



**N.Rich**

# Guide for Providing Materials to Optimize Your Advertisement Content Generator

To ensure the most effective and relevant advertisements are generated using N.Rich models, it's essential to provide comprehensive and detailed materials related to your company, market, and products. Below is a guide on the types of materials that will be beneficial for the model to retrieve and use to create high-quality advertisement content for your products.

## Customer Domain-Related Materials

Asset	Description	Purpose
Market Surveys	Detailed reports and analyses about the general trends, opportunities, and challenges in your market.	Helps the model understand the overall market landscape and the context in which your product operates.
Blogs and Articles About Your Market:	Select the most relevant and up-to-date articles and blog posts related to your market	Keeps the model informed about current events, trends, and opinions in your market.
Industry-Standard Reports	Reports and analyses from Gartner and other industry-standard vendors.	Provides the model with credible, high-level insights and data about your market

## Product Related Materials

Asset	Description	Purpose
Website Content	Links to relevant content on your company website, particularly pages with detailed information about your product.	Supplies the model with accurate, comprehensive product information directly from your official sources.
Blog	Links to your company blog, especially posts related to your products and industry	Provides additional context and information about your products and their applications.
Presentations	Marketing or product presentations that highlight features, benefits, and unique selling points.	Offers a structured, visual overview of your product's strengths and value propositions.
Product Reviews	User reviews and ratings from G2 and other relevant resources.	Helps the model understand customer perceptions, satisfaction levels, and common feedback.
Comparison with Competitors	Documents or pages that compare your products with competitors' products	Enables the model to highlight your product's advantages and differentiate it from competitors.
Competitor Intelligence Materials	Information and analysis about your competitors.	Helps the model to position your product effectively in the market.

## Content Tailoring Materials

Asset	Description	Purpose
Buyer Personas Description	Detailed profiles of your typical customers, including demographics, preferences, pain points, and buying behavior.	Guides the model to tailor the content to resonate with your target audience.
Tone of Voice	Guidelines on the tone and style of your company's communications.	Ensures the generated content aligns with your brand's voice and personality.
Branding	Text-based brand guidelines, including key messaging, taglines, and unique selling propositions.	Helps the model to create content that is consistent with your brand's verbal identity.
Typical Buyer Journey Description	Outline of the steps and stages your customers go through from awareness to purchase	Enables the model to craft content that aligns with different stages of the buyer journey.

## Additional Recommendations

Asset	Description	Purpose
Case Studies and Success Stories	Detailed accounts of how your product has solved problems for specific customers.	Provides real-world examples that highlight the efficacy and benefits of your product.
FAQs and Common Objections	Lists of frequently asked questions and common objections related to your product.	Prepares the model to address typical customer queries and concerns effectively.

By providing these materials, you ensure that the model has a robust and comprehensive understanding of your market, products, and branding. This will enable the generation of highly targeted, persuasive, and relevant advertisement content that aligns with your business goals and resonates with your audience.