

Sponsored Content

tips & tricks for creation

Identify your key objectives

Before you can identify what content to sponsor, you must understand what your business objective is. Make sure you get a return on investment by choosing content that delivers the right results.



Are you looking to...

boost brand awareness?

Amplify your content to gain relevant visibility and recognition of your talent brand. The kind of content that you promote for awareness campaigns should look different and drive different results than your lead generation campaigns.

drive consideration?

Present a unique point of view on a hot topic and create compelling, timely content to stand out from competition. When creating fresh content, thought leadership shouldn't be the goal - it is the icing on the cake when creating something truly innovative.

increase conversions?

If you're looking to increase traffic and drive form submissions, target your content so that it casts a wide net while still making it relevant to your target audience. Leverage LinkedIn's Lead Gen form for free - avg. conversion rate is 1.67%

Use this type of content...

Blog posts - press releases - videos - showcase pages - product announcements

Podcasts - industry related content - guest posts - industry data - slideshares

webinars - live streamed content - ebooks - how to guides - freemium downloads



Select Compelling Visual Assets

Make your content very visual and always A/B test everything!

- Make sure you're using rich media which is 1200x627 Pixels
- Vary your image types -- try using icons, GIFs, stock photos, graphics, etc.
- Use colors that stand out from the page
- Include Call to Action (CTA) buttons to encourage click through

Build an Effective Editorial Content Calendar

Content Marketing Institutes's Joe Pulizzi recently revealed that marketers with a documented strategy are **4x more** effective. And yet only 28% of marketers have a documented content marketing strategy.

Plan your strategy with the below key points to consider.

Steps:

1. Delegate
2. Follow brand guidelines.
3. Look beyond your team to source content. Everyone loves a solid cross-functional partner.
4. Build an editorial calendar. Based on your objectives, fill your calendar with a variety of top, mid and lower funnel content

Consider:

1. What days of the week see the highest engagements?
2. Frequency of posts
3. Vary the types and formats of content
4. Quality vs. quantity

