



Yocova Content Guide

Engaging the Yocova audience

HELLO!

We're delighted that you've chosen to contribute content on the Yocova platform.

We've put together this brief guide to help you to really engage our expert industry audience to make the most of your piece.

But most of all, please let us know if we can help you in any way! That's what we love to do, and it's what we're here for.

THE YOCOVA AUDIENCE

- Our audience are dynamic, engaged professionals thirsty to learn about new developments in aviation.
- Their time is under major demand so creating thought-provoking, informative pieces is crucial.
- Think always: what's the takeaway of this point, how can it help them solve their problem — and where can they learn more?





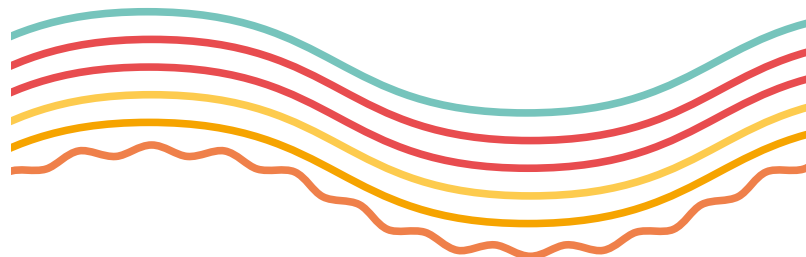
TOP PRACTICAL STYLE AND PLANNING TIPS

Yes please to:

- A named author who people can follow and interact with
- Explaining wider context
- Going into technical detail — it's better for us to cut it down if need be!
- Links for further reading throughout
- Images to illustrate (ideally JPG landscape, 2000px+ on longest side)
- A really engaging first paragraph

Try to avoid:

- Long sentences
- Big (5 sentences +) paragraphs
- “Buzzword bingo”
- Anything that feels like a sales pitch
- Really wordy headlines (we can help!)



Planning your piece

- What do you want to say?
- Who do you want to read it?
- What would they want to know about the topic?

Ask yourself:

- if i was reading this a member of the Yocova global aviation community what would I want to know?
- What would make me roll my eyes with disdain and switch off as a member of the Yocova community?
- What problem can I help the reader to solve?



WHAT OUR AUDIENCE LOVES TO READ ABOUT

Do tell us about:

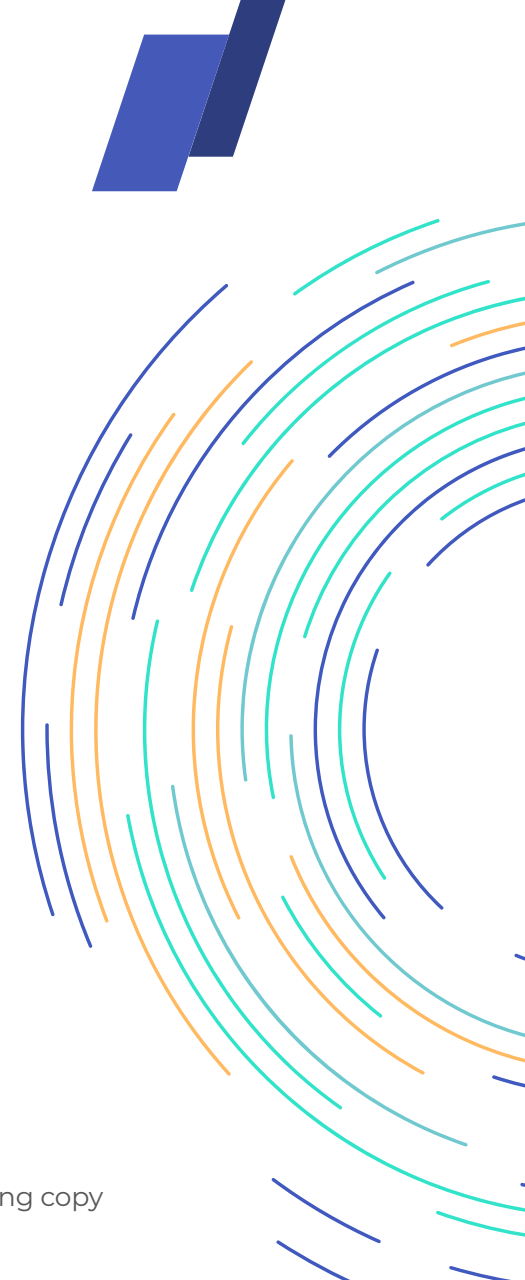
- The technical and commercial context
- What's happening in the market
- What the challenge is
- How you are overcoming that challenge
- The human story behind it
- What you'd recommend to others
- What opportunities and challenges are anticipated in the future
- Questions and open issues that you're thinking about
- Insights, guidance and solutions to meet the challenge

Less engaging pieces include elements like:

- "We fixed this problem with our amazing product, X"
- Pretty much anything you might feel like copy-pasting from marketing copy
- "Buzzword bingo"
- Suggesting to the reader that you're the only solution to the problem
- Purely narrative sections: "we did X, we did Y, we did Z... profit!"
- Unsubtle calls to action at the end

Style, tone and formatting

- Write it like you're telling the story to a friend.
- Try reading out your words aloud.
- The [Yocova Content Style Guide \(PDF\)](#) is available for your reference
- The bottom line: UK English, metric measurements with the usual aviation exceptions for feet/knots, write engagingly.



FURTHER READING:

<https://www.linkedin.com/pulse/how-write-powerful-advertorials-sell-meaghan-miller>

<https://www.thebalancecareers.com/how-to-write-an-advertorial-38471>

<https://www.entrepreneur.com/article/172780>

<https://www.nyfa.edu/student-resources/ten-commandments-of-native-advertising/>

<https://cxl.com/blog/advertorials/>

<https://carminemastropierro.com/how-to-write-advertorials/>