

## Website Content

Words and images on a website are purposefully selected to communicate the site's purpose and benefits to viewers.

## SEO Keywords

Words on a website written for the dual purpose of creating reader engagement and relevance for indexing by search bots.

## Telemarketing Scripts

Conversations in which telemarketers and customers are active participants in a dialog, not passive recipients in a monolog.

## White Papers

Findings and presentation of information that purports to be the definitive collection of ideas on a certain topic or issue.

## Tenders and Proposals

Bids made under competition to secure contracts and rights to work on a project. Pitches made to win an account.

## Annual Reports

Findings and presentation of an organization's health and standing, shared with employees and major stakeholders.

## Taglines and Names

A word, short phrase, or sentence that underpins a major attribute or benefit. The science of nomenclature, driven by culture.

## Technical Writing

Presentation of data, information, or a set of instructions to experts. Translation of jargon into clear terms to aid understanding.

## Blogging

Web-logging, or posting entries about any topic to blog-optimized websites which can be accessed and commented on by other users.

## Employee Manuals

Internal document that outlines organizational values, and orients employees to the organization's brand standards.

## Exhibition Writing

Time-measured copy written to explain items on display at museums, trade shows, and other showcase events.

## Direct Mail

Sales and informative material usually sent to large numbers of prospective customers via post or via email.

## Speech Writing

Words written for the primary purpose of engaging the auditory senses where tone, projection, and pace are carefully considered.

## Social Media

Content created and uploaded to online platforms with the purpose of reaching and engaging large numbers of people.

## Packaging Copy

Words on packaging material created to inform buyers of a product's benefits or to highlight salient points about consumption.

## Marketing Collateral

Communication pieces written and designed to inform and sell a product or service by highlighting its benefits and added value.

## Commercials

Copy written for television, radio, print, and online media to capture attention in order to communicate a message or sell a product.

## Media Releases

Documents pertaining to a product or message, written specifically to engage and interest members of the media.

## Ghost Writing

A collaboration in which a skilled writer writes anonymously for someone with an idea but who lacks the necessary writing skills.

## Menus

Documents indexing food and beverages, and presented in enticing descriptions that appeal to the senses.

## Editing

Reading and correcting documents for language, vocabulary, accuracy, and clarity of content.

## Research

Gathering relevant information from authoritative and reliable sources for the purposes of accuracy and relevance.

## Creative Partnerships

A collaboration of expertise between two or more entities that specialize in particular fields, to create better standards of work.

## Consulting

Offer of services, often carried out by external specialists acting in an advisory capacity, to any entity that requires expert guidance.