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End-user content design work sample: marketing SaaS education & help articles

What's in this work sample packet?

You're reading a 2,000-word sample of end-user help article for a fake software-as-a-service product. Alongside each sample page is commentary about my writing and content strategy decisions.

About this fake product

This marketing tech product showcases some of my experience working with consumer-facing systems that involve technical concepts, with users whose experience varies from neophytes to seasoned industry professionals.

I made up this product's set of features and user journeys, inspired by prior roles and with IP removed.

Because this product is elective and has competitors—unlike a walled garden product suite—these support articles absolutely must promote and constantly justify the product's value.

About the tone and voice

I work with the tone and voice dictated by the product or company mindset. This fake product's guidelines include as two principles "be youthful" and "be trustworthy." You should see that in my language choices.

But it's important to note I'm more than happy to adapt to or influence your organization's tone and voice.

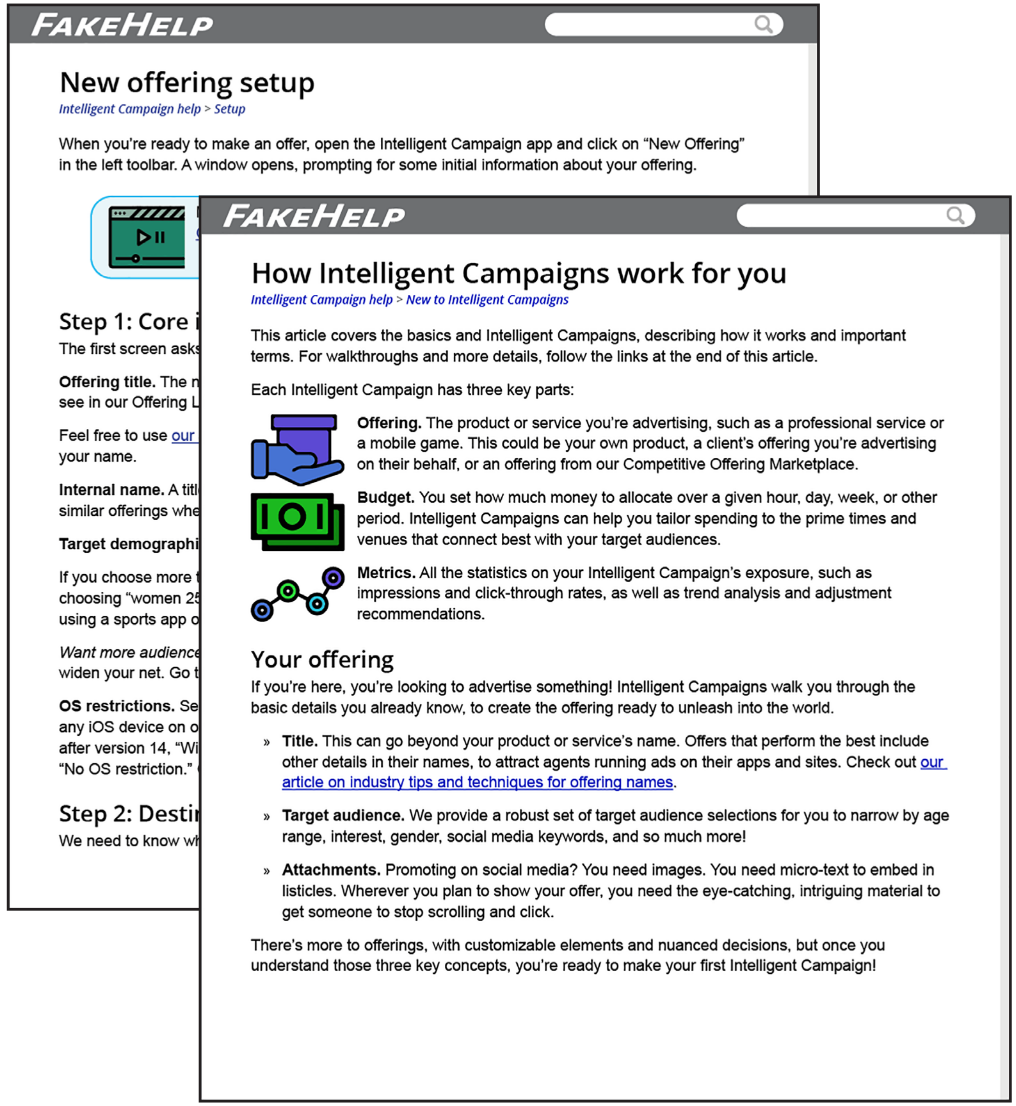
Questions?

As someone who has hired writers in past roles, I respect the window for piquing your curiosity and interest is short. If you have questions after reading this, I'm happy to have a conversation about them.

Thank you!

Preview of upcoming pages

Below are previews of support articles shown and discussed in this packet, complete with fake branding and site layout to show articles as users might see them.



FAKEHELP

New offering setup

Intelligent Campaign help > Setup

When you're ready to make an offer, open the Intelligent Campaign app and click on "New Offering" in the left toolbar. A window opens, prompting for some initial information about your offering.

FAKEHELP

How Intelligent Campaigns work for you

Intelligent Campaign help > New to Intelligent Campaigns

This article covers the basics and Intelligent Campaigns, describing how it works and important terms. For walkthroughs and more details, follow the links at the end of this article.

Each Intelligent Campaign has three key parts:

Offering. The product or service you're advertising, such as a professional service or a mobile game. This could be your own product, a client's offering you're advertising on their behalf, or an offering from our Competitive Offering Marketplace.

Budget. You set how much money to allocate over a given hour, day, week, or other period. Intelligent Campaigns can help you tailor spending to the prime times and venues that connect best with your target audiences.

Metrics. All the statistics on your Intelligent Campaign's exposure, such as impressions and click-through rates, as well as trend analysis and adjustment recommendations.

Your offering

If you're here, you're looking to advertise something! Intelligent Campaigns walk you through the basic details you already know, to create the offering ready to unleash into the world.

» **Title.** This can go beyond your product or service's name. Offers that perform the best include other details in their names, to attract agents running ads on their apps and sites. Check out our article on industry tips and techniques for offering names.

» **Target audience.** We provide a robust set of target audience selections for you to narrow by age range, interest, gender, social media keywords, and so much more!

» **Attachments.** Promoting on social media? You need images. You need micro-text to embed in listicles. Wherever you plan to show your offer, you need the eye-catching, intriguing material to get someone to stop scrolling and click.

There's more to offerings, with customizable elements and nuanced decisions, but once you understand those three key concepts, you're ready to make your first Intelligent Campaign!

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Product description article (page 1 of 3)

This is an introductory product description article written for a help center with these audiences in mind:

- New clients needing initial guidance on our framework
- Potential clients wanting to know how we approach this
- Employees of clients who need to learn the essential concepts to manage the accounts

Exercise in collaboration: I collaborated with account managers and sales engineers to find out:

- What they routinely need to tell new clients
- How they position these concepts

I made sure the essential ideas are in this page, using language similar to how sales agents talk with new clients. That included spending time shadowing sales calls and noting terms and phrases used. That helps this doc feel like part of a cohesive product experience, rather than written by someone clearly disconnected from clients' sense of reality.

This page is a more marketing-oriented than others in the help center, to foster that communication bridge and ease new clients into processing the more technical and deep-concept articles.

Using icons as faux-bullets: Using simple icons offers some relief from what otherwise might feel like a wall of text. Making these icons rather than normal bullets creates a differentiation effect, so an eye scanning quickly recognizes the first list as being fundamentally different from the others, even before consciously processing the text itself.

I worked with the marketing team to make sure the colors and overall illustration design matched the branding strategy, to keep that sense of a cohesive product experience.

This example continued on next page

FAKEHELP

How Intelligent Campaigns work for you

Intelligent Campaign help > *New to Intelligent Campaigns*

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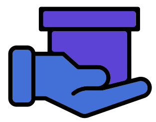

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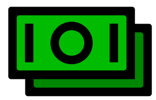

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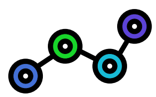

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This example continued from previous page

Product description article (page 2 of 3)

This is the second page of the product description article.

Using actual bullets: We experimented with various ways to deliver the information shown on this page, including not using bullets, oversaturating with icons, and using more subheaders. We settled on using standard bullets with slight flair for the bullet symbol. That gives us the F-scan benefits and removes some potential eye strain from overusing colorful visuals.

Avoiding colons: For micro-header phrases used in the bullets, we decided to use periods rather than colons. This is in line with our "be youthful" goal, which is also why we use contractions as part of the house style and why headers use sentence case rather than title case.

Outbound links: Normally we err on avoiding linking to other documents in the middle of an article, to keep users from getting off-task with distractions or becoming overwhelmed with information.

But for this case, our sales strategy wants to passively encourage that behavior as this page benefits more from naturally generated curiosity than it does from the focused reading needed for procedural documentation.

This example continued on next page

FAKEHELP

Pro-level Intelligent Campaign features

For advertisers eager to make full use of the Intelligent Campaign suite, Pro users get:

- **Title and attachment analysis.** We provide trending information on recent high-performing titles and attachments similar to your offering, to help you take the guesswork out of what gets attention this week or month.
- **Audience projection.** Wondering if your target audience is too narrow, or maybe even completely off the mark? We offer projections based on machine-learning market research systems to help you discover untapped potential.

To see even more of what you get with Pro, go to our plan comparison page.

Your budget

No advertising account can be without the funds to make the magic happen! When setting up your Intelligent Campaign, you'll specify:

- **Upstream revenue.** You need a way to measure how much money your advertisers owe you for the traffic delivered by your Intelligent Campaign. Whether you're tracking your offerings' performance or need to generate invoices for your clients, we'll translate your success into the documents and spreadsheets you need to succeed.
- **Downstream payout.** For third-party offerings, just as you need to know how much money your campaign takes in, you need good accounting so you're paying the right rate for your results. You can track performance at the offering level and by individual partners, which also provides quick insight on which partners, user demographics, times perform best.

Pro-level Intelligent Campaign features

For the advertiser wanting robust control, we offer these features with Pro:

- **Multiple account and currency support.** For the advertiser who needs to compartmentalize budgets for different geolocations or different upstream agents, or routinely handles multinational accounts while avoiding constant foreign transaction fees.
- **Variable revenue and payout models.** Many advanced advertisers provide special tiers for high-performing agents. You can too with a sophisticated model based a variety of configurations!
- **Revenue trends comparison.** Afraid you're undercutting yourself or pricing yourself out of the market? We can help you explore other budgetary configurations based on market trends similar to your offering.

To see even more of what you get with Pro, go to our plan comparison page.

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This example continued from previous page

Product description article (page 3 of 3)

This is the final page of the product description article.

Philosophy on limiting header levels: Unless it's for some reason not feasible, I strive to keep to two header levels maximum. If I feel compelled to use a third-level header, I instead look to reorganize the content or create in-line "faux headers," such as bold phrases shown on this page.

This technique helps readers in distracting environments (such as parents working at home or those in a loud open office plan) from getting lost after having their attention taken away. If we can keep to a minimum number of cognitive layers, we help those users jump back to where they were on the page.

End of this example article

FAKEHELP

Your metrics

Once you launch your offering, you can track metrics and make adjustments to your Intelligent Campaign on the fly.

» **Real-time performance tracking.** Chart your offering's performance from your Intelligent Campaign console or from the mobile app. You can even set thresholds to alert you when your performance suddenly spikes or has been dormant for a long period.

» **Bulk comparison.** With just a few clicks, you can compare side by side ongoing campaigns performance, or see how a current campaign performs against an older one. Zoom into individual data points and examine what's different, so you can make educated adjustments.

» **Invoice creation.** Create invoices with ease for your upstream providers, complete with your branding. We have several customizable templates to choose from and can produce detailed item-by-item reports and charts to supplement your invoice sheet.

Pro-level Intelligent Campaign features

With Pro, you can unleash even more analytical power on your marketing endeavors:

» **Trend estimation.** We can chart a prediction of performance based on keywords, budget constraints, and current market trends to help you craft a powerful campaign. As your campaign performs, the estimation learns and provides more details.

» **AI-powered adjustments.** If you're looking for an edge in pricing out the competition, you can opt into utilizing Intelligent Adjustments, our AI-powered system for adjusting payout models in the moment based on current activity.

To see even more of what you get with Pro, go to our plan comparison page.

More articles like this

» The flow from impressions to conversions

» New offering setup

» Changing a live offering

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How-to article (page 1 of 3)

This is a step-by-step article for following prompts to enter information on a single screen.

Prioritizing competing needs: This article needs to support different user journeys:

- New users: teach the process and ease them into critical concepts, to avoid overwhelming with information and options too early on
- Established users: refresh on how to perform the basic process, with links to articles about advanced features

We chose to focus on the second, and succeed as well as we can with the others without sacrificing what that second objective needs. We're able to do this because we made a video that helps new users walk through an example.

Avoiding overusing lists: Given the nature of this step-by-step process, some writers would put all the individual fields in a bulleted or numbered list. I don't here because a list format can create visual noise throughout a long page, and it significantly reduces formatting options for supplemental material (such as the paragraphs below the "Target demographic selection" section).

When the instructions are primarily short items, or items that don't require significant explanation on options or nuance, I use numbered lists to help keep users on-task.

This example continued on next page

FAKEHELP

New offering setup

Intelligent Campaign help > Setup

When you're ready to make an offer, open the Intelligent Campaign app and click on "New Offering" in the left toolbar. A window opens, prompting for some initial information about your offering.

Making your first offering?
Check out our video walkthrough!

Step 1: Core info

The first screen asks for in these details:

Offering title. The name that inventory agents (those who run ads on their mobile apps or websites) see in our Offering Listings.

Feel free to use our article on industry tips and techniques for offering names while coming up with your name.

Internal name. A title for your reporting purposes, so you can easily tell the difference between similar offerings when comparing how they perform.

Target demographic selection. Choose between 1 to 5 target audience options.

If you choose more than one, that narrows the audience that'll see your offering. For example, choosing "women 25-39" and "app: sports" means your offering is targeted to women aged 25 to 39 using a sports app or on a sports site.

Want more audiences? After you've set your offering up, you can add additional target audiences to widen your net. Go to our Adding more Audiences and Devices article for more details.

OS restrictions. Select the mobile or desktop OS restrictions here if needed, such as "iOS 14+" for any iOS device on or after version 14, "iPhone, iOS 14+" specifically for iPhones and not iPads on or after version 14, "Windows 10+" for Windows 10 or higher, etc. If you have no OS restrictions, select "No OS restriction." Go to our OS restrictions article for more details.

Step 2: Destination

We need to know where to send users who click on your offering.

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This example continued from previous page

How-to article (page 2 of 3)

This is the second page of the step-by-step article.

Minimalist approach to screenshots: I avoid screenshots in situations like these for a few reasons:

- If we expect users to do a process repeatedly, they benefit from learning a system by interpreting verbal instructions over visual handholding.
- The cost of keeping screenshots up to date is non-trivial and requires product teams to alert me about every visual change. We want to reduce the amount of unexpected labor by not over-relying on screenshots throughout our entire document set.
- I strive for visual and cognitive accessibility in my work.
- Screenshots adds to page length. There's value is demonstrating that a given set of steps isn't prohibitively long, and having screenshots inflate the scroll length defeats that ideal.

I embrace screenshots in other cases, especially when users need an orienting moment with a busy UI, or for a process that's done rarely or even only once.

If you're interested in tech talks, I gave one in November 2022 about documentation techniques, including my screenshots philosophy: youtube.com/watch?v=OZh6Tpxdm10.

This example continued on next page

FAKEHELP

URL. Enter the formatted URL we redirect the offer to. For each part of the URL that needs to include user-specific information for your upstream advertiser or agent (based on target audience or session information), reference the relevant parameter by enclosing it in double brackets.

Example: If you're supplying the page the user clicked from as part of the information you've agreed to with your upstream advertiser, and they want that info in a field called "page," add to your URL:

&page=[[REFERRER]]

Important: You won't always have access to user session information, as that's based on each user's privacy settings.

Parameters. Common parameters and their values are listed here, relating to target audience and session information for that impression or click. Enter info for relevant parameters here, or add your own by clicking on the Add icon.

Tip: Don't overuse parameters. For a detailed breakdown of how parameters work and when to make your own, read our Deep Dive into Parameters article.

Preview URL. Enter the URL for the offer for testing purposes. Follow the testing directions specified by your upstream agent, advertiser, or product system.

Tip: If you start with "?" or "&", the preview URL uses the main URL and adds this value to the end. A common example is to put "&test=1" at the end of the URL.

Step 3: Budget

To finish the basic setup, enter your initial budget info.

Source account. Choose the account this campaign draws from. This defaults to your primary source account.

Currency. By default, the currency used in your source account is selected. This defaults to your primary currency type.

Upstream revenue. This section covers the amount you expect to receive from your upstream advertiser. Choose a revenue type from those listed (such as "conversion" or "sale"), and the amount you expect for each occurrence of that type. Revenue can contain up to 5 decimal places ("0.12345").

Example: If you expect USD $1.50 per conversion, choose "conversion" and enter "1.50" for the amount.

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This example continued from previous page

How-to article (page 3 of 3)

This is the final page of the step-by-step article.

Internal hyperlink philosophy: Each internal article link includes "our" and "article" or similar as part of the link, rather than placing the link only on the article name or general concept. This is intentional to give the links more prominence.

- A larger clickable area helps those with motor accessibility concerns use the site.
- Standardizing this means when the link would otherwise be only a few short characters long, there's still some padding to give that prominence.

We use title case for genuine article or section titles when referenced in body text (including links), even though we use sentence case for the actual header formatting for readability and to reduce eye fatigue.

End of this example article

FAKEHELP

Downstream payout. This section covers the amount you commit to pay downstream agents who serve your offers to users. Follow the same directions as with expected revenue: choose a type and an amount for each occurrence of that type.

Tip: You can set up complex revenue and payout frameworks, such as tiered incentives for agents that provide high volumes or variable incentives based on time of day! Read our Deep Dive into Revenue and Payouts article.

Limits. Set your ad spend and time limits here. You can choose a hard limit for total ad spend, as well as per-hour and per-day limits. If your account lists any default values, those are used here unless you choose to override them.

Every campaign expires after 90 days maximum, though you can always clone an older campaign to start anew. If you want your campaign to end before that time (common for crowdfunding-based campaigns), enter the end date and time here. Time is always in your account's listed time zone, which you can change by clicking on the Account Settings icon in the left toolbar.

Note: "Per-day" is based on a 24-hour period beginning when you launch your campaign. You can change the timing in your offering's advanced options after setup.

Basic setup complete!

At this point, you'll see your offering's core page. From here, you can add additional details such as more audiences and devices, further customize your budget with multiple currencies and tier revenue, and add in other options.

Click on "Test campaign" to experiment with your campaign's settings and simulate organic activity.

Once you're ready, click "Launch campaign" to launch your Intelligent Campaign! Learn more about launching in our Launch your Intelligent Campaign help section.

More articles like this

» Set up your account

» Launch your Intelligent Campaign