



## PAID MEDIA: THE INTELLIGENT USE OF COMMERCIAL SPEND

### INTEGRATED COMMUNICATIONS: A BRIEF OVERVIEW



Thinking of 'PR' simply in terms of media relations is a thing of the past.

In today's multichannel marketing environment, brands can't rely on media relationships or focus all their energies on pursuing editorial coverage.

Influential, independent media are still as important as ever. But they're just one of many communications platforms which need to come together seamlessly and consistently to tell your brand story.

This is what we mean by Integrated Communications: using all relevant channels to reach your target customers, command their attention, engage them with your messages and provoke a response.

This requires a joined-up strategy and a rich mix of relevant, interesting content that works across every category of media – earned, paid, shared and owned.

Here we focus on the opportunities and advantages of incorporating paid media into your communications plans.

### PAID MEDIA

Intelligent and creative use of commercial spend is key to building a better brand, along with defining target audiences, developing effective communications and measuring results.

Leading publications in any sector are an important route to market for companies wanting to communicate with key decision makers who have the authority to specify and invest in their products and services. These publications command significant respect among their readership which is why media brands are an attractive platform for companies looking to advertise their products and services to their target audience.

If used strategically, whether online or in print, a media title can be a highly effective promotional vehicle.

Regardless of format, business-to-business publications offer clients a broad range of branding and promotional opportunities. Planned hand-in-hand with traditional and social media relations activity within an integrated marketing campaign, these can produce excellent and measurable results.

#### INTELLIGENCE

Advertising and editorial teams engage actively with a broad spectrum of players in their specialist market, picking up unique intelligence and insights which shape their content. These insights can, in turn, help to define your go-to-market strategies and messages.

#### READER DATA

Publishers' controlled circulation data captures valuable information about each reader, from their role and purchasing responsibilities to areas of product interest. Subject to national data protection legislation, this data may be available to rent, via a third party direct marketing service provider, for use in direct or telemarketing. Loose inserts can also be targeted at selected segments of the readership if you're looking to target a regional audience, for example.

#### INNOVATIVE ADVERTISING FORMATS

In addition to conventional run-of-paper advertising, brands looking to create impact for their campaigns have a range of exciting options such as cover wraps, belly bands, bound-in fold-outs or special loose inserts, all with the capacity to command instant attention from the reader and the potential to work as part of a multichannel strategy.



## PAID MEDIA CONTENT

### E-MARKETING

Many publishers are willing to send a limited number of controlled direct marketing items to their circulation data and to segment this geographically, by sector or by job title to suit your objectives. This can be a cost-effective way to reach a highly targeted and relevant database, and publishers can offer sophisticated analysis of open rates and click-throughs. By integrating calls to action and driving recipients to relevant branded online content, this type of direct marketing can support your data acquisition strategy over time.

### SPONSORED CONTENT

Depending on the publication, some features are suitable for sponsorship. This creates an opportunity for branding in connection with a particular area of specialism/interest on the editorial agenda and can be extremely effective if your brand is visibly relevant to the content. It may also be possible to propose contributed content to be published under your company brand, such as a technical advice column or FAQ.

### RESEARCH

A number of publishers undertake their own research among their readership around key business and technology issues, for market intelligence and to support their editorial content. This may take the form of electronic or telephone surveys, focus groups or in-depth round table discussions. It is often possible for these research initiatives to be sponsored, which may take the form of visible branding on a survey, questions relevant to you, or branded coverage of a round table on a topic pertinent to your campaign objectives.

### WEB ADVERTISING

Many industry publishers offer content-rich websites that attract significant and measurable visitor traffic. Strategically planned online advertising in the form of banners and pop-ups can help to drive measurable traffic to websites and microsites.

### VIDEO CONTENT

Video content from executive interviews and customer stories to technical tutorials, is increasingly prominent in B2B campaigns. Many publishers offer opportunities to buy prime placement of contributed video content, to pay for video 'advertorial' or to secure branded sponsorship of the publisher's own video footage.

### WEBINARS & ONLINE DISCUSSION

Through the use of webinars, publishers' websites are increasingly being used as an interactive platform for discussion and education, while publisher-owned Twitter feeds can often be seen hosting sponsored Twitter discussion threads on topics of interest to particular brand owners. Many publishers are willing to work with you to promote and deliver hosted webinars moderated by an editor. These can then be edited for delivery via your own website.

### LIVE EVENTS

Publishers often host their own educational and networking events around topical issues and offer opportunities to participate as a sponsor or to provide expert speakers, branded content or relevant collateral for inclusion in delegate packs. In the context of a broad promotional package, sponsorship of a relevant media-owned industry award can provide a high profile platform to build brand awareness with a specific target audience. Likewise, publishers can be effective partners in helping you to create your own content-led customer and prospect events. They can offer expert guidance regarding the programme, provide recognised editors or commentators as event moderators and market the event to a known universe of prospects, with the added credibility that comes from a recognised business media brand.

### PAID SOCIAL

A paid social strategy is key to a successful social media marketing plan. Paid social media campaigns comprise a wide variety of content from multiple platforms, such as Facebook ads, LinkedIn ads, promoted tweets, or sponsored videos on YouTube. As the advertiser, you identify your target audience, what content you want them to see and the desired action. You only need to pay when the viewer responds and takes an action, whether that is clicking a link to watch a video, visit your website or perhaps to download a guide.

### REMARKETING

Remarketing is the process whereby, when a user has just visited a website but has not purchased anything from it, the user is then 'followed' to the next visited website and is targeted with ads containing content viewed on the previous site. It is about serving relevant, personal and timely content to remind the user of previous intentions and prompt them to make that all important purchase.

## HOW CAN AD COMMUNICATIONS HELP?

We handle many of our clients' commercial media interests, from negotiating and fulfilling a fully integrated promotional campaign, to working with in-house or third party advertising teams to offer strategic advice on how to leverage media investment.

Our relationships with the most influential media are conducted at publisher level, giving us intelligence and insight that goes beyond the news and feature pages of the magazine or web site. For over 30 years we have partnered with respected publishers in our sectors to harness this broad spectrum of paid opportunities, using the full scope of the publisher's products, contacts and intellectual property.

Based on your objectives and available budget, we're happy to research a range of initiatives to suit your promotional needs. From there, we can develop and fulfil a tailored commercial programme that takes advantage of today's rich media mix to help you achieve your goals.

**FOR MORE INFORMATION ABOUT HOW TO WORK CREATIVELY AND ACHIEVE TANGIBLE RESULTS, PLEASE CONTACT HELEN TOLINO:**

### EMAIL

htolino@adcomms.co.uk

### CALL

+44 (0)1372 464 470