James Denning – Web Copy and Social Updates for Software Client

Text prepared by James Denning

The screenshots on the following pages show some of my work for a developer of tablet publishing software. As part of an alpha-stage marketing refresh, I wrote web site copy, support FAQs, Facebook posts and tweets.

Sample tweets and Facebook posts are included on this page. The web site pages I rewrote follow.

Readz @readzup 19d
bit.ly/Kcl3mV Editor of digital-only mag Quartz affirms our view that HTML5 is the future of web app devo. #HTML5 #digitalpublishing

Readz shared a link.
May 31

Apparently, you only need to be in an app store if you're a startup media company looking for attention. According to this, http://bit.ly/KOMHsv, established brands can rely on their existing audience and HTML5 apps in native wrappers to build strong mobile traffic on their own.

HTML5 is a newspaper's best friend – even if it has a mobile app
bit.ly

Apparently The Boston Globe didn't get the memo that it's an app-only world when it comes to mobile. The Globe

Like · Comment · Share

Readz and Elena Soutyrina like this.

Readz @readzup 24d
App stores are for start-ups only? Established media brands thrive on mobile with HTML5 apps and their web readership.
paidcontent.org/2012/05/23/htm…

Readz shared a link.
June 5

HTML5 apps or native apps for web publishing?

We say HTML5, because they're more efficient to monetize and deploy across different stores and devices. An interview with Kevin Delaney, Editor in Chief with Quartz, a digital-only business magazine from Atlantic Media, affirms our viewpoint. Quartz launches this fall; we're looking forward it.

Quartz: The new digital-only publication with the tablet in mind | Lean Back 2.0
www.economistgroup.com

New business models June 5 2012 Comments Interview with Kevin Delaney Quartz: The new digital-only publication with the tablet in mind As

Like · Comment · Share

James Host and Readz like this.

Software Client Home Page

I wrote these taglines to reflect the client's core goals.

In four words, "Simply beautiful tablet publishing" captures everything the client is aiming to deliver to its customers: easy-to-use software that enables publishers to harness the beauty of print and the power of tablets. The copy for the Corporate, Designers and Publishers tabs follows on the next page.

Software Client Home Page – User Tabs

Corporate:
Finally, a page big enough for your story.

Give your newsletters and annual reports the presentation
they deserve and wow your most sophisticated customers and investors.

Designers:
Readz tablet publishing tools make beautiful simple.

Our powerful tools help you build bold layouts and
interactive features without touching a line of </code>.

Publishers:
Install nothing, layout anything, publish everything.

Combine the beauty of print and the power of the web in an
easy-to-create tablet edition that will captivate your readers
and delight your advertisers.

Software Client Features & Benefits Page

This page summarizes key aspects of the Readz solution under headings that tie to user needs. The first screen of this web page is shown below, followed by the full features and benefits text.

home   features   pricing   contact   login

Features & Benefits

✔ Future - Proof: Full HTML5

✔ Easy Entry - Cloud - Based

✔ No Approval Process

✔ No Struggling over Code

A Better Reading Experience

Combine the best of print and web to give your audience an engaging reading experience.

Tablet Optimization

Lay-outs, transitions and interactions designed specifically for interactive reading on tablets, both online and offline.

Full HTML5 Apps

Make the strategic choice to future - proof your publication. Readz apps are full HTML5, the technology of choice cross - device distribution.

Personalized Reading Experiences

Readz lets readers clip and bookmark articles for future reference.

Smaller, Faster Downloads

No memory bloat. The lightweight app design results in smaller, faster downloads of your app for your readers.

Software Client Features Page

This page, which is continued from the previous slide, summarizes the features the client offers.

A Better Reading Experience
Combine the best of print and web to give your audience an engaging reading experience.

- Tablet Optimization
  Lay-outs, transitions and interactions designed specifically for interactive reading on tablets, both online and offline.

- Full HTML5 Apps
  Make the strategic choice to future-proof your publication. Readz apps are full HTML5, the technology of choice cross-device distribution.

- Personalized Reading Experiences
  Readz lets readers clip and bookmark articles for future reference.

- Smaller, Faster Downloads
  No memory bloat. The lightweight app design results in smaller, faster downloads of your app for your readers.

Power for Publishers
Readz gives you the control you need to create the publications you envision.

- Build Your Tablet Brand
  Build your distinct look and feel into sizzling tablet pages through customizable and re-usable layouts and designs.

- Publish Instantly
  Present your publications on your schedule, without waiting for app store approvals.

- Edit and Preview Your Content – WYSIWYG
  No surprises. Edit your content and preview it with our tablet emulator. Make the changes you want before publishing.

- Save Time and Resources
  Upload your articles to pre-designed templates and adjust the design layout to your preference with our innovative tools.

Software Client Features Page

This page, which is continued from the previous slide, summarizes the features the client offers.

Turnkey Solution
Design, edit, publish and host your content - all in one place - with Readz

- Do it Yourself
  No need to over-work your software team or hire extra developers. Your content can be available as an app today! Sign up and get started.

- Cloud-Based and Scaleable
  Have lots of content? We expect your content to grow, so we have allowed plenty of 'space' for you. Ramp up quickly and expand with your growing audience.

- Global Collaboration
  No per-seat fees and a cloud-based toolset make it easy to work with large, scattered teams.

- Adjustable Distribute
  Push your current content and also back-issues at your convenience and according to your subscription models.

Goodbye Overhead
Tablet-publishing is cool. Paying high costs is not! With Readz, get expert results, no expert costs.

- Low Bar of Entry
  No expensive software and training. Log in and go!

- No Printing, Storing or Shipping
  The beauty of digital. Your content is available on-demand, without printers, trucks or warehouses.

- No 3rd-Party Approval Process
  With no app store approvals required, Readz lets you publish your content on your schedule. How about today?

- Just You and Revenue
  Create additional revenue streams with your tablet content. Selld erectly to your customers. No revenue splits.