



Confidential

[www.bynder.com](http://www.bynder.com)

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# Bynder copy and content guidelines

The content and copy we dream up captures attention, educates our customers and potential customers, and helps Bynder rocket to the moon.

Bynder content vision

Dominate the DAM market

**We create content that gets buyers all the way to the sale, not just a leads status.**

**Bynder content mission**

# Our perspective



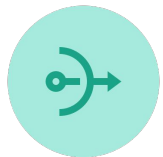
## **We think customer-first.**

If you're not customer-first, then you're last. Our copy and content should talk more about our customers than ourselves. Of course, we can talk about ourselves, but ultimately, it is the customer who is the hero, not Bynder. We're Samwise Gamgee, and they're Frodo Baggins. We would do anything for them, even go to Mordor with them, but ultimately, the story is about Frodo. Any arguments about who the real hero of LOTR is will only reinforce our point more.



## **We question our statements.**

We strive to have an editorial eye and not blow sunshine and rainbows up anyone's bums. Would we read this if we didn't work at Bynder? We read every line out loud and ask ourselves, why should anyone care? Did we provide value?



## **We welcome authenticity and emotion.**

Our brand story, style, and authenticity are what sets us apart in the digital sea of sameness. We're selling an idea. A story. We know that stories move the world. We give our customers an emotional reason to buy from us over our competitors.

# Copy principles

## Our copy is **conversational**.

We write like we talk. Our copy is for humans first, but we also strive to please Google. Our copy makes our customer the hero, so we talk with them, not at them.

## Our copy is **minimalistic**.

We're not trying to win a Pulitzer. Our copy is direct and concise. Straight to the point. Never fluffy. Not sales-y.

## Our copy is **fun, sometimes funny**.

We don't take ourselves too seriously. We're not saving lives, but we are saving time.

## Our copy is **trustworthy & credible**.

We make full use of customer stories, testimonials, quotes, industry research, and our original research. We fact check our statements.

Tone of voice is like attitude. It can change based on a situation. But our tone of voice can never come off unjustly angry or condescending, or overtly hostile. It just can't. It must be the hero in the most challenging times that reassures us even when the world feels like it's falling apart. Our tone ('tude) is that of a leader. And that is one reason why people trust our voice.

Bynder's tone of voice

# The Bynder voice is...

- **Conversational:** We write like we talk. Also, we read our stuff out loud to check if we're actually being conversational or not.
- **Active:** We use active voice unless to do so seems absurd.
- **Opinionated:** We don't force our view on anyone, but we do take opinionated angles on important topics. Having an opinion is one way we stand out from our competitors.
- **Fun, sometimes cheeky:** We don't take ourselves too seriously. We aren't saving lives - just time.





# Active voice

**Use active voice. Avoid passive voice.**

“In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.”

**Correct:** Attilio logged into the Bynder DAM.

**Incorrect:** The account was logged into by Attilio.

Sometimes you'll have to use passive voice. Don't beat yourself up. Strive to be as active as you can.



# Tips for masterful copy and content

- **Read everything out loud.**  
Are sentences easy to read? Do they flow naturally? Or do they sound odd when you read it?
- **Write in-app when you can.**  
You can write in dev mode in Chrome for web pages, or directly in video in VBS, or directly in ads in DBT.
- **Check yourself before you wreck yourself.**  
Get a second pair of eyes to review your work. Is the angle original, insightful, and does it offer value to the reader?
- **Embrace your inner journalist.**  
Use first-party sources and original, owned data when we can before using secondary sources. Double-check your sources and links. Follow the rabbit hole of curiosity.
- **Understand the art of argument (ethos, pathos, logos).**  
Review [the lessons from Aristotle](#) on writing an effective argument. Use the pyramid principle to construct the most compelling and direct argument.
- **Understand story shapes.**  
Review the shape of your story. Create tension, use a narrative arc, etc.

## A lesson in content from Aristotle



# The shape of stories by Kurt Vonnegut



# Grammar goodness: <3 Hard yes to the oxford comma

## Oxford comma

Ayesha Curry, cookbook author, social media maven, mother, oxford comma-hater, and wife to NBA superstar Stephen Curry. We rest our case.

## Abbreviations and acronyms

Punctuation on abbreviations (i.e. US versus U.S.) or VP versus V.P. V.P. is on a plaque. VP is in our copy. U.S. is in a governmental report. US is in our copy. If it's DAM or DAT, please spell it out when first introducing it.

## Our citation approach

Cite reputable, first-party sources where you can. Avoid secondary sources. Link in-text. Should you list your sources at the end of a content piece? If it's a long-form research piece, it's an optional decision. If it's a short blog, just link in the copy.

## Language

American English is our default, but if we're targeting UK specifically, you can use British English. Cheers.



# Grammar goodness: Emote in moderation.

## Digits and emojis

Get your point across faster by using digits over spelling out numbers in headlines. Especially handy for ad copy as well. Our best practice is to write out numbers as digits in copy unless it looks absurd.

**Correct:** *5 ways to use brand templates*

**Incorrect:** *Five ways to use brand templates*

Emojis help you convey emotion in your copy, but it's very easy to overuse them. Emote in moderation!

today my mom got an iPhone and  
discovered emojis



# Exclaiming!

**Struggle to avoid it unless to do so looks absurd!!**





# Even more grammar goodness

## **Long sentences**

Try to avoid 'em. Chop up your copy with shorter sentences. If you really just have a ton to say and can't be bothered to figure out where to end your sentence, then maybe consider using an em dash—however, like emojis, enjoy in moderation.

## **Semicolons in lists**

Semicolons are super formal, and we're not super formal, so don't use semicolons in lists. Use either all full sentences in your bullet lists or all fragments.

## **Quotation marks**

Use double quotation marks for a direct quote. Single quotation marks to paraphrase or quote someone else within a quote.

## **Substance over rules**

Before you get out that red pen, remember the best ideas win, and so do the best stories. We know the rules. We break them when we need to.

“When you randomly capitalize words in a Sentence,  
it draws the eye to a focal point that is unnecessary  
98.9999% of the time.”

**Unnecessarily capitalizing is the copywriting equivalent of asking the  
designer to make the logo bigger.**

# Capitalization?

**Struggle to avoid it unless to do so looks absurd.**

# Capitalization commands

## A low key (and low cap) approach

The majority of our content follows a lower-case style. It's one way we stand out in our styling from our competitors. We don't need to shout at our audience to get them to pay attention. Instead, we take a more low-key (and low-cap) approach. Our philosophy on capitalization? "Struggle to avoid them unless to do so looks absurd."

## We use sentence case 95% of the time

There are exceptions, which we show examples of in the next slide.

Exceptions include things like:

- proper names
- company names
- job titles (not job families, not job departments)
- Bynder products and modules
- when not using capitals looks absurd



MARCH 4TH 2021

## 10 types of evergreen marketing assets

The ultimate must-read guide to evergreen marketing assets that will boost your social media presence and spread awareness about your brand.

[Read more >](#)

# Capitalization commands

	Bynder.com top navigation menu featured resources & hello bar	Blog titles, guide titles	Headers and subheaders, advert copy,
Casing rules	We Use Title Case.	We use sentence case.	We use sentence case.
Correct use	The Digital Asset Management Cookbook	The overdue arrival of creative automation	This is a header for a paragraph in a blog or in a guide
Incorrect use	The digital asset management cookbook	The Overdue Arrival of Creative Automation	This is a Header or Subheader in a Blog to Introduce a New Paragraph

Still unsure about the difference between Title Case and sentence case? Click [here](#)

How do I capitalize it?	Explanation and answer
<b>BynderBytes or Bynderbytes?</b>	Bynderbytes
<b>BrandBeat or Brandbeat?</b>	Brandbeat
<b>Onbrand or OnBrand?</b>	OnBrand
<b>Digital templates or Digital Templates?</b>	Depends on how you use it. Again, since you could be referring to the product module or templates in general. Just remember, if it's the name of a product module then Title Case it. If it's not, then don't worry about capitals.
<b>Names of job roles?</b>	<p>Depends. Is it someone's specific role and title, or are you referring to the role in general manner? If we're just talking about creative directors or sales teams in general, no need to capitalize.</p> <p><b>Correct:</b> Mary Lou, Creative Director at Made up company  <b>Incorrect:</b> Mary Lou, who works in Marketing at Made up company</p>
<b>Digital Asset Management or digital asset management or Digital asset management?</b>	<p>Depends on how you use it. Are you referring to the Bynder Module or explaining the DAM acronym? Title case it. Are you referring to the practice of digital asset management? Don't capitalize it.</p> <p><b>Correct:</b> The Bynder DAM (Digital Asset Management) module is our most important product offering.  <b>Incorrect:</b> The Bynder DAM (Digital asset management) module is our most important product offering.</p> <p><b>Correct:</b> Digital asset management is at the heart of digital experience.  <b>Incorrect:</b> Digital Asset Management is at the heart of digital experience.</p>

# Can I write the word 'shit' in our copy?

(and other questions you definitely have.)



# You probably shouldn't.

**Naughty words are fun to write, but you can overuse them, just like emojis.**

My mother, a 7th grade English teacher, told me that profanity was a small mind trying to express itself, but sometimes, there aren't any words more satisfying than the forbidden ones.

So with caution, not abandon, yes, you can say things like "shit." Just don't be like that one episode of Southpark where they decided to say shit on television 197 times for the sake of it because that would be a shit use of the word shit.

And also, consider the context, the channel, and that one curse word might be all it takes to turn someone off our brand. With great power comes great responsibility, Peter.

**Final thoughts:** If we are too afraid to use the right words, we risk coming off as boring, unanimated "bland brand" versions of ourselves. If we are too edgy, we may make people feel uncomfortable.

Walk the line.



# More words that make people 🙄

## **Pandemic times**

### **In today's world**

### **The new normal**

### **Now more than ever**

### **Unprecedented times**

Get more creative here. These phrases are so overutilized.

## **State-of-the-art**

What does that even mean? Please strike forth this ridiculous saying from our website and all marketing copy forevermore.

## **Case study**

This is a super old-school way of describing content, just like white paper. Just call 'em what they are—customer stories.

## **Whilst**

Whilst this isn't used in American English, if writing for a European audience, it's fine. The cousin of 'whilst' to Americans is 'hereby'. Hereby the results! Roll out the royal carpet. The king is coming!

## **The three musketeers, I mean, marketers.**

We are marketers, not marketeers.

## **Learnings**

Dutch people love to say this, but it's a bit overused.

# Even more shit you probably shouldn't say

## **Streamlined, leveraged, etc**

Are we actually streamlining? Putting bread crumbs closer? Connecting the dots? All of these phrases and words equate to “make it easier” which is a much easier way to say it.

## **Business, DAM, and marketing lingo**

Avoid jargon that other people might not understand. I once sat through a meeting with a person who wouldn't explain what they meant by a specific business speak word until the very end of the meeting. Business speak/lingo can be exclusionary, especially when you refuse to define it upfront. Also, we don't ever want to make someone feel dumb.

# What types of content does Bynder marketing make?

# Codifying our content

**White papers and guides:** Long form content, usually greater than 1500 words on a topic relevant to DAM. For the content team, we view whitepaper as a very old-school and corporate way to describe our content. We make guides.

[Example](#)

**Datasheets and one-pagers:** Concise document that usually outlines an integration functionality or a product functionality use-case. [Example](#)

**Reports:** Commissioned original research we conduct around specific topics. [Example](#)

**Ebooks:** Digital book. Super long-form content, greater than 4,000 words. [Example](#)

**Solution guides:** Solution guides present a problem or challenge to marketers and then presents solutions for how Bynder can help solve those problems. An example would be the social media marketing guide. [Example](#)

**Customer story PDFs:** A customer story in PDF format, usually around 1,500 words or less. [Example](#)

**Customer story videos:** A customer story in video format, usually around 2-3 minutes in length. [Example](#)

**Event videos:** Videos that highlight our in-person events. Events include customer roundtables, conferences, roadshows, third-party trade shows and more. Some examples: Henry Stewart DAM NYC, OnBrand. [Example](#)

# Codifying our content

**Product module and integration videos:** Usually 1 to three minutes in length, highlights Bynder product functionality. [Example](#)

**Culture/office and hiring videos:** Meant to attract top talent and showcase why Bynder is a great place to work. [Example](#)

**Infographics:** Short copy, usually under 300 words. Visuals help explain the story and research included. [Example](#)

**GIFs/animated visuals:** Dynamic, moving content that is sometimes included in blogs or used on social media. [Example](#)

**Blogs:** Short to mid-form content that is ungated and publicly available. [Example](#)

**Digital ads:** Static or moving advertisements for Google, paid social, and more. [Example](#)

**Campaign videos:** Brand awareness videos to capture attention and get the Bynder name out there. Includes sizzles, text videos, and more. [Example](#)

## Webinars

Live, online talks where we invite guests such as customers to talk about a particular topic or a particular use-case for how they use Bynder. [Example](#)

# Codifying our content

## **Slide decks**

Powerpoint or Google slide presentations - could be used for events, sales pitches, etc. [Example](#)

## **Digital brand templates + VBS content types (Bynder's use of creative automation tooling for content)**

Email banners, hiring adverts for social media, seasonal content, partnership announcements, blog CTA banners to download content. [Example](#)

**Seasonal content:** Content that has a finite time period for use. [Example](#)

**Evergreen content:** Content that is good to use for a long time and remains relevant. [Example](#)

## **Webpages/Landing pages/SEO LPs**

There are many different types of pages on the website. Some of the bigger buckets include:

**Product pages:** details relevant info for a particular product module. [Example](#)

**Industry and team pages:** details relevant info for a particular use-case. [Example](#)

**Initiative pages:** details relevant info for key initiatives that ladder up to company objectives. [Example](#)

**SEO pages:** Written to drive organic traffic to our website on a variety of key terms and topics. [Example](#)

**Glossary pages:** Same as above, but shorter in length, sometimes only containing a short definition for a key term. [Example](#)

# Copy and content FAQ

# Where can I find a list of all our content?

## **Why, in our DAM platform, of course!**

Use the 'Content type' filter to find our marketing guides, videos, and more. Use the 'Locale' filter to choose what language you want. And finally, use other filters as needed to narrow your search.

<https://dam.bynder.com>

## **Global content tracking sheet**

Contains all current and past guides, top blogs, reports, videos, customer stories, datasheets, etc for all languages categorized by use-case, persona, audience, initiative, funnel and more. "Why not only use the DAM?" We also catalog our website pages here. A tracking sheet is needed. (**Huge shoutout to Nick Rust** for initiating this project so we can better personalize our marketing efforts.)

<https://docs.google.com/spreadsheets/d/184iPDGCZcz4bNHbxGuchjwTT9tOEvrIaI3C4unE-yIM/edit?usp=sharing>



# Requesting content and accepting submissions

## Where to request content/copy?

Anyone, no matter their department, can request content via our Asana [creative content request form](#). If it's not in Asana, it's not on our radar.

## Will we give a backlink?

Unlikely, unless an agreement for a backlink in exchange is in place.

## Will we cross-promote content?

For Bynder partners, yes, w/reciprocal promo agreement. For non-bynder partners, not unless there's a compelling reason to, or our audience would find it valuable, and it aligns with topic coverage.

## Do we accept blog submissions from Byndies?

Yes, yes, and yes! We ensure topic coverage aligns with the interests of our customers and prospective customers.

**Topics we cover:** DAM, martech, marketing, SaaS product, branding, creativity, and Bynder company news.

Submit your idea or a draft for consideration [now!](#).

To be direct, we [desire](#) your stories about implementing clients, building new features for customers, how you helped them solve one of their biggest challenges, or any tips that other clients would also find valuable. We can write it. You can write it, and we'll copy-edit it for you. We're adaptable and we want to hear from you. #Thirstyforcontent

# Requesting content and accepting submissions

## **Do we accept Byndie blog submissions from outside parties?**

Not usually, but there are cases where we would consider it: a thought-leader or partner that wants to write about a topic that aligns with our objectives.

## **What does the communication that we send look like?**

We are not accepting outside contributors at this time. Thank you for your interest.

## **I found a typo, something is inaccurate, or I just have feedback. Who can I tell?**

Email us: [content@bynder.com](mailto:content@bynder.com)

## **I have an idea for content. Where should I share this idea?**

You can put a request directly into Asana. We'll add it to our backlog of content ideas to pursue.

**[Click here to request content now!](#)**



**their best.**

**Every Byndie can write.**

**But we want every Byndie to write ~~words~~ better.**

**The words we chose matter.**


**How we put them together and how they make people feel matters.**

**We want to use our words to make people love Bynder as much as we love Bynder.**

# Comments, questions, ideas on the guidelines?

Feedback due: end of next week (July 23, 2021)

<https://docs.google.com/document/d/1gIkztKZKkaYd1lQ-mTSRSzKcnXkF8KZlHWdHRk-PUC8/edit?usp=sharing>



Thank you

**Content or copy questions?**  
Email us: [content@bynder.com](mailto:content@bynder.com)

# Evangelizing our guidelines

1. Update the guidelines by the start of Q3 ✓
2. Create a neat-o slide deck because this is how information gets easily and quickly absorbed ✓
3. Present at the marketing demo session July 6th. **Scheduled**
4. Marketing team feedback due July 20th. Seriously - the train keeps moving. If you want input get it in before then. **To be communicated at demo session**
5. Copy team will make any needed changes by July 30th.
6. Update Bynder brand guidelines copy guidelines in [dam.bynder.com](https://dam.bynder.com)
7. Inform, present and/or share to other teams the week of August 2nd. Not planning on soliciting feedback from outside of marketing as creative does not solicit feedback for design guidelines.
8. Update Grammarly Admin Panel w/any new copy style rules
9. Publish, share news via update email & Slack announcement

# Get it right when you write

Check out Bynder's content and copy guidelines at  
[dam.bynder.com/guidelines](https://dam.bynder.com/guidelines)

