

Content length: e.g. 1500 words

Topic suggestions: e.g. How to create content marketing strategy

Keyword suggestions: e.g. Content marketing strategy... How to do content marketing...

Tone of voice: e.g. I like the article on the example blog because...

Intended result: e.g. I want people who read this article to do the following...
or, With this piece of content I expect to achieve...

Target customer: e.g. Housewife, 40 y.o., interested in yoga

Competitors: e.g. Domain name, Example company

Examples of content you like: e.g. Content marketing strategy... How to do content marketing...

Visuals: e.g. I want this image to express the following emotion...

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