

Customer Story Content Template

~ ATTENTION: MAKE A COPY OF THIS TEMPLATE BEFORE FILLING IT OUT ~

Save a renamed copy to your specific project location in SharePoint. To use document, open in Desktop App (select Editing Mode Menu in upper right corner and choose 'Open in Desktop App.' **Refer back to original template as needed for editorial guidance.**

*Editing? Enable **Review > Track Changes** before making changes. Do not review or revise without tracking changes!*

*** = REQUIRED**

Strategy

This information should already be defined in the project's Editorial and Messaging Worksheet.

*Key Takeaway <i>What's the one thing people should think after reading this content?</i>	
*Target Audience <i>Who do we want to reach? What industry are they in? End customers, potential employees, etc.</i>	
*Messaging Used <i>What specific company/product messaging are you referencing? Find messaging resources here.</i>	

General

*Page Title <i>≤65 characters, title case Sets the headline of the page</i>	Include Name of Customer and General Use Case Benefit <i>SEO: Include important keywords, as close to the beginning as possible. Consider what words people will be using when searching on this subject. Note: Page title can be used in conjunction with SEO title (listed below) if including too many search keywords makes the page title too unwieldy.</i>
*Page Name <i>≤65 characters, no punctuation Also sets URL and navigation path Can be same as page title</i>	Somewhat shortened version of page title
*Page Description <i>≤160 characters, sentence case Sets teaser text under headline</i>	Include as many important keywords as possible — mixing in customer name, partner name, Impinj, and RAIN RFID — but avoid unnecessary repetition with page title. <i>SEO: Include additional keywords, front-loaded. Use terms as they are most commonly used, avoiding acronyms unless an acronym is better known.</i>

*Featured Image <i>Size is 1900x600 Link to image Appears behind title/description</i>	Upload image to WF project and provide either file name or copy of image here
Inline Image(s) <i>Size is 700x450 Link to image</i>	Upload image(s) to WF project and provide either file name or copy of image here
Caption Text for Inline Image(s) <i>Captions should describe the image and enhance the story without being too redundant with body copy.</i>	
Alt Text for Inline Image(s) <i>Alt text guidance is available here. Contrary to captions, alt text should describe the image and its subjects very literally.</i>	<hr/> SEO: Describe the image very briefly, as if you were telling someone about it over the phone. Keep it to one short sentence.

Listing Content

Sets the content that appears in each customer story's box on the customer story index page: <https://www.impinj.com/library/customer-stories>

Listing Title <i>≤65 characters, title case Can be same as page title above</i>	
Listing Description <i>≤160 characters, sentence case Can be same as page description above</i>	
*Listing Image <i>Size is 600x400. Link to image</i>	
*Listing Image Alt Text <i>.Alt text guidance is available here</i>	<hr/> SEO: Describe the image very briefly, as if you were telling someone about it over the phone. Keep it to one short sentence.



Products ▾

Applications ▾

Partnerships ▾

Library ▾

About ▾

*Paste Page Title from Above Here

*Paste page description from above here.

Featured image (1900x600) appears in background here behind title and description.

BEGIN BODY COPY

SEO: Place important keywords high in the body copy. Use search-optimized subheads to break up the text; try to write these subheads as if they were Google searches that will be answered by the following copy. For hyperlinks, link descriptive text rather than writing “click here” or “learn more.”

Header about solving the challenge at hand

≤ 65 characters, sentence case, no period

Write a short story (100-150 words) about the customer’s challenge/situation, including brief descriptions of who the customer is, what the RAIN RFID solution is, and what Impinj partner provides the solution. Describe the issues the customer was trying to solve and, at a high level, how the solution addresses those issues.

The overall goal in this customer story is to explain the challenge, explain the solution, and explain the outcome and benefits. List key benefits the customer achieves by using the solution:

- Describe the benefits in 3-6 bullets
- Write all bullets in the same tense and in active voice
- When possible, include statistics less than two years old
- Avoid using jargon or getting too technical
- Make sure these bullets play nicely with the information to come

“If you have a quote you’d like to use from the customer about

SHARE |



ABOUT THE CUSTOMER

Customer Name

This widget is pre-built elsewhere in Kentico (our CMS). But, if no widget exists, a draft description of the customer can be written here. Avoid jargon.

**Cust
omer**

[Visit Website ↗](#)
(Link to customer website)

the solution, this is where you’d put it. If not, delete this text.”

Firstname Lastname Job Title, Company

Header with key details about the solution

≤ 65 characters, sentence case, no period

Write a 100-150 description of how the solution works at a high level. You can make this relatively short and sweet, because you’ll go into more detail in the benefits sections below. When talking about the solution, at least once describe it as an “Impinj and Partner Name” solution or solution built using the Impinj platform.

When mentioning the partner, include a link to that partner’s page on the [Impinj Partner Directory](#) and describe their partner level (“Impinj gold partner,” for example). Transition to describing step-by-step how this solution works using RAIN RFID:

- Describe it in 3-6 bullets, each less than 35 words
- Write all bullets in the same tense and in active voice
- Avoid using jargon or getting too technical
- Include the Impinj products used in the solution
- Be sure to provide links to Impinj product pages and other related pages
- Ensure these bullets play nicely with the information to come

Header with summary of the solution’s key benefits

≤ 65 characters

Write a short introductory sentence that introduces the following benefits.

Subhead about first solution benefit

≤ 65 characters, Sentence case, no period

Write a 2-3 sentence explanation of how the change benefited the customer. Find a good way to write these so that they are not too repetitive with the section above — we want to give new or more detailed information.

Subhead about second solution benefit

≤ 65 characters, Sentence case, no period

Write a 2-3 sentence explanation of how the change benefited the customer. Find a good way to write these so that they are not too repetitive with the section above — we want to give new or more detailed information.

ABOUT THE PARTNER

Partn

Partner Name

This widget is pre-built elsewhere in Kentico (our CMS). But, if no widget exists, a draft description of the partner can be written here. Avoid jargon.

View Partner

(Link to partner page in [Impinj Partner Directory](#))

Subhead about optional third solution benefit

≤ 65 characters, Sentence case, no period

Write a 2-3 sentence explanation of how the change benefited the customer. Find a good way to write these so that they are not too repetitive with the section above — we want to give new or more detailed information.

Subhead about optional fourth solution benefit

≤ 65 characters, Sentence case, no period

Write a 2-3 sentence explanation of how the change benefited the customer. Find a good way to write these so that they are not too repetitive with the section above — we want to give new or more detailed information.

<Partner Name> and the Impinj Partner Network

≤ 65 characters, Sentence case, no period

Write a 2-3 sentence explanation of who the partner is, what they do, links to partner profile in partner directory, and a link to learn more about the Impinj Partner Network.

Writing & Editing Checklist

Writers, use this checklist to review and self-edit your draft before submitting it for editorial review.

Check that the content:

- ☐ Is factually correct
- ☐ Grabs the reader's attention with a "hook" at the beginning
- ☐ Features an engaging title
- ☐ Avoids jargon and marketing speak
- ☐ Is accessible and easy to understand
- ☐ Gives a brief, simple explanation of how the solution works with RAIN RFID
- ☐ Contains important search keywords in the title, description, and high in the body copy
- ☐ Includes links back to relevant partner profiles, applications pages, product pages, and library content

SEO

Sets content as seen in Google search results

Show Page in Site Map

Click yes

<div>SEO Title</div> <div>≤65 characters, title case</div> <div>Sets headline as seen on Google</div> <div>Can be same as page title above</div>	<div>SEO: Include important keywords, as close to the beginning as possible. Consider what words people will be using when searching on this subject.</div> <div>Note: SEO title can be used in conjunction with page title (listed above) if including too many search keywords makes the page title too unwieldy.</div>			
<div>SEO Meta Description</div> <div>≤160 characters, sentence case</div> <div>Can be same as page description above</div>	<div>SEO: Include additional keywords, front-loaded. Use terms as they are most commonly used, avoiding acronyms unless an acronym is better known.</div>			
<div>SEO Keywords</div> <div>List keywords the blog post is focused around.</div> <div>More info on SEO.</div>				
<div>SEO Image</div> <div>Size is 600x400</div> <div>If left blank, defaults to first image in body</div>				

Related Content

<div>Show Related Content?</div>	<div>Click yes</div>			
<div>*Related Content Categories</div> <div>List all applicable Kentico categories found here.</div>	<div>Product Types</div>	<div>Industries</div>	<div>Resource Types</div>	<div>Solutions</div>
<div>Related Pages</div> <div>List any specific pages in the Impinj library to include as related content. Choose 4 if you want to avoid certain pages displaying.</div>				

Promotional Content

<div>Social Media Guidance</div> <div>Suggested language direction for 1-2 social media posts</div>				
<div>Library Feature Title</div> <div>≤65 characters, title case</div> <div>Can be same as page title above</div>				
<div>Library Feature Description</div> <div>≤250 characters, sentence case</div> <div>Can be same as page description above</div>				
<div>Library Feature Image</div> <div>Size is 600x400; Link to image.</div> <div>Can be same as Listing Image</div>				

Done writing?

Before submitting for review, consult the [Editing Checklist](#).