

**VOXUSPR**

# Writing Short Content on Big, Technical Topics

RLDR | RIGHT LENGTH, DID READ



# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Lesson I: You Can't Cover It All</b>	<b>4</b>
<b>Lesson II: Researching a Short Content Piece</b>	<b>5</b>
<b>Lesson III: Structuring a Short Content Piece</b>	<b>6</b>
<b>Lesson IV: Tips</b>	<b>7</b>
<b>Conclusion</b>	<b>8</b>

## INTRODUCTION

# Big Ideas Require Focus and Intent to be Effective Copy

Those practicing the ancient Japanese art of bonsai know what it means to trim excess and showcase the beauty and majesty of a mighty tree on a small scale. Effective writers do the same with their ideas.

You've built a great content marketing plan, picked engaging topics, and researched the best types of content for your audience. All that's left to do is write – but then you realize your choice of format has left you with only a few hundred words to work with. How can you cover an important topic in such a short format?

Whether you work in-house doing content creation, or for a content agency, you've probably run into this scenario. Many types of content limit the number of words available or perform better as shorter pieces (think LinkedIn posts, carousel posts or LinkedIn slide shares, copy for one-page briefs or infographics and even blog posts).

Videos in Facebook Stories, X (Twitter) and TikTok ads, and Instagram Reels are limited to 60 or 90 seconds long, which is a 200–300 word script. A 2023 [report](#) from video marketing platform, Wistia, found that videos under 60 seconds got the most engagement, and that engagement dropped off significantly as they got longer.



In B2B content marketing, covering a complex, technical topic in just a few paragraphs is challenging.

We do this regularly at Voxus for clients of all sizes. Here are some of the strategies we use to be successful.

## LESSON I

# You Can't Cover It All



You won't be able to include everything you want. The more you try, the fewer words you have to explain each point.

If you cram in too much information, the final product will be confusing and disjointed. It's better to explain one part of a topic well than to explain the entire thing poorly. Your first job is to pick that one part.

That means you need to figure out what the core issue of your topic is. Sometimes, this is what is most important to your subject matter expert (SME).

Sometimes it's what's most interesting for your audience. Sometimes it's the piece of the topic you need to understand first that lets you understand everything else.

So, how do you determine what your core issue is? If the answer isn't obvious, you'll have to do some research.

## LESSON II

# Researching for a Short Content Piece

Research is how you determine the core issue of your topic. While you're reading other documents or interviewing SMEs, try to uncover this. Here are some helpful questions to ask or keep in mind:

- What do your customers or partners say to you about X?
- How are your customers dealing with this issue/putting this technology into action?
- Who does this issue/technology affect most directly?
- What are the consequences of a company getting this wrong?
- What are the benefits of a company getting this right?
- What do you want the reader to come away from this knowing?



You will get more info from your interviews and research than you need. Stay focused on finding the root issues, then pare down everything else.

**Research is how you determine the core issue of your topic.**

## LESSON III

# Structuring a Short Content Piece



Here are four ways to structure a content piece of 300–500 words. Each bullet point can be a paragraph or a single sentence depending on length. Simple is good. Simple is your friend.

## The Explainer

For content that explains a concept or topic (i.e. What is AI at the Edge?)

- Current state of issue or technology
- 1–3 problems or roadblocks of current state
- 1–3 new developments or potential solutions
- How these solve this problem
- Conclude with an educated guess at what the future holds

With this structure, you can focus on the problems or roadblocks, or on the new developments and solutions. But you need one of each to keep things balanced. This structure works well to promote your company directly or indirectly. You can make the problems or solutions line up with what your company does or wants to promote.

## The Thought Leadership Piece

For educational content (i.e. Understanding AI at the Edge). This structure works best for non-promotional content and thought leadership.

- Introduce a concept
- Define it and any important terms
- Explain why it's important to the reader
- Explain where it came from
- Explain who it affects
- Explain how your company interacts with it or their take on it
- Conclude with any developments on the horizon

## LESSON III (CONTINUED)

## The “How it Works” Piece

For content that explains a product, feature, or technology (i.e., How Product XXX is Helping AI Run at the Edge).

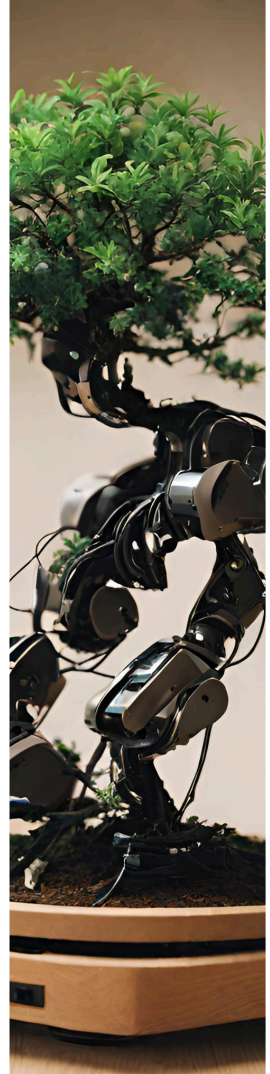
- Explain the problem that it solves
- Introduce the product or feature
- Define it and say what it does
- Explain how it is different or better than other options
- List the 1–3 most important benefits
- Explain how to use it in no more than five steps (only if this is necessary)
- Conclude by repeating what it allows users to do and the one most important benefit

With this structure, you can focus on the problems or roadblocks, or on the new developments and solutions. But you need one of each to keep things balanced. This structure works well to promote your client company directly or indirectly. You can make the problems or solutions line up with what your client company does or wants to promote.

## The Event Recap

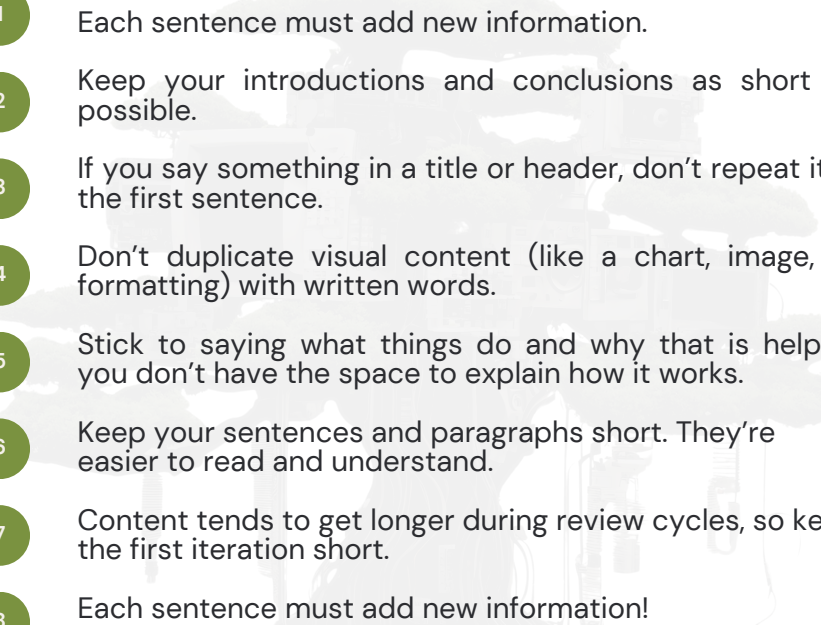
For content that summarizes a panel, speaker session, or event (Four Key Takeaways from the AI at the Edge Summit).

- Summarize the event – give a few key details, the tone and the overall focus.
- List 3–6 takeaways. State each one in a single sentence (bold it or emphasize in formatting if possible).
- Add one or two sentences to each takeaway explaining further. If that isn’t enough space, consider splitting the takeaway into two separate ones.
- Conclude by stating one or two overall themes that emerged from all the takeaways together.



## LESSON IV

# Tips for Drafting and Revising Short Content

- 1 Each sentence must add new information.
  - 2 Keep your introductions and conclusions as short as possible.
  - 3 If you say something in a title or header, don't repeat it in the first sentence.
  - 4 Don't duplicate visual content (like a chart, image, or formatting) with written words.
  - 5 Stick to saying what things do and why that is helpful, you don't have the space to explain how it works.
  - 6 Keep your sentences and paragraphs short. They're easier to read and understand.
  - 7 Content tends to get longer during review cycles, so keep the first iteration short.
  - 8 Each sentence must add new information!
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## CONCLUSION

# Less Can Be More

That's it—seven short pages. While we haven't provided any actual tips on bonsai care and maintenance—for that, please consult your friendly neighborhood botanist—we did provide you with effective approaches to delivering short-form copy that delivers results.

When written properly, short-form content is an extremely compelling strategy. Using the strategies you just read, you should be an expert in quickly getting to the point, delivering important information and creating great copy.

Need additional help? Our years in the trenches of leading-edge technologies have given us a deep understanding of content development, which allows us to reach companies at every stage of their journey.

You can check out how Voxus does this in our own content pieces [here](#), or learn more about our content creation services [here](#).

