

# BASE

## SEARCH MARKETING

### CONTENT WRITING SAMPLES

#### INCLUDES:

**B2B**

ARTICLE  
SAMPLE

CONTENT BRIEF  
SAMPLE

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## B2B ARTICLE SAMPLE

### CLIENT PROVIDES

**Primary Keyword:** Retail POS

**Word Count Selection:** 600 Words

**Type of Content:** Blog Article

**Any additional notes**

### BASE DELIVERS

**Recommended Title Tag:**

Innovative Retail POS Software | Rain Retail

**Recommended H1 Tag:**

Innovative Retail POS Software Solutions

**Recommended Meta Description:**

The retail POS system from Rain Retail makes it easy to manage inventory and streamline checkout. Learn more about our innovative solutions today.

**Optimized Article** →

## Innovative Retail POS Software Solutions

Businesses involve many moving parts and you must stay on top of them all to ensure success. However, when it comes to monitoring inventory, marketing to your customers, and even tracking reward points, the task can seem overwhelming and unattainable. Rain Retail offers one of the most advanced retail POS software solutions that can help you manage all of these things and more — in one convenient location.

Explore our all-in-one retail POS and see how your business can benefit.

### Solutions You Can Count On

The retail POS system from Rain Retail has solutions for everything from processing payments to managing customer loyalty programs. Many businesses include both in-store and online experiences, but it is important to have a system that allows for real-time updates to ensure accurate inventory management. Instead of manually updating the online availability when an item sells in-store, you can keep track of inventory across every channel you use so that you and your customers know exactly what items you have available.

Our retail POS also makes it easy to manage loyalty programs, and with no middleman for processing payments, you can save time and money. Get your money where it needs to go without wasting time waiting for third-party systems to process transactions. You can keep track of reward points that customers earn on every purchase, whether in-person or online.

One of the most important roles of a retail POS system is to help you track and utilize analytics. With accurate inventory management and convenient payment solutions, you can gain valuable insights into what items customers are interested in. This leads to more strategic marketing and sales plans that ensure your customers can find the products and services they need.

### **Tools You Need – One Place**

A retail POS system should include all of the tools and resources you need in one, easy-to-navigate location. Not only can you track inventory and payments with our retail store POS, but you can also make the most out of automated marketing tools, like automated email and text marketing, as well as invites for customer reviews.

No matter what size of business you have or what kind of products you offer, you can use targeted customer marketing to reach the right audience. Once you do, our integrated website makes the checkout process fast and secure.

Take the stress out of reporting with a system that tracks and manages all of your data in one place. These tools are simple to use, yet powerful in the results that they offer. Retail POS can help your business grow and save time, so explore the different solutions and learn how the Rain Retail system and website can help.

### **Experience You Can Trust**

Rain Retail has over a decade of experience supporting specialty retail businesses. With these years of experience, we have learned what it takes to create a successful inventory management system and how you can track ordering and customer loyalty to build an effective eCommerce strategy.

Our retail POS system allows you to focus on running your business by maintaining accurate inventory and leveraging analytics to help you plan ahead. You can also easily integrate with third-party vendors through the Rain Retail POS to streamline your processes and improve efficiency. Even creating a website tailored to the needs of your customers is simpler with the help of retail POS.

Are you ready to change the way you look at marketing, sales, and inventory management? Watch the demo to learn more about our unique solutions for retail POS. If you think Rain Retail is the right fit for your business, reach out to a member of our team to get started.

## B2B CONTENT BRIEF SAMPLE

### CLIENT PROVIDES

**Primary Keyword:**

Retail point of sale software

### BASE DELIVERS

**Recommended Word Count:**

1400-1800

**Recommended Title Tag:**

Retail Point-of-Sale Software | Rain Retail Software LLC

**Recommended H1 Tag:**

7 Best Retail Point-of-Sale Software Systems

**Recommended Meta Description:**

If your small business needs retail point-of-sale software, take a look at seven of the most efficient, cost-effective options available today.

**Content Outline** →

### 7 Best Retail Point-of-Sale Software Systems

- **Intro:** Answer the question “What is retail point-of-sale software?”
  - Good examples here and here
  - Mention that they are also known as POS software or POS systems
- **Body:** The Benefits of Retail Point-of-Sale Software
  - Briefly discuss some benefits of using POS software in a retail setting:
    - Inventory tracking across multiple outlets
    - Streamlined stock management which helps maintain price consistency
    - Improved customer experience with faster and more accurate transactions
    - Cloud-based POS systems which allow businesses to operate anywhere and enable offline transactions
    - Customer data security for safe and secure transactions
    - Accurate sales reports that provide valuable insights for managers

- Faster product return processes
- Easy tracking of staff activities which helps to strengthen efficiency
- **Body:** The Best Retail Point-of-Sale Software For Your Small Business
  - Compare seven different point-of-sale software systems
  - Good reviews of specific systems here, here, here, and here.
  - Square POS
    - Types of business it is suitable for
    - Some notable features
    - Price
    - Pros and cons
  - Clover POS
    - Types of business it is suitable for
    - Some notable features
    - Price
    - Pros and cons
  - Rain POS (Client's product, good review here)
    - Types of business it is suitable for
    - Some notable features
    - Price
    - Pros and cons
  - Zettle by PayPal
    - Types of business it is suitable for
    - Some notable features
    - Price
    - Pros and cons
  - Lightspeed Retail
    - Types of business it is suitable for
    - Some notable features

- Price
- Pros and cons
- KORONA
  - Types of business it is suitable for
  - Some notable features
  - Price
  - Pros and cons
- Shopify
  - Types of business it is suitable for
  - Some notable features
  - Price
  - Pros and cons
- **Conclusion:**
  - Summation of key points - retail POS software systems are very beneficial and will modernize your business, but all of them are different and you'll need to do some research to find the system that works best for you.
  - Call to action (CTA) - Learn more about Rain POS and how it can help your small business succeed.

## B2C ARTICLE SAMPLE

### CLIENT PROVIDES

**Primary Keyword:** traveling to New York City

**Word Count Selection:** 1,000 Words

**Type of Content:** Blog Article

**Any additional notes**

### BASE DELIVERS

**Recommended Title Tag:**

Tips for Traveling to New York City | Devin Stagg

**Recommended H1 Tag:**

Traveling to New York City? 6 Tips for Getting Around

**Recommended Meta Description:**

Traveling to New York City? The size of the city and its population can make it hard to get around. See six tips to make travel in New York City easier. solutions today.

**Optimized Article** →

## Traveling to New York City? 6 Tips for Getting Around

If you're planning a trip to New York City, good for you! NYC offers endless possibilities, great diversity, and high energy, making it a popular travel destination. With its rich history and plethora of museums, public parks, landmarks, architecture, arts, sports, and entertainment, NYC has something to offer every visitor.

Additionally, now that the COVID-19 travel advisory is no longer in effect, the city is coming back to life — offering travelers smaller crowds, great hotel rates, and more opportunities to support small businesses and local eateries.

There's just one issue: NYC is BIG. They call it the Big Apple for more reasons than one. If you're traveling to New York City, you need to understand that it is a massive metropolis. Its five boroughs or districts cover 309 square miles and contain a population of over 8 million people, making it the most populous city in the United States and one of the largest urban conglomerations in the world.

Needless to say, if you are visiting NYC to take in the sights, the sheer size of the city and the density of its population can

present some challenges. But don't worry! Getting around NYC doesn't have to be a deal-breaker for your itinerary. See six tips to make travel in New York City easier.

## 1. Plan for the Weather

New York City has things happening every month of the year. Peak travel times are usually during the summer months, but spring, fall, and winter all offer holiday celebrations and seasonal events.

Depending on the time of year you visit, you may want to plan your travel around the possibility of rain, snow, or scorching summer heat. Temperatures during the height of the New York summer can reach around 83 degrees Fahrenheit, while deep winter temperatures can plummet to 25 degrees Fahrenheit.

Make sure you check the weather reports before and during your trip and pack sunscreen, hats, extra jackets, ponchos, or whatever else you need to travel outside comfortably.

## 2. Consider Taking a Taxi From the Airport

If you are flying into one of NYC's three airports, you'll likely need to then transport yourself and your luggage to your hotel or Airbnb. Keep in mind that it may be cheaper and more convenient for you to take a taxi to and from the airport. Public transportation can be tricky to negotiate when you have

suitcases or a lot of bags, and taking an Uber or a Lyft can become expensive if the place you are staying is not relatively close to the airport.

Fortunately, many taxi services offer a flat rate for airport transportation. This is a safe, convenient option for you and your luggage and may be more affordable than your rideshare options, so be sure to do some research before you land in New York.

## 3. Use Public Transportation

Travel in New York City features an extensive network of public transportation — taxis, rideshare, buses, ferries, and the famous NYC subway all make getting from point A to point B significantly easier.

Manhattan's infamously heavy traffic makes the subway an especially popular option for tourists and day-to-day commuters alike. You may want to invest in a 7-day MetroCard, which offers unlimited subway travel for a week for \$33. You can also purchase an option that includes bus travel for \$62. If you are planning extensive travel throughout the city, a MetroCard can keep public transportation fares from adding up and overwhelming your budget.

## 4. Ride Bikes With Caution

Some visitors to the Big Apple choose to ride bicycles, which can be a great option to see all the parks and outdoor landmarks. If you choose to hop on a bike, however, you'll



need to abide by vehicle regulations — you can't ride a bike on sidewalks, and you must ride with the flow of traffic, follow traffic signs, and pay attention to traffic lights. Failure to follow these rules can land you with a police fine.

Riding a bike in NYC traffic can also be a risky proposition, as many drivers are not as careful as they should be. As a general rule of thumb, always wear a helmet when riding, and make sure that your bike has lights and reflectors.

## 5. Avoid Traveling During Rush Hour

Whether you're riding a bike, taking the subway, or walking, plan to avoid traveling much of anywhere during rush hour.

Generally, rush hour in NYC runs right around 7:30 to 9:30 AM and from 5 to 7 PM every weekday. NYC rush hour means that the streets and public transportation will be jam-packed with commuters going to or coming home from work, and with 8 million people calling the city home, there just won't be much room for tourists.

If you want to avoid crowded subway cars and heavy traffic, plan your travel accordingly. Sleep in, schedule a dinner at a restaurant, or enjoy a museum or art gallery during peak rush hours. If you absolutely must travel during rush hour, keep your wits about yourself, be polite and considerate, and pay close attention to this next tip.

## 6. Walk Fast

If it's your first time traveling to New York City, it can be tempting to pause and snap a photo as you traverse the city. If you're walking along a busy sidewalk, however, don't stop or slow down. This adds to congestion and may get you at least a few side eyes from others trying to use the sidewalk.

If you need to stop, step off to the side. Otherwise, match the walking pace of those around you and avoid bunching up in a big, slow-moving group. Everyone around you has places they need to be — such is the fast pace of life in the big city.

Looking for more tips on how to make traveling in New York City less of a hassle and more of an adventure? Reach out to me and let me help plan your trip!

## B2C CONTENT BRIEF SAMPLE

### CLIENT PROVIDES

**Primary Keyword:**

Date ideas NYC

### BASE DELIVERS

**Recommended Word Count:**

700-900

**Recommended Title Tag:**

10 Unique Date Ideas in NYC | Devin Stagg

**Recommended H1 Tag:**

10 Unique Date Ideas in NYC to Dazzle Your Date

**Recommended Meta Description:**

Looking for a unique date in NYC? Here are 10 unique date ideas in NYC that will have you jumping in ball pits, visiting interesting locales & sculpting blind.

**Content Outline** →

### 10 Unique Date Ideas in NYC to Dazzle your Date

▪ **Introduction:**

- Discuss the importance of unique date ideas in a city like New York where everything seems to have been done before.
- Mention that traditional date ideas like dinner and a movie are no longer enough.
- Transition into the 10 unique date ideas that are perfect for spicing things up.

▪ **Body:** Visit Governors Island

- Highlight the unique car-free environment of Governors Island and suggest activities like enjoying cocktails and seafood at the Island Oyster or renting a grill for a cookout with a view of the Manhattan skyline.

▪ **Body:** Check Out the Color Factory

- Describe the sensory experience of the museum that is dedicated to color, and mention the giant ball pit inspired by the color of the New York sky.

▪ **Body:** Sculpt Blindfolded

- Talk about sculpting classes offered by the Unorthodox Sculpture Without Sight, which require participants to wear blindfolds and connect with their other senses.
- **Body:** Browse the Morgan Library
  - Mention the history and interesting collection of old books housed in the Morgan Library, located in a historical home that belonged to J. Pierpont Morgan.
  - Suggest that browsing the library can be a fun and relaxing afternoon date.
- **Body:** Kayak the Hudson:
  - Suggest taking advantage of free kayaking in the Hudson offered by Downtown Boathouse to enjoy the city skyline while soaking in some Vitamin D and quality time with your date.
- **Body:** Code Break at the Skyscape
  - Describe the unique spy experience designed by MI6 at the Skyscape Museum, which includes activities like breaking codes and conducting surveillance.
- **Body:** Experience the Met Cloisters
  - Highlight the medieval Europe theme of the Met Cloisters museum located in Upper Manhattan.
  - Suggest exploring the monastery-style building filled with illuminated manuscripts, sculptures, and information on medieval life.
- **Body:** Stroll through Little Island Park
  - Describe the tulip-shaped structures that support the park, the grass, trees, flowers, and other activities available for free.
- **Body:** Cruise on the Staten Island Ferry
  - Highlight the commuter ferry's regular back-and-forth service between Manhattan and Staten Island, and suggest taking advantage of the opportunity to relax and enjoy a cruise across the Hudson while admiring the skyline views and Statue of Liberty.
- **Body:** Dance Together with a Romantic Playlist
  - Suggest dancing together with your date to a romantic playlist, either at home or at a club, and mention that you can curate the playlist or hire a DJ for some help.

**Whether you need B2B  
or B2C content,  
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