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| --- |
| **Information needed for our Stories**  *The Stories template is used to demonstrate our solutions that help making the world a brighter place. It also illustrates the impact that a product or an application has on the challenges of the industry.*  *Please make sure to respect the structure when this template is used!  Once the content is published and changes are made: Please always work in track changes.* Content of this document: Please note that all characters include spaces.   1. [Mock-up](#_Mock-up) 2. [Content template to be filled](#_Content_template_to)    1. [Stage and SEO Data Meta description](#_Stage_and_SEO)    2. [Story](#_Story)    3. [Testimonials/Quotes](#_Testimonials/Quotes)    4. [Key Benefits](#_Key_Benefits_(max.)    5. [Media](#_Media)    6. [A Large Teaser](#_A._Large_Teaser)    7. [B Large Teaser](#_B._Large_Teaser)    8. [Featured Articles](#_Featured_Articles)    9. [Featured Products](#_Featured_Products) 3. [Social](#_Best_practice_example) [Media](#_Social_Media_Promotion_1) [Promotion](#_Best_practice_example) (organic) 4. [Best practice example](#_Best_practice_example_1)  Mock-up |

# Content template to be filled

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| **Stage and SEO Data Meta description** | | | |
| Ein Bild, das Text enthält.  Automatisch generierte Beschreibung | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Display name** | 40 | This is sample content | For URL and item name in content tree (don't use ®, ™ or umlauts…) - keywords optimization |
| **Navigation title & breadcrumb** | 40 |  | Keywords optimization. Special characters (®,™,or umlauts …) allowed |
| **Headline/ Meta title** | 55 - 65 |  | For search result snippets, search engine listings and page tabs.  Short title with main keyword in it (search word of target group) for search engines to be shown in search results |
| **(Meta) description** | 155 - 160 |  | Short description for search engines to be shown in search results. |
| **Primary Keyword / Keyword Cluster** |  |  | Main keyword to be used in H1 and title as well as several times in the text + synonym of keyword. This is what your target group types in the search engine. E.g: “door installation foam” or “medical grade plastics” or “mono materials” |
| **Secondary Keywords** |  |  | Keyword that are related to your main keyword. They are synonyms ao related to the topic of your main keyword.  E.g: “ [pu foam door frame installation](https://de.semrush.com/analytics/keywordoverview/?q=pu%20foam%20door%20frame%20installation&db=us)” or “[medical grade polymers](https://de.semrush.com/analytics/keywordoverview/?q=medical%20grade%20polymers&db=us)“ or “mono material packaging”  Up to 10 words or word combinations |

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| **Story (Copy)** | | | |
| **Ein Bild, das Text enthält.  Automatisch generierte Beschreibung** | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Headline** | 80 |  |  |
| **Introduction** | 300 |  |  |
| **Subline** | 100 |  |  |
| **Copy** |  |  |  |
| **Subline 2** | 100 |  |  |
| **Copy** |  |  |  |
| **Subline 3** | 100 |  |  |
| **Copy** |  |  |  |
| **Subline 4** | 100 |  |  |
| **Copy** |  |  |  |
| **Subline 5** | 100 |  |  |
| **Copy** |  |  |  |

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| **Testimonials / Quotes** | | | | |
| **Ein Bild, das Text enthält.  Automatisch generierte Beschreibung** | **Max. char.** | **English Content** | **Comment(s) / Feedback** | |
| **Testimonial / Quote 1** | | | | |
| **Author/Name** | 50 |  | Name of the customer company | |
| **Function** | 30 |  | Role of the customer representative in his company | |
| **Company** | 30 |  | Name of the customer company | |
| **Quote** | 300 |  | Quote of customer representative | |
| **Placement** |  |  | E.g. before challenge | |
| **Testimonial / Quote 2** | | | | |
| **Name** | 50 |  | Name of the customer company | |
| **Function** | 30 |  | Role of the customer representative in his company | |
| **Company** | 30 |  | Name of the customer company | |
| **Quote** | 300 |  | Quote of customer representative | |
| **Placement** |  |  | E.g. before challenge | |
| **Testimonial / Quote 3** | | | | |
| **Name** | 50 |  | Name of the customer company | |
| **Function** | 30 |  | Role of the customer representative in his company | |
| **Company** | 30 |  | Name of the customer company | |
| **Quote** | 300 |  | Quote of customer representative | |
| **Placement** |  |  | E.g. before challenge | |

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| **Key Benefits** (max. 5) | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Benefit 1 Title** | 20 |  | For consistency of style, please use an adjective rather than a noun where possible. Please follow this with a colon. E.g.: “Flame retardant:” |
| **Benefit 1 Text** | 80 |  | Short description of benefit in consistent style |
| **Benefit 2 Title** | 20 |  |  |
| **Benefit 2 Text** | 80 |  |  |
| **Benefit 3 Title** | 20 |  |  |
| **Benefit 3 Text** | 80 |  |  |
| **Benefit 4 Title** | 20 |  |  |
| **Benefit 4 Text** | 80 |  |  |
| **Benefit 5 Title** | 20 |  |  |
| **Benefit 5 Text** | 80 |  |  |

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| **Media** | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Stage Image**  **1920\*440 px** Please avoid text on image. The images will be automatically cropped, and the text may be unreadable. | | | |
| **MediaHub ID** |  |  |  |
| **Stage image Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only forcontent images |
| **Content Image(s)**  **1440\*960 px**  If you like to show more than one image you have different possibilities: 1. Use Slider Module (all in one place) 2. Place images in different parts of the story. | | | |
| **Image 1** | | | |
| **MediaHub ID** |  |  |  |
| **Caption text** | 100 |  | Caption to be shown beneath image |
| **Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only for content images) |
| **Placement** |  |  | E.g. before challenge |
| **Image 2** | | | |
| **MediaHub ID** |  |  |  |
| **Caption text** | 100 |  | Caption to be shown beneath image |
| **Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only for content images) |
| **Placement** |  |  | Before a subline or in slider module |
| **Videos** | | | |
| **Video 1** | | | |
|  |  |  | ID needed for fallback image |
| **Moving Images ID** |  |  |  |
| **Caption** | 100 |  |  |
| **Gated** |  | [ ] Yes, [ ] No |  |
| **Placement** |  |  | E.g. before solution |
| **Video 2** | | | |
|  |  |  | ID needed for fallback image |
| **Moving Images ID** |  |  |  |
| **Caption** | 100 |  |  |
| **Gated** |  | [ ] Yes, [ ] No |  |
| **Placement** |  |  | E.g. before solution |
| **Downloads** | | | |
| **Download 1** | | | |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **MediaHub ID** |  |  |  |
| **Display name** |  |  |  |
| **Download 2** | | | |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Download 3** | | | |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Download 4** | | | |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Download 5** | | | |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |

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| **A. Large Teaser** **2640\*960 px**  **Preset: To contact form**  To break a large text block. Large Teaser should refer to content right before. Copy, CTA Title and CTA Button Title should be linked content wise to one another. | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Teaser Image**  MediaHub ID  2640\*960 px |  |  | Preset:  ID: F53D11E4-887A-41E2-A9BEAD6FD24C7F55  Please make sure that the image is not too bright. The teaser text will not be readable otherwise. |
| **Copy** | 100 (less is more) |  | Small font size in bold |
| **CTA Title** | 40 |  | Bigger font size |
| **CTA Button Label** | 30 |  |  |
| **Link** |  |  | Preset: [to](https://solutions.covestro.com/materials/coatings#contactform) contact form (at the bottom of the page) |
| **Placement** |  |  | e.g. before sub headline 3 |

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| **B. Large Teaser** (only if required) **2640\*960 px**  **Second Large Teaser: to use flexibly**  To break a large text block. Large Teaser should refer to content right before. Copy, CTA Title and CTA Button Title should be linked content wise to one another. | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Teaser Image**  MediaHub ID  2640\*960 px |  |  | E.g. |
| **Copy** | 100 (less is more) |  | Small font size in bold |
| **CTA Title** | 40 |  | Bigger font size |
| **CTA Button Label** | 30 |  |  |
| **Link** |  |  |  |
| **Placement** |  |  | E.g. before sub-headline 3 |

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| **Featured Articles** Links to up to 6 related **stories** or **case studies** that could be interesting to the customer reading this article | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Title (optional)** | 40 |  | Default: Related articles |
| **Article 1** |  |  |  |
| **Article 2** |  |  |  |
| **Article 3** |  |  |  |
| **Article 4** |  |  |  |
| **Article 5** |  |  |  |
| **Article 6** |  |  |  |

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| **Featured Products** Up to 6 related products that could be interesting to the customer reading this article | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Priority Region** |  | **[ ]**  EMLA  **[ ]** NAFTA  **[ ]** APAC | For non-global products |
| **Product 1** |  |  | Name of highlight product  of brand |
| **Product 2** |  |  |  |
| **Product 3** |  |  |  |
| **Product 4** |  |  |  |

# Social Media Promotion (organic)

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| **LinkedIn** | | | |
|  | **Max. char.** | **English** | Characters include spaces and all characters (letters, numbers, symbols and yes, even our precious emojis) |
| **Mandatory to be filled by the BE** | | | |
| **Post Target** |  | E.g.: Post engagement, LinkedIn reach (impressions), generate SC traffic (clicks, CTR), video views | *As* ***briefing information for the copywriter****, the following information is essential: What do we want to achieve?  Please provide your* ***most important KPI.*** *This helps to give recommendations on playout (MyCompany, targeted or to all followers, or to give the draft “the right spin”)* |
| **To be filled by the SoMe copy writer** | | | |
| **LinkedIn Post Caption** (Proposal) | 3.000 | Limit before “See More” button:  140 characters | *Make sure to implement the* ***Key Message*** *within the first two to three lines to get the reader’s attention directly. Can we connect our topic to a current trend/ to sth. a broader audience is interested, the better.*  *The less promotional the caption, the better we will perceived. ..and the post perform.*  *Algorithm changes: so we can’t say short or long textures are better. Golden rule should be as long as needed, and as short as possible.*  *CTA: What should the reader do after reading our posts? (e.g. Learn more, visit us,..)  Profile(s) to be tagged: please prefix with "@" sign.*  *Include up to 4 #keywords – most if not all, at the end of the texture.* |
| **LinkedIn Asset Headline:** | |  | *LI Document/Carousel Title: [limited to 58 characters*  *LI Video Title: [limited to 150 characters]  Image/Thumbnail Headline: [short and crisp]* |
| **LinkedIn Asset(s):** *Please save the media file under  “add attachment” in Kapost  (no Media Hub Number needed)* | |  | *Images need an image headline  (to amplify the message) and a logo.  All documents (carousels, videos; pdfs e.g. article/interview) additionally need a LinkedIn headline / CTA (explicitly for the asset)*  *With videos we always need a catchy Thumbnail Image (with a headline).* |

# Best practice example

Kapost link: <https://covestro.kapost.com/posts/pm-brazil-iscc-certification-article-en-1>

Solution Center link: <https://solutions.covestro.com/en/highlights/articles/stories/2022/sustainable-mdi-and-tdi-in-brazil>

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Automatisch generierte Beschreibung