



CONTENT MARKETING SOLUTIONS

ENGAGE, ENTERTAIN & ESTABLISH AUTHORITY

WHAT IS CONTENT MARKETING?

Creating and distributing relevant, valuable content to engaged and clearly defined target audiences to build trust and drive profitable customer actions.¹

WHY CONTENT MARKETING?

73% of consumers believe sponsored content has equal or greater value as non-sponsored content, and 66% prefer clicking on sponsored articles over banner advertising.²

MASSLIVE MEDIA OFFERS TWO SOLUTIONS:

- 1. Sponsor Content:** Engaging, quality content that abides by editorial best practices, by-lined by sponsor, and published on MassLive.com, and potentially, on our network of national publisher sites.

Article: 300-500 words; 100% SOV with two fixed ad units within article page; includes links to your website, relevant photo and/or video, and strategic keyword research to maximize organic search.

Sponsor Content In-River ad unit: Responsive in-river ad unit serves in the main content well, includes sponsor by-line exposure, and links to article page.

- 2. Branded Content:** Advertiser-branded content for use on business website, social pages, or third-party sites. Builds credibility with customers and search engines.

White Paper: 3-5 pages in length, 1,000-1,300 words using your information and independent research/data, following your branding.

Blog Post: 200-500 words, strategic keyword research to maximize organic search. Continuous, high-value content keeps your brand top-of-mind.

CONTENT MARKETING CAN HELP:

- Tell your business' story
- Differentiate your brand in the marketplace
- Communicate thought leadership
- Establish and demonstrate industry expertise
- Engage customers in multi-channel platforms
- Fuel social media strategies

82%

LIFT IN BRAND AWARENESS
GENERATED BY NATIVE
ADVERTISING SUCH AS
SPONSOR CONTENT.³



For more information on our Content Marketing Solutions, email masslivesales@masslive.com or visit www.MassLiveMedia.com.