



# Attraction, Acquisition and Beyond

Drive Growth with Consistently Engaging Content

acrolinx



## The Art of Effective Communication

You know your target audience, you've got your keywords locked and loaded, your team has finished cleaning the breadcrumbs out of their keyboards. Now it's time to write clear, engaging content that grabs your market's attention.

Tell your story in the language of your market to get their attention and keep them hooked.

Effective communication balances clarity and consistency, with enough juicy content for your audience to savor. Acrolinx keeps your content strategic, intelligent, and aligned with your goals, without putting your readers to sleep.

## Acrolinx: Speak with One Clear Voice

At Acrolinx, we bring your content and strategy together. Acrolinx is an AI-powered platform that delivers strategy-aligned content, at scale. Our technology captures your goals, analyzes your content, and helps your teams create content that meets your objectives. Customize your content guidelines to fit your goals and tell your story in a way that's engaging, readable, and compliant.

### Get control over your content and address key questions, such as:

- Is your audience engaged while you show off your strengths?
- Do you know where your content is weak? How to improve it?
- Can you track if your content is aligned with your goals?
- Does your content creation process with multiple contributors, teams, or locations run smoothly?
- Do you maintain a consistent brand, tone, and terminology across your whole business?

## Reach your content goals with:

### EXCELLENCE

Great content shows up to your audience ready to knock their socks off. Acrolinx ensures that your content gets there on time, looks great, and performs well.

You know your strategy, and Acrolinx keeps your contributors on target, making sure your whole team is consistently using the right tone and language.

### INSIGHT

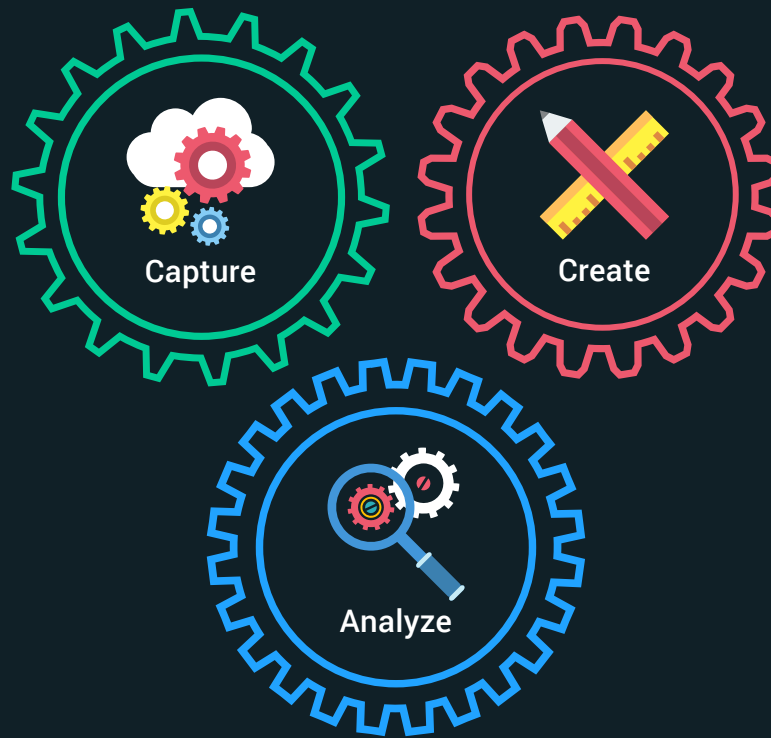
Make sure your content is ready for publication by tracking its alignment with your goals. Check in at any time and adjust guidance according to feedback.

Acrolinx gives your organization a competitive edge. Our analytics reveal the strengths and weaknesses of your content so you can improve its performance.

### CONTROL

Aligning content and strategy can be challenging with multiple teams and contributors involved in the process. Don't be a back seat driver! Acrolinx gives you centralized control over your content. It helps you oversee consistency, tone, and language across different teams, projects, and locations.

## How Acrolinx Works: Capture, Create, Analyze.



### Acrolinx integrates into your content process by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your global content strategy and create subsets of guidance for campaigns, content types, or audiences.
2. **Creating effective content:** On your mark, get set...create! The Sidebar supports writers with immediate feedback about clarity, consistency, tone, and language. This streamlines writing, review, and editing, giving you shorter time to market.
3. **Analyzing your output:** At any time, you can run checks on all your content. To get an overview of content issues, use diagnostic checks and see the results in the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. Improve your guidelines and terminology from the results of these analytics and market feedback.

Acrolinx provides clarity, efficiency, and insight. It unifies your team and promotes your brand with consistent strategy-aligned content.

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Capture

## Configure Guidelines

Writing Guide: en - Legal

Filter by guideline: Grammar and style Grammar Style

Configure Guidelines That Have Special Settings

Guideline	Param
Sentence length: Shorten this list item?	STLLE
Sentence length: Shorten this sentence?	STLLE
Sentence length: Shorten this title?	STLLE

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles: Perhaps use "the" more consistently?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST, TABU
Hyphens: Should this be hyphenated? (noun or adjective)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyphens: These words are normally hyphenated	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Configure Tone of Voice Settings

English

Audience types: ADD DELETE

Business Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

**Clarity**

- simple You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

**Conversational Tone**

- conversational You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.
- off We won't check the tone of your content.
- conversational You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.
- conversational (with informal words) You want your content to be conversational, without formal words. We'll highlight paragraphs which sound formal or which are not particularly engaging.

Create

MyDemo Blog Post

File Edit View Insert Format Tools Add-ons Help All changes saved in Drive

100% - Normal text - Roboto - 11 - B I U A

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Why Publishing Has Become Essential to the Growth of Every Business

One of the fundamental and important takeaways from Forbes's recent report is that publishing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turns out, neither could many of the more than 360 marketing executives Forbes surveyed as part of its research.

In fact, 96 percent of them agreed that "the quality and structure of their marketing content is essential to achieving their growth goals and increasingly defines the job of the CMO." Not only that, it's also noted by more than 70 percent that the "effectiveness of their marketing content directly impacts their ability to drive top-line growth with digital, social and mobile technologies supporting core branding, demand generation and value-selling programs."

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18 issues

Why ... Business

Title

Shorten this title? It is 11 words long.

MyDeMo, Inc. MyDeMo, Inc. Preferred (Variant)

Domains

Branding

Note

Make sure that you use our new company name!

MORE INFORMATION

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Findability

content 43 15 28

marketing 41 13 43

growth 34 8 77

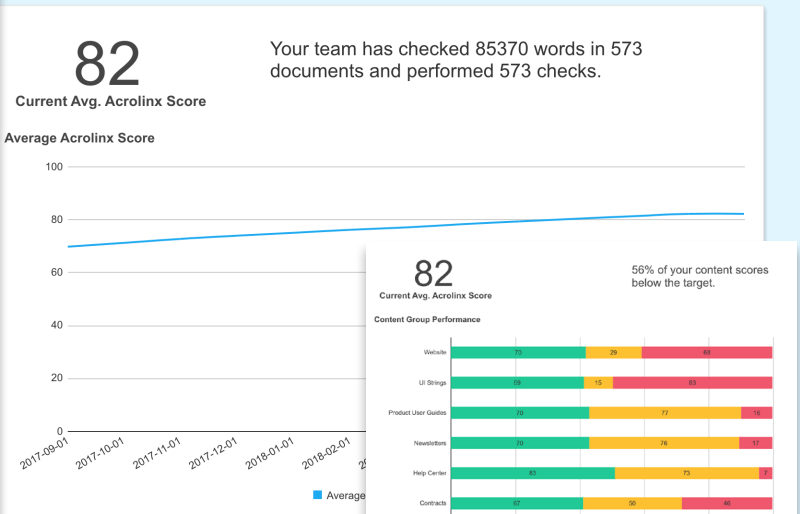
marketing content 32 7 28

publishing 30 6 75

essential 30 6 79

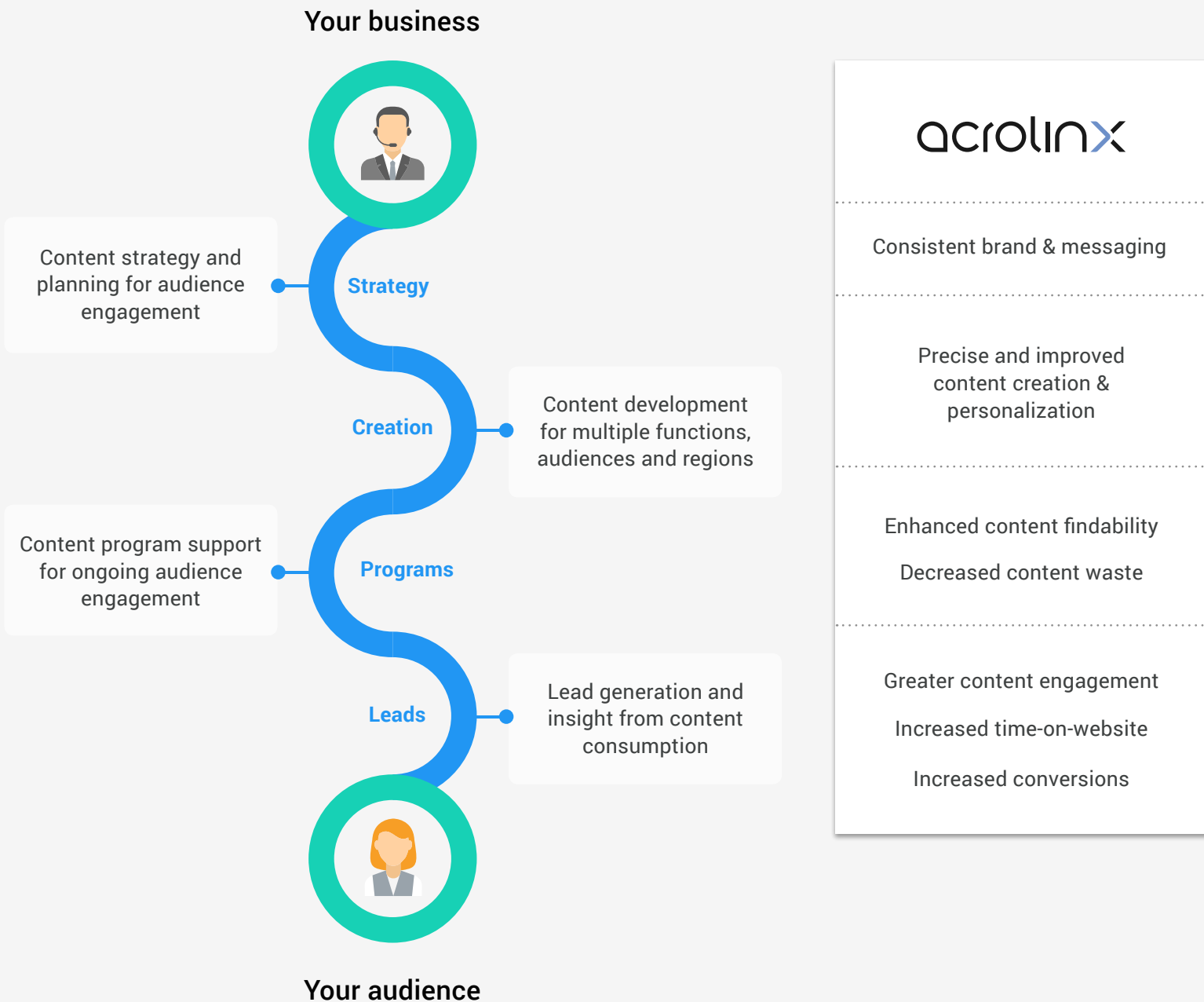
brand

Analyze



## Why is Acrolinx a Commitment to Great Content?

### Your Content journey



# Acrolinx: Support for Your Whole Team

Acrolinx aligns your content and strategy to give you and your teams one clear voice.

It captures your strategy, guides your creators, and ensures your content is aligned with your goals.

Using Acrolinx motivates your customers to invest in your brand and stay longer, and helps you avoid costly communication slip-ups.

## Our Story

### Built on Science

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience from start to finish.

## We serve the world's most recognizable brands

SOFTWARE



HEALTHCARE



AEROSPACE & DEFENSE



HEAVY MACHINERY



ENGINEERING



HIGH TECH



FINANCIAL



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