



# Custom Content Articles

## Best Practices Guide

After purchasing a sponsored article, a writer will be assigned to your article to help coordinate research and writings for all elements related to the article. While the writer oversees most of the research, here are best practices to ensure the process goes smoothly.

As the client, you will have final approval on all aspects on the article. While you make your revisions to the drafted article, here are a few things to consider:

- 1. The article** should not be overtly “salesy.” While being vendor neutral is not a requirement, in fact, it’s perfectly acceptable for you to mention your company’s work, you want engaging content that will allow readers to come to their own conclusions. The more authentic and impartial your article, the more impact it will have.
- 2. Your assigned writer** will take a true journalistic approach, ensuring your article offer fresh, thoughtful commentary on issues relevant to the agreed upon topic. The writing should be accessible, compelling and jargon-free.
- 3. Article length** should be kept around 700-1,000 words. While there is not limit, nor restriction, on article length, you will want it short enough to keep the reader engaged and still cover the topic at hand. They should include links to topics, research and other specific items that you’re discussing or wish to highlight.
- 4. The timeline** is determined at the beginning of the process, but many factors can play into this. Things to consider when thinking of a timeline are approval process, which includes getting client internal teams involved (like legal) to make sure wording is correct. There is no set timeline, but it can either be sped up or slowed down pending the approval process.
- 5. All the information** the writer needs to compose the article should be provided before they begin the writing process. If there is a certain theme or important research that should be included, make sure to tell the writer beforehand.

