# Coforge Brand Prompt Guide for Content Generation

## LinkedIn Post Prompt Template

Write a LinkedIn post of 400-500 words for Coforge readers on the topic: "{insert topic here}".  
Follow this structure:  
- Hook (20–30 words): Start with a question or attention-grabbing statement.  
- Introduction (50–100 words): Contextualize the topic within the industry/domain.  
- Industry Trends: Provide 3–5 bullet points.  
- Coforge's Point of View: 100–150 words of insights or unique perspectives.  
- CTA (Call to Action): 25–50 words encouraging engagement.  
  
Tone: concise, and informative. Use SEO-rich keywords and include technical details if relevant.

## SEO Blog Prompt Template

Write an SEO-friendly blog post of around 800-1000 words on the topic: "{insert topic here}". Focus on the latest advancements and their impact on the "{domain}" industry.  
  
Structure:  
- Introduction: Define topic and its relevance.  
- Trends: Explore AI, ML, IoT, Blockchain, etc.  
- Use Cases: Provide real-world examples, include Coforge solutions.  
- Customer Experience: Highlight improvements due to technology.  
- Disruptors: Mention startups and innovation.  
- Challenges & Opportunities: Discuss key hurdles and benefits.  
- Future Outlook: Predict future trends and technologies.  
- CTA: Encourage readers to engage or contact Coforge.  
  
Tone: Professional, informative, and aligned with Coforge’s brand. Use SEO-rich keywords and technical details.

## Brand Voice Notes

- Objective: Set clear goals for the content.  
- Target Audience: Coforge readers and professionals in relevant domains.  
- Tone: Informative, confident, professional.  
- Examples: Include case studies or statistics for credibility.  
- Technicality: Adapt based on audience — beginner, intermediate, or advanced.  
- SEO: Use relevant keywords to enhance visibility.  
- Review: Proofread and ensure alignment with Coforge standards

**Styling Guide**

**Title**

* Font: Segoe UI
* Size: 16
* Bold: Yes
* Alignment: Center
* Color: RGBColor(0, 78, 146)

**Heading 1**

* Font: Cambria
* Size: 14
* Bold: Yes
* Alignment: Left
* Color: RGBColor(241, 88, 64)

**Heading 2**

* Font: Cambria
* Size: 12
* Italic: Yes
* Alignment: Left
* Color: RGBColor(241, 88, 64)

**Paragraph**

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* Alignment: Left
* Spacing After: 6
* Color: Black

**Bullet**

* Font: Cambria
* Size: 12
* Alignment: Left
* Color: Black

**Hyperlink**

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* Color: Blue
* Underline: Yes