### 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



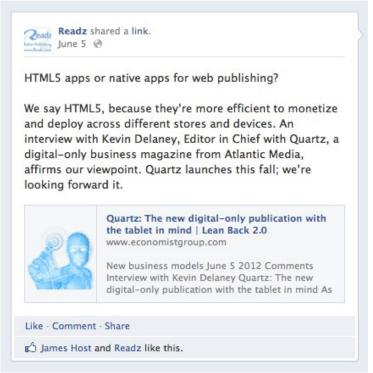


Readz @readzup

04

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...



## **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>.

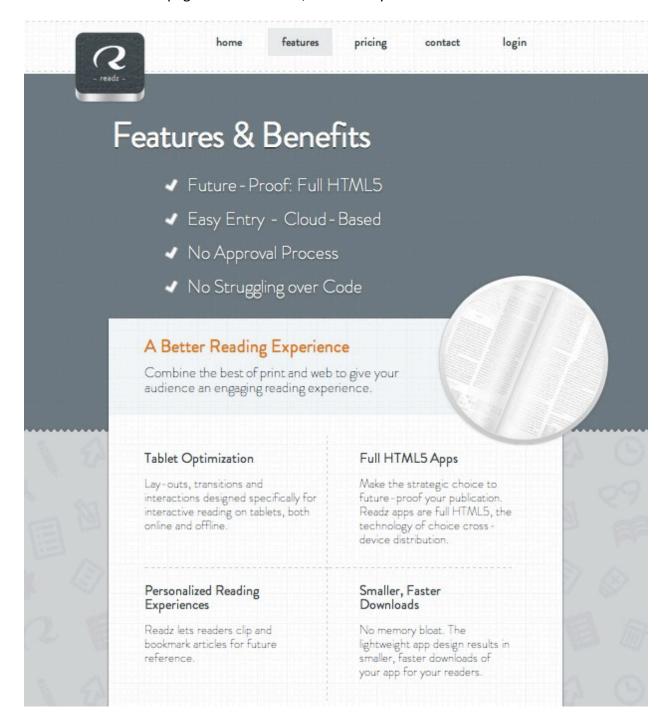
### **Publishers:**

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.



## **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.