Effective Manufacturing Content

Market to Engineers with Engaging Measurable Content

acrolinx

Get off the Conveyor Belt of Boring Content

According to recent market research, only 30% of manufacturing marketers believe they're effectively using content marketing. The biggest challenges are not enough time and the inability to measure what makes content effective.

Your product or service has to pass through several layers of approval before a purchase decision is made. And 68% of manufacturing content marketers find it difficult to create content that appeals to multilevel roles within their target audience.

Engineers and decision makers need content that clearly explains complex information with consistent terminology. Acrolinx gives you the option to adjust your clarity and tone of voice to suit different audiences. It helps your teams write technically accurate content, with words and phrases that everyone can understand. By prioritizing clarity right from the first draft, Acrolinx also reduces feedback rounds and editorial bottlenecks.

52% of manufacturing executives say that their company finds it harder and harder to stand out from their competitors based on product differentiation. That's why your content needs to do more than provide accurate product information; it needs to speak to your audience. Acrolinx helps make that happen.

Acrolinx: One Clear Voice

Acrolinx is an AI powered platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

Our technology helps you write strategy-aligned content for each layer of the decision-making process, so you can effectively target different stakeholders at each stage of the buyer journey.

Complex Content - Simple Workflows

Traditional B2B marketing content includes whitepapers, eBooks, blog posts, videos etc. But engineers also need attractive and downloadable product information and digital product content. Acrolinx makes sure your product terminology is consistent and engaging across every piece of content.

5 Reasons Manufacturing Marketers Love Acrolinx

1. Write consistent content in the language of your audience with consistent style, tone and terminology throughout the entire buyer journey.

2. Embed Automated Checks into your content creation workflow to maximize efficiency. You use automation in other areas of manufacturing, why not also in content production?

3. Acrolinx helps you use the right keywords to make your content findable, which is important when Google reports that 71% of B2B buyers start their brand research with a generic search.

4. Balance technically accurate content with engaging content. Engineers communicate differently than other marketing audiences, but that doesn't mean technical content has to be boring.

5. Acrolinx cuts costs associated with content creation by reducing editorial bottlenecks and increasing time to market.

Integrate Acrolinx wherever you create content. Experience a straightforward writing, editing, and review process. Keep industry research, ebooks and blog posts clear, engaging, and legally compliant.

How Acrolinx Works: Capture, Align, Analyze.

Capture

Align

Analyze

Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines for support content and create subsets of guidance for different types of content and different levels of subject-matter experts.

2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process to make sure your case studies, blog posts and brochures are clear and consistent.

3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analysis, quality, and improvement metrics. Use these insights to measure the ROI of your content, and adjust your guidelines as needed.

Capture

en - Legal

Filter by guideline: ● Grammar and style ○ Grammar ○ Style   SAVE   RESET

Configure Guidelines That Have Special Settings

Guideline	Parameter
Sentence length: Shorten this list item?	STLLength = 21
Sentence length: Shorten this sentence?	STLLength = 31
Sentence length: Shorten this title?	STLLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	●	○	○
Articles: Perhaps use "the" more consistently?	●	○	○
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	○	○	● Disabled in LIST, TABLE

Configure Tone of Voice Settings

English

Audience types: ADD   DELETE

Business
Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

Clarity

simple — You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

Conversational Tone

conversational — You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

off — We won't check the tone of your content.

conversational — You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.
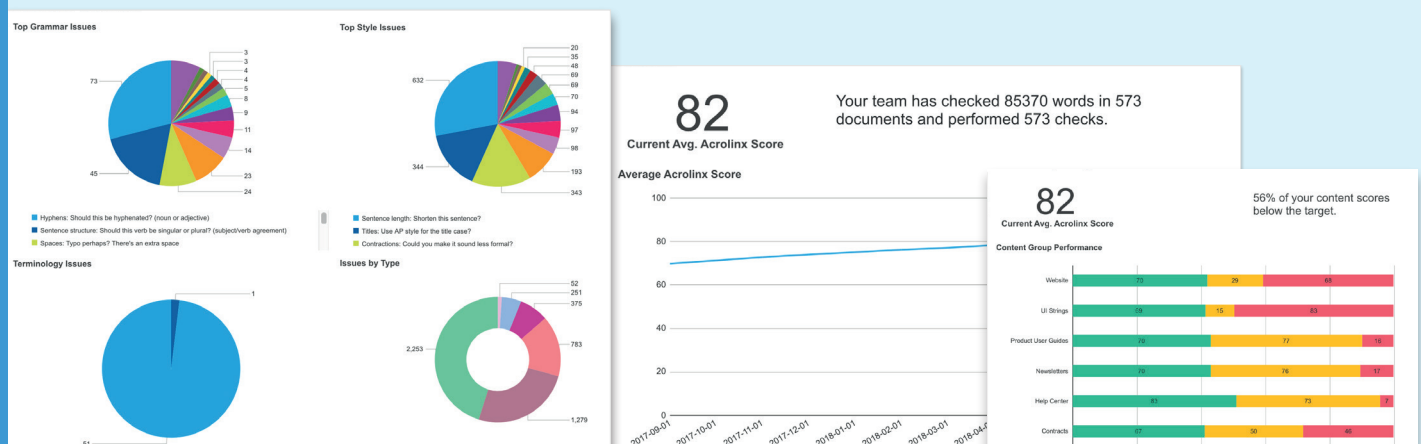
Align

The Sidebar

Format   Tools   Add-ons   Help   All changes saved in Drive   SHARE

Normal text   Roboto   11   B I U A ...

Why Publishing Has Become Essential to the Growth of Every Business

...of the fundamental and important takeaways from Forbes's recent report is that ...shing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turn ...neither could many of the more than 360 marketing executives Forbes surveyed as part of ...search.

...ct, 96 percent of them agreed that "the quality and structure of their marketing content is ...ntial to achieving their growth goals and increasingly defines the job of the CMO." Not only ...it's also noted by more than 70 percent that the "effectiveness of their marketing content ...tly impacts their ability to drive top-line growth with digital, social and mobile ...nologies supporting core branding, demand generation, and value-selling programs."

Acrolinx   78   CHECK   18 issues

Why … Business
Title
Shorten this title? It is 11 words long.

MyDeMo, Inc.   MyDemo, Inc.
Preferred (Variant)

Domains
Branding
Note
Make sure that you use our new company name!

MORE INFORMATION

SHARE
Acrolinx   78
Findability
👁 30   ◎ 0

content	43 15 ★ 28	→
marketing	41 13 ★ 43	→
growth	34 8 ★ 77	→
marketing content		

The Automated Check

Page Scores

Update all pages   Update outdated pages

15 pages in total in this space.

Score

56
80
73
90
53

Page	
API, SDKs, and Samples	
Architecture Diagrams	80
Automated Check	73

Show

Analyze

Top Grammar Issues

Top Style Issues

■ Hyphens: Should this be hyphenated? (noun or adjective)
■ Sentence structure: Should this verb be singular or plural? (subject/verb agreement)
■ Spaces: Typo perhaps? There's an extra space

■ Sentence length: Shorten this sentence?
■ Titles: Use AP style for the title case?
■ Contractions: Could you make it sound less formal?

Terminology Issues

Issues by Type

82
Current Avg. Acrolinx Score

Your team has checked 85370 words in 573 documents and performed 573 checks.

Average Acrolinx Score

82
Current Avg. Acrolinx Score

56% of your content scores below the target.

Content Group Performance

Reach your Content Goals Faster with Automation

Industrial workplaces use automation for more efficient production lines. It relieves people from mundane and repetitive tasks, and reduces the risk of human error.

So why not considering automating your content workflow? Our Automated Checks speed up editorial cycles to save time and lower costs, and keep content creators focused on writing informative, accurate content.

For higher output and increased productivity, Acrolinx offers Automated Checks via the Command Line Interface (CLI) or the Acrolinx Platform API. You can simply choose where you'd like automatic scans in the content lifecycle, and Acrolinx does the rest.

The Automated Check integrates into different stages of your content process and lets you automate scans throughout the content lifecycle. It acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or dive deeper into your content's strengths and weaknesses with the Acrolinx Analytics Dashboard.

CONTENT STRATEGY   CREATE DRAFT   REVIEW   PUBLISH
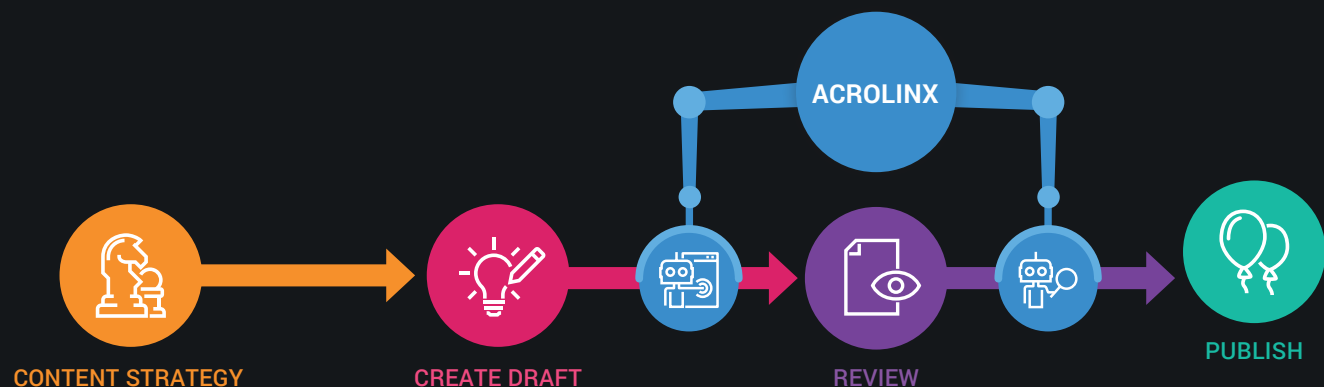
There are several options to use the Automated Check in your processes.
Examples of automated integrations include:

- Checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

Automation helps you stick to your publishing schedule by reducing editorial bottlenecks and supasses the results that can be achieved by manual editing. That means faster time to market, less wasted content, and greater impact. No matter who's writing your blog posts, whitepapers, web content or brochures, Acrolinx aligns every piece of content with your brand voice and guides you to write strategy-aligned content at scale.

Our Story

Built on Science

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience.

Award-Winning Platform

We're proud to serve some of the most recognized brands in the world, and humbled to be recognized with numerous industry awards for great platform and service.

We Serve the World's Greatest Brands

SOFTWARE

amazon | facebook | Google | IBM | Microsoft | salesforce | SAS | vmware

HEALTHCARE

Agilent Technologies | Dräger | GE Healthcare | illumina | Medtronic | PHILIPS | Roche | SIEMENS

AEROSPACE & DEFENSE

BAE SYSTEMS | BOEING | EMBRAER | LIEBHERR | mtu | RUAG | SAAB | UTC Aerospace Systems

HEAVY MACHINERY

CATERPILLAR | CLAAS | CNH INDUSTRIAL | JOHN DEERE | KOMATSU | MAN | SCANIA | VOLVO

ENGINEERING

HARLEY-DAVIDSON MOTOR CYCLES | Ingersoll Rand | KOHLER | Nestlé | PACCAR | PEUGEOT | SIEMENS | VIESSMANN

HIGH TECH

CISCO | CITRIX | Hewlett Packard Enterprise | HITACHI | Lenovo | MOTOROLA | NXP | Qualcomm

FINANCAL

Capital Group Companies | Citi | Humana | MOODY'S | FM Global | TRANSAMERICA | us bank | WELLS FARGO

acrolinx

www.acrolinx.com