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Content Writing



What Is it?

Content writing is the process of planning, writing, and editing web content, typically for digital marketing purposes. It can include blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as tweetstorms on Twitter or text posts on Reddit.

Why it is Important?

When most people blogs hear they think of “writing articles”.

However, it isn't just important for **blog** posts.

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In fact, it is important for all types of different formats, including:

- Video scripts
- Email newsletters
- Keynote speeches
- Social media posts
- Podcast titles

- White papers
- Web page copy
- Landing pages
- YouTube video descriptions put another way:

Writing is the foundation for pretty much anything that you publish.

Finding and Working With a Content Writer

If you're looking for a content writer, a content service can help you quickly find the right one for your needs. Before you begin, define the kind of content you need – and the results you want to get. Determine a general word count and any other considerations. Then search for content writers with experience not only in your industry but also in writing the sort of content you're looking for. Your content service may also choose specific writers for you.

Scripted specializes in SEO content marketing solutions. Our pool of professional content writers specializes in writing SEO friendly content for businesses in all kinds of industries. Want to learn more? Schedule a consultation or a demo today.

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Content Marketing



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Content marketing is used by leading brands

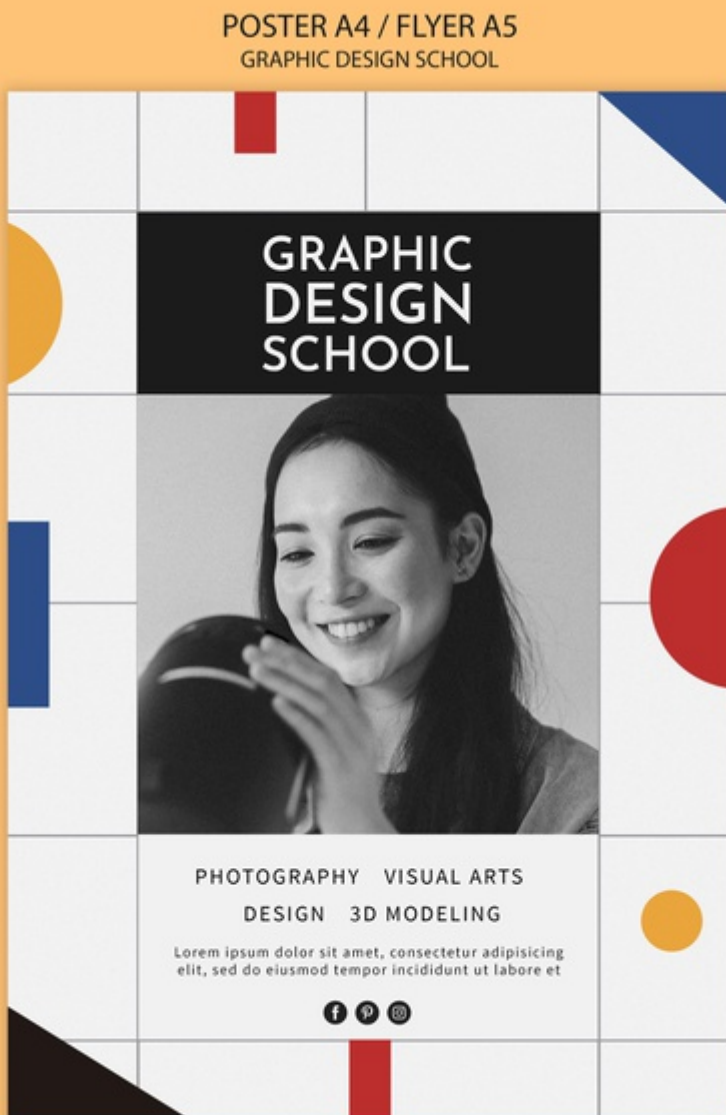
Our [annual research](#) shows the vast majority of marketers are using content marketing. In fact, it is used by many prominent organizations in the world, including **P&G, Microsoft, Cisco Systems, and John Deere**. It's also developed and executed by small businesses and one-person shops around the globe. Why? Because it works.

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Flyer Designing



What do you do when someone hands you a flyer on the street or when you find one hidden among the bills and papers in the mail? Do you read it with eager anticipation? Or do you throw it away without giving it a second glance? Really, when was the last time you got a flyer that you actually paid attention to?

Thinking about what catches your own attention is a great place to start when designing a flyer. A lot of companies get this wrong and their flyers are relegated to the recycling bin. To ensure that your flyers actually make an impact follow our comprehensive guide to flyer design. We'll take you from strategy and concept right through to printing and distribution.

Outlining your flyer strategy
Constructing your flyer design concept
Designing your flyers
Printing and distributing your flyers
flyer design
Outlining your flyer strategy

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It can be tempting to jump straight into designing the flyer, whether it's a DIY project or a brief for a professional designer. If you want your flyer to play an effective role in your **marketing** campaign, you need to know what exactly that role is going to be! So, before you launch yourself into the design process, make sure that you take the time to do some proper prep work on the strategy behind it.

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Invitation Card Designing



Invitation

save the date

Andrew Et Rose

TOGETHER WITH THEIR LOVING FAMILIES

SUNDAY -21 OCT - 2018

HILLSDALE BAPTIST

CHURCH 123 MAIN

STREETHILLSDALE,

VIRGINIA





There are several types of Invitation Card we generally give in Invitation Card Designing.

- Birthday Invitation Card
- Party Invitation Card
- Wedding Invitation Card

Birthday Invitation Card:

In this, we share the birthday boy's name and share the address, and for looking we add the balloons, toys, etc.

In this, you can stretch more just you have to keep it simple.

Party Invitation Card :

In this, we have to share the birthday boy's name and share the address and for looking we add the balloons, toys, etc.

In this, you can stretch more just you have to keep it simple.

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Wedding Invitation Card :

In this, we share the birthday boy's name and share the address, and for looking we add the balloons, toys, etc.

In this, you can stretch more just you have to keep it simple.

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CMS Websites

A CMS website or a '**Content Management System**' quite literally allows you to control and manage the content within your web site – without technical training. Using this uncomplicated system you can very easily add, delete images and edit the text in your web site on the fly. You can also have an unlimited number of pages and a full site-search engine.

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Business Card Designing



This business with Business Card multi-tools fulfills many of the professional's basic needs. Advertising, brand recognition, call-to-action, and of course contact information. When designed right, these pocket-sized billboards can leave a lasting impression and create life-long customers from passing strangers. Business Card Designing

Business card for good grace – Business Card Designing

A simple yet whimsical business card design

A business card is a small, printed, usually credit-card-sized paper card that holds your business details, such as name, contact details, and brand logo. Your business card design is an essential part of your branding and should act as a visual extension of your brand design.

In this guide, we'll run through everything you need to know about business card design so you can tell your designer exactly what you want. Business cards should above all be personal, so this guide explains what your options are for the card that's most... you.

But before we get into the 8 steps of business card design, let's talk a little about what you'll need before you start.

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Brochure Designing



Unless you've been living under a rock your entire life, you've definitely been handed your fair share of brochures. Whether you're trying to drive traffic into a new gym location, showcase a property for sale or get the word out about your business, brochures are powerful and effective tools for engaging and educating any audience. But only if your brochure design is on point.

When it comes to brochures, it's all about the design. A great design will compel your audience to read all about what you're doing. A less-than-stellar design will end up in the trash can.

brochure design options

Brochures can be powerful – if you do them well. Design by Amrita.

So how, exactly, do you design an awesome brochure? Never fear, we've got the ultimate guide to brochure design. By the end of this post, you'll have everything you need to create, design, and print a great brochure that drives results and makes a lasting impact on your target audience.

How to design a brochure

—

Before you start designing

Know your brand personality

Define your ideal customer

Develop your message

Determine your metrics for success

Set your budget

Designing your brochure
Remember your brand design standards
Design with the reader in mind
Choose your brochure type
Gather your copy and images
Find your style
Pick the perfect CTA
Evaluating and printing
Evaluate your design
Choose a printer
Explore print options
Before you start designing your brochure

—
The key to creating an ah-mazing brochure actually starts before you design. When you do the legwork before you start designing—by knowing your brand personality, message, and target customer—you’ll make the design process go a lot more smoothly.

Know your brand personality
Do you know who you are? Knowing your brand personality is a must. If you don’t know your brand inside and out, all of your branding materials—including your brochures—will feel disjointed and unclear.

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Logo Designing



Have you ever seen a big brand without a logo? No? That's because there aren't any. A logo has a major impact on how your customers will perceive your brand. So naturally, you want your logo to be outstanding. But how do you get there?

Don't fret! This handy guide will teach you everything you need to know to design the perfect logo for you and your business. From defining your brand's identity and understanding what makes a great logo, to making the right design choices and navigating the design process, read on to learn how to design a logo.

Here are the most important steps to designing a logo:

You may be asking yourself: How can I design my own logo? These are the steps you need to follow:

- Understand why you need a logo
- Define your brand identity
- Find inspiration for your design
- Check out the competition
- Choose your design style

- Find the right type of logo
- Pay attention to color
- Pick the right typography
- Communicate with your designer
- Evaluate your logo options
- What not to do when designing a logo
- Integrate your logo design into your brand

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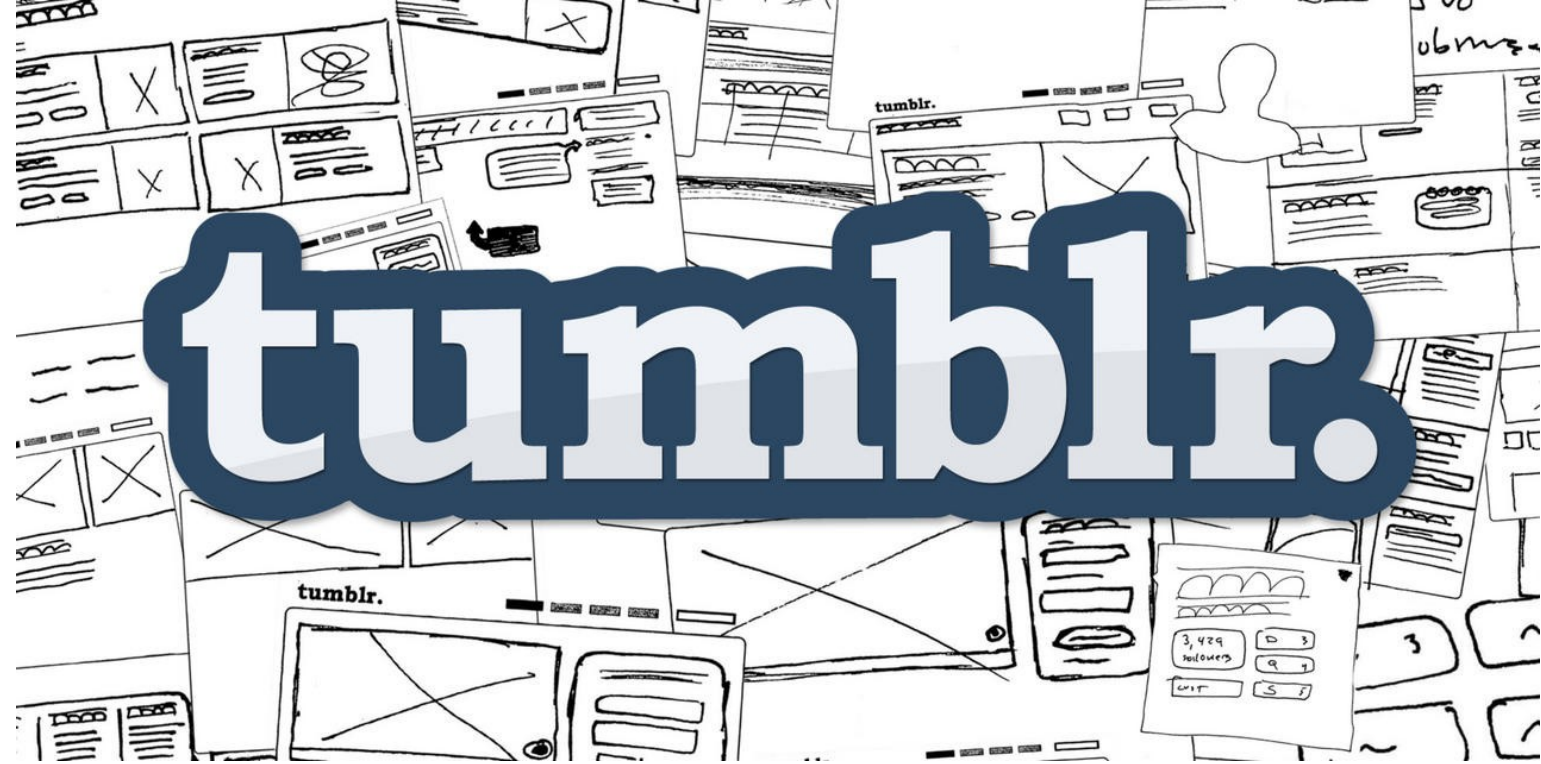


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Tumblr Marketing



When it comes to social media marketing, the instinctive reaction is to think of popular networks, such as Facebook, Twitter, and Instagram. And that's not surprising at all. While these three networks have dominated much of the discussion—and traffic—online, many brands have started looking at other social channels as viable marketing platforms, as well. Among them, Tumblr has slowly been rising in popularity over the last few years. Consider this: Tumblr, at one point, had over 738 million unique visitors worldwide. In fact, Tumblr claims that its users actually spend more time on the website than they do on Facebook or Twitter.

But what is Tumblr really?

And is it a good idea for your brand to invest in the network at all?

Tumblr is essentially a microblogging social media platform, designed with an emphasis on sharing content. It's free to join, and allows users to create multiple blogs, and post various types of content, such as text, images, quotes, links, and even music or video. What makes it different from the networks that you know? Tumblr will allow you to customize the color, theme, and layout of your blogs. The amount of control you get is unparalleled, and you can easily find Tumblr blogs that look absolutely nothing like each other.

Whether your brand should be on Tumblr is a question that only you can answer. It will depend on the audience that you're targeting and the kind of content that you want to post. Tumblr would work well for a brand that's targeting a younger audience—close to 70% of the userbase are between the ages of 18-34. The site would work well regardless of the gender you're targeting, as the demographics sit at 50% each.

If you're going to build a presence on the channel, however, you should keep in mind that the content you create has to be slightly different from the other networks. While you can use a professional tone and be successful on networks like LinkedIn or Facebook, the Tumblr community rewards creativity and humor. That is the kind of content that you should focus on if you're going to establish your brand here.

Marketing on Tumblr

Given how inherently different Tumblr is from other social media platforms, devising a marketing plan for the network can seem daunting. Where do you start? What kind of content do you post? What should your focus be on? Thankfully, it doesn't have to be difficult—in fact, if we keep our eyes on some of the basics and then build a strategy around it, we'll find it quite straightforward to navigate. Here are some things that you'll need to keep in mind while creating your strategy for Tumblr.

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Pinterest Marketing



If you still think Facebook and Twitter are the be-all and end-all of social media marketing tools, think again. Pinterest Marketing

Say “Hi” to your business’s new best friend – Pinterest.

Pinterest pins are 100 times more spreadable than a tweet, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,600x longer than a Facebook post.

Since the recent Instagram purchase by Facebook, Pinterest has become the hot ticket item for business marketing.

And that’s for good reason. If an increase of 27% in Pinterest accounts of Fortune 500 companies over the last year (including Exxon Mobile, Wal-Mart, and Apple) isn’t an indication that your business should be joining the 250 million total users, I don’t know what would be.

Aside from feeding obsessions with exotic destiny vacations and gourmet food, the real strength of Pinterest is the integrated features of their business accounts.

Join the 500,000 businesses with Pinterest for Business accounts, and you’ll get added marketing features to promote your brand on one of the fastest growing and insanely popular social media platforms.

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Instagram Marketing



Since its launch in 2010, Instagram has taken the world by storm. It seems like everyone — and their dog — is on the platform. Instagram Marketing

You may have also noticed the increase in brands who've developed a presence on the platform. But is Instagram worth their time, and should your business also be on the platform? The answer is yes, and here's why:

Instagram sees over one billion active monthly users and 500 million daily Instagram Stories.

There are 130 million Instagram users in the U.S.

Instagram is the second most accessed network behind Facebook. Users browse for an average of 53 minutes per day.

There are at least 25 million business profiles on Instagram.

90% of Instagram users follow at least one business, and 83% of users say Instagram has helped them discover new products and services. Instagram Marketing.

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