# Stay on Brand with Approved Messaging

Easy Access to the Correct Corporate Language
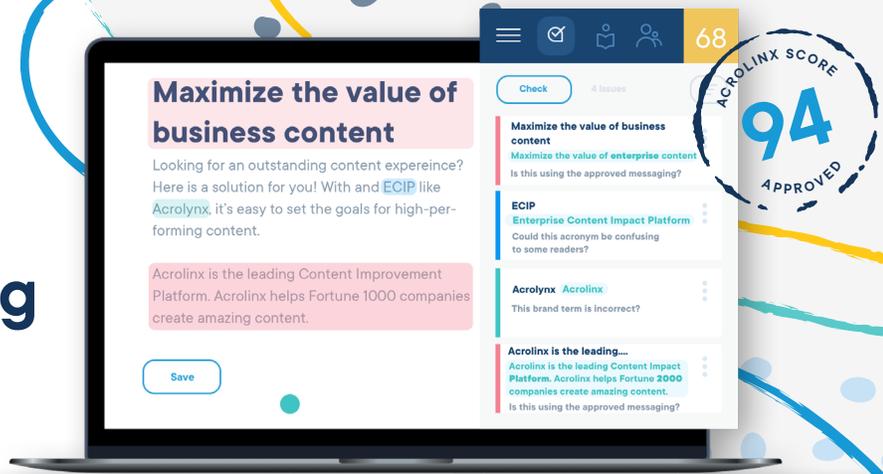
Let's face it, the people who create content in your company have their own writing style. And sometimes they forget, or don't even know, your brand's preferred way to express a concept or idea. This makes it really hard to keep their content aligned to your official corporate language.

Variations in paragraphs or phrases create inconsistencies in your messaging and materials. These differences create confusion, lower the clarity of your content, and potentially increase your translation costs and compliance risks.

Inconsistent messages also lead to more revision rounds, greater editorial expenses, and delayed product releases. And that's only when someone finds the issues.

Approved Messaging from Acrolinx manages your company's approved sentences and paragraphs and makes them easily available to writers, so they can use them correctly in their content.

Approved Messaging enforces consistency and alignment on important texts such as

Marketing

Taglines and branding

Regulatory phrasing

SEO keywords and phrases

Product

Microcopy and user experience

Tooltips and alerts

Product and legal disclosures

Support

Descriptions and instructions

Warnings and hazards

Instructional disclaimers

Benefits of Approved Messaging

- Clearer and more consistent messaging
- Stronger brand recognition
- Improved regulatory compliance
- Fewer content violations

- Reduced translation and localization costs
- Less repetitive work for human editors
- Reduced republishing costs

- Message alignment across vendors, agencies, and departments
- Faster updates to correct brand language across published content

How Approved Messaging Works

Enter your approved sentences and paragraphs as preferred variants for writers to choose from. You can also enter common incorrect variants to improve the accuracy of the Approved Messaging goal.

Approved sentences and paragraphs can also be imported through a bulk upload.
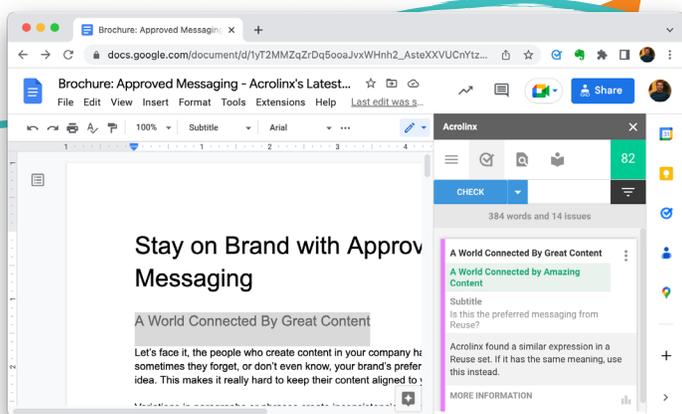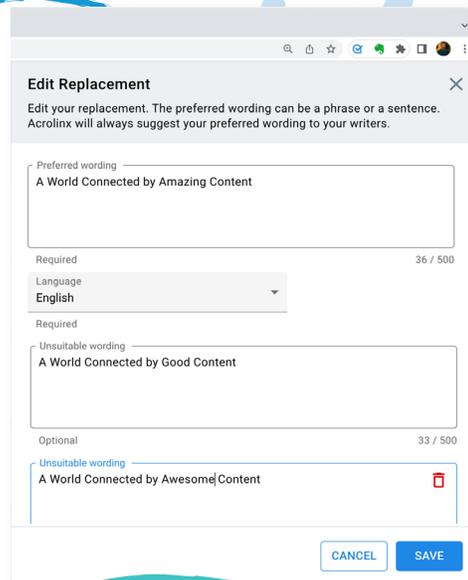
As writers create content, Acrolinx presents variants of approved sentences and paragraphs. Writers see the incorrect sentences, details on why they're wrong, and a clickable suggestion to correct them.

Detailed analytics provide insights into writer usage, types of Approved Messaging issues, and suggestions for how to improve your enterprise content.
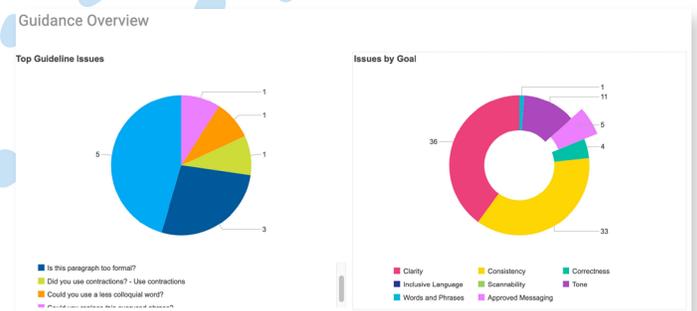
In today's content-driven world, you can't afford to confuse customers with inconsistent messages. But with Acrolinx Approved Messaging, you don't have to worry. Give your writers access to the official language they need, every time.

Contact us today to learn more.

LEARN MORE

acrolinx
Better Content. Faster.