

# Articles and blogs

Well-crafted articles and blogs are an ideal way to convey your important news and expert views to target audiences. They're also essential ingredients in any content marketing, social or SEO strategy.



## How we can help

Our talented writers can work with you to develop a compelling angle for your next article or blog – or a whole series. They can then dive into the research and interviews required to bring your story to life and back up key points.

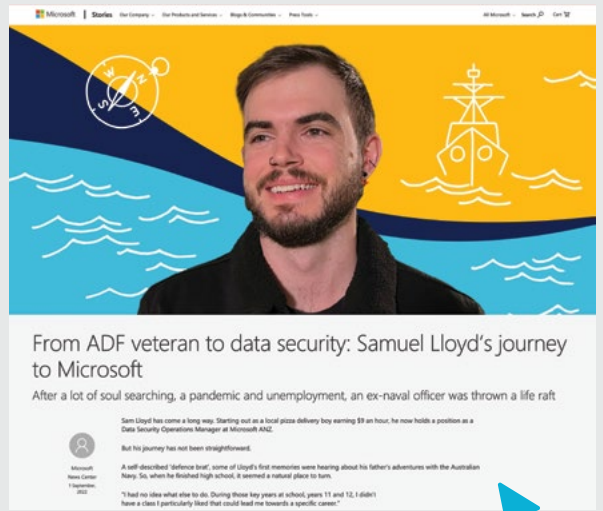
The compelling articles and blogs we produce can be used in a wide range of places, including your website and social media platforms, and as an integral part of other communications and publishing campaigns.

Editor Group can also edit and proofread material that you or your team have written, to ensure it's ready to be published and well aligned with your organisation's requirements.

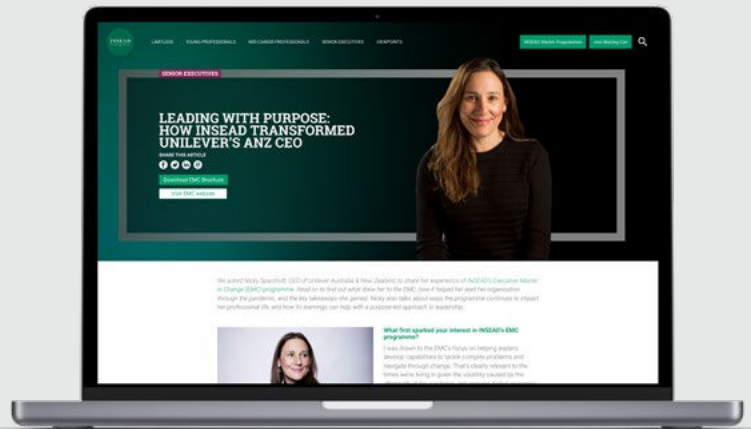


# Recent examples

**Microsoft:** employee stories and other compelling articles. [Read](#)



**Visa:** creating partner content for the *Financial Times* in Asia. [Read](#)



**INSEAD:** profiling Unilever ANZ CEO and her experiences. [Read](#)



**Deloitte:** supporting CEO blog about climate change for the World Economic Forum. [Read](#)

“We appreciated Editor Group’s ability to quickly understand our requirements and deliver an article that was concise and well written. We are grateful for your partnership.”

**Christine Manipur, Senior Manager, INSEAD**

## Top tips

We’ve written and edited thousands of articles and blogs for a wide range of organisations and purposes. Here are some tips that will help in your next project and working with external writers and editors.

→ **Focus on news and value:** start by asking what new information or insights you plan to share. What facts, views or other value will readers gain from reading your content? Also consider why you’re publishing it now.

→ **Keep the end in mind:** gaining a clear view of how you’d like your article or blog to appear and where you might use it will require a host of decisions. These include how long it should be, the desired style and tone, and who might need to review it before publication.

→ **Share your style rules:** if your organisation has tone of voice or other writing style guidance and rules, it’s a good idea to share them upfront with your writers and editors. This will enable them to deliver copy that’s right the first time in terms of spelling, grammar and alignment with your brand.



## Contact us

To learn more or discuss your requirements, look us up at:

**[www.editorgroup.com](http://www.editorgroup.com)**



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