) template. With this document, the party looking to purchase something invites suppliers to send information or to draw up an proposal. For the preparation of an RFP, the supplier generally wants to be as complete as possible and, for example, not overlook functionality. By offering a template for an RFP, the buying party is thus assisted with gaining practical, useful information. In addition, the buyer can provide guidance on the requested information in the RFP.

Web Copy

When writing copy for the web, several aspects must be considered. Writing web copy starts with the creation of a catchy and clear title. The title is the first thing a reader sees and gives the reader the choice to click away. Online readers are constantly stimulated by buttons, advertisements and other links. For this reason, it is important to continue to keep readers engaged with short, concise and catchy copy.

Other Reports

Knowledge sharing does not always take place primarily through copy. Combined with videos, animations and infographics, experts can also share information through events, seminars, webinars and roundtable sessions about a specific topic or theme. These methods also provide unique moments to capture for future articles or reports.

Editorial Services

The professional editorial staff of RIFF provides the following services:

- ✓ Copy productions
- ✓ Final editing
- ✓ Business journalism
- ✓ Editorial management
- ✓ Translations

Copy Production

Copy production is a broad concept that includes various offerings. These may be short blogs or bulky documents based on, for example, your company information, source research, interviews and your events.

Document	Number of words	Hours	Rate
News item	Up to 300	3	€292.50
Short blog, extensive news item	Up to 400	4	€390
Blog or short article	600	6	€585
Extensive blog or article	700	7	€682.50
Article, step-by-step plan, checklist, fact sheet	800	8	€780
Short reference, article or short report	1,000	10	€975
Reference, background article or report	1,200	12	€1,170
Extensive reference, short paper	1,500	15	€1,462.50
Paper, methodology, service description	1,800	18	€1,710
Paper, methodology, service description	2,000	20	€1,950

Final Editing

RIFF can arrange final editing of your copy. The standard rate for a final edit is €97.50 per hour. The average time investment is calculated per 500 words. The time factors below apply.

Level	Description	Factor
Light	Grammatical corrections Adjustments of sentence constructions and word choice Light adjustments on length (plus or minus 10%)	1
Medium	Heavy grammatical corrections Rewrite, add and / or delete paragraphs Adjustments to length (plus or minus 25%)	2
Heavy	Organization of a badly structured article Reorganization of the copy Testing content to sources Coordination of the correction round with the organization	3
Developmental	The article falls short in terms of content Substantiation must be enhanced Additional sources and research needed	4

Explanation:

For copy in the “heavy” category, the factor 3 applies. The final editing must then take into account $1 \times 3 = 3$ hours per 500 words. Before the commencement of work, RIFF can indicate which level applies.

Business Journalism

Do you need a permanent corporate journalist who regularly provides copy for your website, blog, company magazine or email newsletter? We can make a custom offer for you.

Editorial Management

Do you have content for your blogs and news available but you need final editing, a webmaster and management of your regular newsletter? Then editorial management might be the answer for you. We can make a custom offer for you.

Translations

RIFF works together with Metamorphose Translations to provide translations in all European languages. The target rate for this is €0.20 per word.

Need more information?

You can always contact us.

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