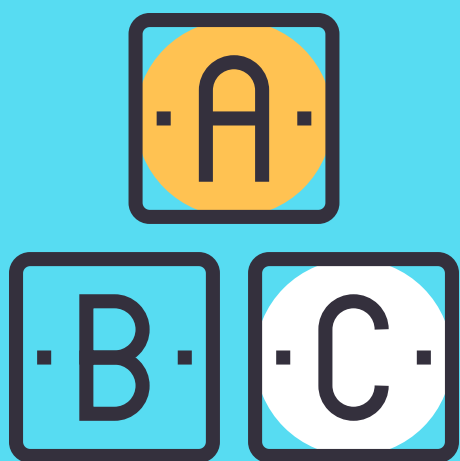


Best Practices for Native Content

5 WAYS TO INCREASE READER ENGAGEMENT



1.) MEANINGFUL TOPICS

This foundational step is different for every business. Get into the consumer's mindset. What questions do you hear the most? What approach can best show your brand as an expert?

2.) NOT TOO MUCH INFO

Native pieces can tackle any subject like any other news feature, but using a listicle, infographic, quiz or slideshow to deliver details can make them less overwhelming and more engaging.

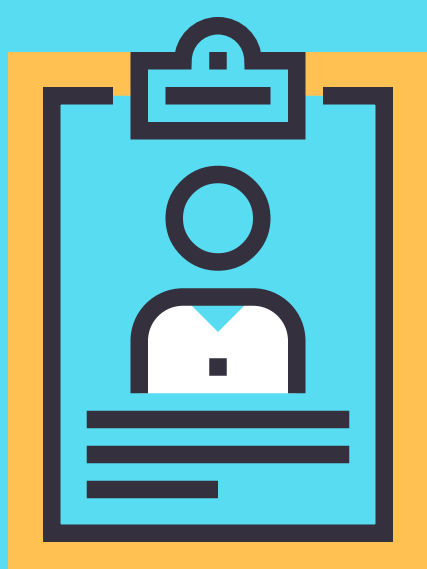


3.) MAKE USE OF QUOTES

Our Native gives the client two places to shine in carefully crafted quotes. Use them to speak as an expert on the subject at hand. Your business is the curator and sponsor of the piece; show what you know!

4.) HOLD THE PITCHES

Native Content doesn't sell directly, but instead elevates brand awareness by offering your business as a thought leader in an editorial environment. Sales copy won't engage readers here.



5.) GO OFF-PRODUCT

Great Native Content doesn't need to involve your products or services directly. Stretch a little and see what great topics can be linked to your business in a high-level way.