

Write promotional material for editorial content

Overview

This Standard involves writing promotional material to persuade people to buy or read current and future publications, or to listen to or view broadcast programmes.

Promotional material can take a variety of forms on different platforms. Many media organisations publishing on more than one platform can exploit the potential for cross-platform promotion of their editorial content.

This Standard is for those who create promotional material for editorial content.

Write promotional material for editorial content

Performance criteria

You must be able to:

1. identify all the platforms available for the promotion of editorial content
2. identify the best and most appropriate platforms for promotional material for the target audience
3. confirm with relevant colleagues the promotional material to be produced
4. select the content and treatment appropriate to the medium in which the promotional material will appear
5. produce promotional material that will attract attention, promote interest among the target audience, and reflect the subject, treatment, and purpose of the editorial content
6. write promotional material following house or brand style, and the required conventions on grammar, spelling, and punctuation
7. produce material to deadline, or inform the relevant people promptly about any delays or difficulties
8. produce material in the required format
9. inform relevant colleagues in commercial departments about the promotional material and its possible implications for their work
10. identify any legal and ethical issues that may arise, and ensure that you write promotional material for editorial content that is legally sound, and which complies with industry regulation and codes of practice

Write promotional material for editorial content

Knowledge and understanding

You need to know and understand:

1. all the platforms available to your organisation for the distribution of promotional material
2. the organisation's requirements for content, treatment, and format
3. the target audience and their characteristics and expectations
4. different types of promotional material and their uses, differences, benefits, and disadvantages
5. when different types of promotional material should be used
6. how to present ideas for promotional material to gain acceptance from colleagues
7. the grammar, spelling, punctuation, vocabulary, format, style, and story construction in which material should be produced
8. how to use photographs, audio, video, and graphics to supplement promotional text when required
9. how to create promotional audio or video trails when required
10. the format in which material should be created, and deadlines for submission
11. where relevant, the relationship between the organisation's editorial department and its commercial or marketing departments

Write promotional material for editorial content

Developed by Creative Skillset

Version Number 2

Date Approved March 2019

Indicative Review Date March 2022

Validity Current

Status Original

Originating Organisation Screen Skills (formerly Creative Skillset)

Original URN SKSJ20

Relevant Occupations Media and communication; Media Associate Professionals

Suite Journalism

Keywords promotional material, platforms, content, copy, journalism
