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| --- |
| **Information needed for our application pages**  *The Application page clusters content, products and applications around a sub-theme of an industry. The template is used as a fork page of specific applications.*  *Please make sure to respect the defined structure when this template is used.*  *Once the content is published and changes are made: Please always work in track changes.*  Content of this document: Please note that all characters include spaces   1. [Mock-up](#_Mock-up) 2. [Shared Truth](#_Shared_truth) 3. [Content template to be filled](#_Content_template_to)    1. [Stage and SEO Data Meta description](#_Stage_and_SEO)    2. [Application information](#_Application_information)    3. [Key Benefits](#_Key_Benefits_(max._1)    4. [Sub application](#_Sub_application)    5. [Media](#_Media)    6. [A Large Teaser](#_A._Large_Teaser)    7. [B Large Teaser](#_B._Large_Teaser)    8. [Featured Articles](#_Featured_Articles)    9. [Related applications](#_Related_applications_Links) 4. [Social Media Promotion](#_Social_Media_Promotion) (organic) 5. [Best practice example](#_Best_practice_example_1)  Mock-up |

# Shared truth

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| **Shared truth** | | | |
| Ein Bild, das Text enthält.  Automatisch generierte Beschreibung | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Copy** | 400 | This is sample content | What are the core beliefs that Covestro and the target group share? |
| **Impact** | | | |
| **Copy** | 400 |  | What effects do the already existing facts and predictions have on our target group / their company / their industry? |
| **Approach** | | | |
| **Copy** | 400 |  | What plans and approaches does Covestro have that open up new opportunities for our target group? For which future or current challenges does Covestro have a solution? |
| **Conviction** | | | |
| **Copy** |  |  | What has Covestro done yet to solve the problems? |

# Content template to be filled

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| **Stage and SEO Data Meta description** | | | |
| Ein Bild, das Text enthält.  Automatisch generierte Beschreibung | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Display name** | 40 | This is sample content | For URL and item name in content tree (don't use ®, ™ or Umlaute…) - keywords optimization |
| **Navigation title & breadcrumb** | 40 |  | Keywords optimization. Special characters (®,™,or umlauts…) allowed |
| **Headline/ Meta title** | 55-65 |  | For search result snippets, search engine listings and page tabs.  Short title with main keyword in it (search word of target group) for search engines to be shown in search results |
| **(Meta) description** | 155-160 |  | Short description for search engines to be shown in search results. |
| **Primary Keyword / Keyword Cluster** |  |  | Main keyword to be used in H1 and title as well as several times in the text + synonym of keyword. This is what your target group types in the search engine. E.g: “door installation foam” or “medical grade plastics” or “mono materials” |
| **Secondary Keywords** |  |  | Keyword that are related to your main keyword. They are synonyms ao related to the topic of your main keyword.  E.g: “ [pu foam door frame installation](https://de.semrush.com/analytics/keywordoverview/?q=pu%20foam%20door%20frame%20installation&db=us)” or “[medical grade polymers](https://de.semrush.com/analytics/keywordoverview/?q=medical%20grade%20polymers&db=us)“ or “mono material packaging”  Up to 10 words or word combinations |

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| **Rich text module - Application information** | | | |
| **Ein Bild, das Text enthält.  Automatisch generierte Beschreibung** | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Headline** | 80 |  |  |
| **Introduction Summary** | 300 |  |  |
| **List of featured brands** |  |  |  |

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| **Key Benefits (max. 5)** | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Benefit 1 Title** | 20 |  | For consistency of style, please use an adjective rather than a noun where possible. Please follow this with a colon. E.g.: “Flame retardant:” |
| **Benefit 1 Text** | 80 |  | Short description of benefit in consistent style |
| **Benefit 2 Title** | 20 |  |  |
| **Benefit 2 Text** | 80 |  |  |
| **Benefit 3 Title** | 20 |  |  |
| **Benefit 3 Text** | 80 |  |  |
| **Benefit 4 Title** | 20 |  |  |
| **Benefit 4 Text** | 80 |  |  |
| **Benefit 5 Title** | 20 |  |  |
| **Benefit 5 Text** | 80 |  |  |

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| **Detailed Description** | 800 |  | Storytelling about the application showcasing Covestro's knowledge of the market. Simple text, no links, lists or sub-headlines. |
| **Brand Teaser** |  |  | Featured product brand of the given paragraph  This brand teaser is optional depending on the article |

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| **Rich text module - Sub Application** | | | |
| **Ein Bild, das Text enthält.  Automatisch generierte Beschreibung** | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Sub application 1** | | | |
| **Headline** | 100 |  | Headline summarizing the highlight sub-technology |
| **Copy** | 600 |  | Short text about the Covestro offer for the sub- technology |
| **Brand Teaser** |  |  | Featured product brand of the given paragraph  Not applicable when there is a content image |
| **Sub application 2** | | | |
| **Headline** | 100 |  | Headline summarizing the highlight sub-technology |
| **Copy** | 600 |  | Short text about the Covestro offer for the sub- technology |
| **Brand Teaser** |  |  | Featured product brand of the given paragraph  Not applicable when there is a content image |
| **Sub application 3** | | | |
| **Headline** | 100 |  | Headline summarizing the highlight sub-technology |
| **Copy** | 600 |  | Short text about the Covestro offer for the sub- technology |
| **Brand Teaser** |  |  | Featured product brand of the given paragraph  Not applicable when there is a content image |

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| **Media** | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Stage Image**  **1920\*440 px**  No text on image! The images will be automatically cropped, and the text may be unreadable. | | | |
| **MediaHub ID** |  |  |  |
| **Stage image Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only forcontent images |
| **Content Image(s)**  **1440\*960 px**  If you like to show more than one image you have different possibilities: 1. Use Slider Module (all in one place) 2. Place images in different parts of the story. | | | |
| **Image 1** | | | |
| **MediaHub ID** |  |  |  |
| **Caption text** | 100 |  | Caption to be shown beneath image |
| **Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only for content images) |
| **Placement** |  |  | E.g. before challenge |
| **Image 2** | | | |
| **MediaHub ID** |  |  |  |
| **Caption text** | 100 |  | Caption to be shown beneath image |
| **Alt-Text** | 100 |  | Short description of image used if image can’t be displayed |
| **Copyright** |  |  | If copyright mention needed, please add it onto the image (for stage and content images) or refer in caption text (only for content images) |
| **Placement** |  |  | Before a subline or in slider module |
| **Videos** | | | |
| **Video 1** | | | |
|  |  |  | ID needed for fallback image |
| **Caption** | 100 |  |  |
| **Gated** |  | [ ] Yes, [ ] No |  |
| **Moving Images ID** |  |  |  |
| **Placement** |  |  | E.g. before solution |
| **Video 2** | | | |
|  |  |  |  |
| **Moving Images ID** |  |  |  |
| **Caption** | 100 |  |  |
| **Gated** |  | [ ] Yes, [ ] No |  |
| **Placement** |  |  | E.g. before solution |
| **Downloads** | | | |
| **Download 1** | | | |
| **MediaHub ID** |  |  | Can be gated contentwise |
| **Display name** | 60 |  |  |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **Download 2** | | | |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **Download 3** | | | |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **Download 4** | | | |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |
| **Download 5** | | | |
| **MediaHub ID** |  |  |  |
| **Display name** | 60 |  |  |
| **Content is gated**  **Yes ( ) No ( )** |  |  |  |

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| **A. Large Teaser** **2640 \*960 px**  **Preset: To contact form**  To break a large text block. Large Teaser should refer to content right before. Copy, CTA Title and CTA Button Title should be linked content wise to one another. | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Teaser Image**  MediaHub ID  2640\*960px |  |  | Preset:  ID F53D11E4-887A-41E2-A9BEAD6FD24C7F55 |
| **Copy** | 100 (less is more) |  | Small font size in bold |
| **CTA Title** | 40 |  | Bigger font size |
| **CTA Button Label** | 30 |  |  |
| **Link** |  |  | Preset: [to](https://solutions.covestro.com/materials/coatings#contactform) contact form (at the bottom of the page) |
| **Placement** |  |  | e.g. before subheadline 3 |

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| **B. Large Teaser** (only if required) **2640\*960 px**  **Second Large Teaser: to use flexibly**  To break a large text block. Large Teaser should refer to content right before. Copy, CTA Title and CTA Button Title should be linked content wise to one another. | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Teaser Image**  MediaHub ID  2640\*960px |  |  | E.g. |
| **Copy** | 100 (less is more) |  | Small font size in bold |
| **CTA Title** | 40 |  | Bigger font size |
| **CTA Button Label** | 30 |  |  |
| **Link** |  |  |  |
| **Placement** |  |  | E.g. before subheadline 3 |

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| **Related articles Links to up to 6 related stories or case studies that could be interesting to the customer reading this article** | | | |
| **Ein Bild, das Text, draußen, grün enthält.  Automatisch generierte Beschreibung** | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Title (optional)** | **40** |  | Default: Related articles |
| **Article 1** |  |  |  |
| **Article 2** |  |  |  |
| **Article 3** |  |  |  |
| **Article 4** |  |  |  |
| **Article 5** |  |  |  |
| **Article 6** |  |  |  |

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| **Related applications Links to up to 6 related stories or case studies that could be interesting to the customer reading this article** | | | |
|  | **Max. char.** | **English Content** | **Comment(s) / Feedback** |
| **Application 1** |  |  |  |
| **Application 2** |  |  |  |
| **Application 3** |  |  |  |
| **Application 4** |  |  |  |
| **Application 5** |  |  |  |
| **Application 6** |  |  |  |

# Social Media Promotion (organic)

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| **LinkedIn** | | | |
|  | **Max. char.** | **English** | Characters include spaces and all characters (letters, numbers, symbols and yes, even our precious emojis) |
| **Mandatory to be filled by the BE** | | | |
| **Post Target** |  | E.g.: Post engagement, LinkedIn reach (impressions), generate SC traffic (clicks, CTR), video views | *As* ***briefing information for the copywriter****, the following information is essential: What do we want to achieve?  Please provide your* ***most important KPI.*** *This helps to give recommendations on playout (MyCompany, targeted or to all followers, or to give the draft “the right spin”)* |
| **To be filled by the SoMe copy writer** | | | |
| **LinkedIn Post Caption** (Proposal) | 3.000 | Limit before “See More” button:  140 characters | *Make sure to implement the* ***Key Message*** *within the first two to three lines to get the reader’s attention directly. Can we connect our topic to a current trend/ to sth. a broader audience is interested, the better.*  *The less promotional the caption, the better we will perceived. ..and the post perform.*  *Algorithm changes: so we can’t say short or long textures are better. Golden rule should be as long as needed, and as short as possible.*  *CTA: What should the reader do after reading our posts? (e.g. Learn more, visit us,..)  Profile(s) to be tagged: please prefix with "@" sign.*  *Include up to 4 #keywords – most if not all, at the end of the texture.* |
| **LinkedIn Asset Headline:** | |  | *LI Document/Carousel Title: [limited to 58 characters*  *LI Video Title: [limited to 150 characters]  Image/Thumbnail Headline: [short and crisp]* |
| **LinkedIn Asset(s):** *Please save the media file under  “add attachment” in Kapost  (no Media Hub Number needed)* | |  | *Images need an image headline  (to amplify the message) and a logo.  All documents (carousels, videos; pdfs e.g. article/interview) additionally need a LinkedIn headline / CTA (explicitly for the asset)*  *With videos we always need a catchy Thumbnail Image (with a headline).* |

# Best practice example

Kapost Link: [Application Mattresses – Content | Covestro's Kapost Instance](https://covestro.kapost.com/posts/application-mattresses)

Solution Center Link: <https://solutions.covestro.com/en/highlights/articles/theme/applications/mattresses>

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