

## **ADMA BLOG BRIEF and GUIDELINES**

### **SPECIFICATIONS**

To submit a blog for publication by ADMA your blog needs to be submitted on the ADMA Blog Template (following)

- Your blog article should be 300-500 words
- You will need to assign your keyword or long tail keywords
- Supply a title around 55 characters
- Include a description around 155 characters
- Copy delivery 2 weeks prior to publication date

Please supply at least one image that will be used with the blog on web, in EDM and in social media

- Images as JPG, the image should be directly related to the heart of the story; best size is 800x550, however, only 550x550 of this will be visible.
- Copy in Microsoft WORD with no formatting
- The closing line to link to author's company website/relevant web page
- By-line needs author's name, company and position; photo is helpful but not mandatory (you will only need to submit your photo once)

### **STONE AND STYLE**

- Write for a digital audience
- Credible and authoritative but the language and style can be personal and conversational
- Visual – please use as much imagery as possible – photos, graphics, infographics, graphs and tables are encouraged
- Do not sell - engage with your readership from a brand perspective and give them a story that entertains and informs
- Short n' snappy: short comms is good comms!
- Insightful

- Be a thought leader. Do not sell!

## **DETAILS**

Please think through your headline, it should entice people to click and should include your keyword or long tail keywords.

Please submit at least one image with your blog article that you have the rights to use.

At the end of your article please ask for comment, feedback or raise an issue for discussion

## **SUBMISSION**

All content should be emailed to: [content@adma.com.au](mailto:content@adma.com.au). Content that doesn't meet ADMA requirements will not be published.

## **USING THIS TEMPLATE**

This blog template has been designed to maximise SEO results and create a blog that is easy for ADMA to optimise and publish.

Guidelines for using this template:

- Grey copy is not visible on the page to the user
- Yellow highlighted copy is used for elements that need to be confirmed
- Links to other sites should be embedded in the copy

You will need to specify the keyword (or long tail keywords) that are to be associated with your blog. Please optimise your copy around this one keyword or long tail keywords. To research the best keyword or long tail keywords for you to use, the following tools may be of use:

- Google Adwords keyword tool
- Google WebmasterGoogle Trends
- Uber Suggest
- Wordstream
- Wordpot

| Strategy                         | Channel Marketing + Advertising | Data/Analytics               | Technology         |
|----------------------------------|---------------------------------|------------------------------|--------------------|
| Digital                          | Search                          | Big data                     | Automation         |
| Social                           | Social                          | Data science                 | Software           |
| Content Marketing                | Traditional (TV/radio/print)    | Analytics                    | Platforms          |
| ECommerce                        | Mobile                          | Sentiment Analysis           | Tools              |
| Acquisition                      | Email                           | Qual/Quant Research          | Internet of Things |
| Retention                        | DM                              | Surveys                      | Tech Stack         |
| Engagement                       | Web                             | Data Visualisation           | Security           |
| Awareness/Branding               | Copywriting                     | Data Sets                    | e-commerce         |
| Communications                   | Advertising                     | Data Warehousing             | RFID               |
| Mobile                           | Graphic Design                  | Personalisation/Segmentation | Beacons            |
| Data                             | Customer Behaviour              | Conversion rate optimisation | Cloud              |
| Digital Transformation           | Programmatic                    | Metrics                      |                    |
| Customer centric/ customer first | E-Commerce                      | Measurement                  |                    |
| Personalisation/segmentation     | Branding                        | Attribution                  |                    |
| CRM                              | Customer Centric                | Overseas Data                |                    |
| Analytics                        | Omni channel                    |                              |                    |
|                                  | Cross channel                   |                              |                    |
|                                  | Customer Journey                |                              |                    |
|                                  | Conversion rate optimisation    |                              |                    |
|                                  | Creative                        |                              |                    |
|                                  | Media planning/buying           |                              |                    |
|                                  | Acquisition/ Retention          |                              |                    |
|                                  | SEO/SEM                         |                              |                    |

| Leadership/Culture                    | Content                    |
|---------------------------------------|----------------------------|
| Skills gaps                           | Content                    |
| Cultural change                       | Content Marketing          |
| Transformation/Digital Transformation | Content Management Systems |
| Leadership                            |                            |
| Marketing challenges                  |                            |
|                                       |                            |

## Blog article

Keyword or Long Tail Keywords:

TBC

Title:

Approx. 55 characters. Include keyword or long tail keywords

Description:

Approx. 155 characters. Include keyword or long tail keywords, think of this as a sales pitch for your article

Category:

Choose from the ADMA category list (see next page) the top level category (highlighted in yellow) and the sub-category from the list if appropriate, you do not need to supply a sub-category if one is not relevant

Tags:

Other tags, keywords or descriptors related to your article

---

Please insert your article here: