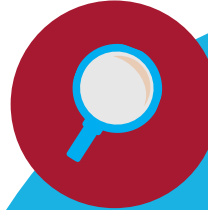


What is Content Marketing?

- ✓ **Informs Consumers.**
Consumers want information that is valuable and relevant when and where they seek it.
- ✓ **Positions Brand as Trusted & Authentic.**
Drives consumer and brand relationship, providing information that can be more valuable than product itself.
- ✓ **Easily Found, Easily Consumed & Worthy of Endorsement.**

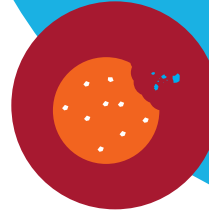
SEARCHABLE



SHAREABLE



SNACKABLE



Content marketing is the art and science of creating and distributing content that informs, entertains and converts.

What is Native Content?

✓ Informs Consumers.

Consumers want information that is valuable and relevant when and where they seek it, and by tying it to our Super Brands it is published to our audiences..

✓ Positions Brand as Trusted & Authentic.

Drives consumer and brand relationship, providing information that can be more valuable than product itself.

✓ Distribution of Content Marketing In-Stream.

Targeted placement gives the content relevance and context.

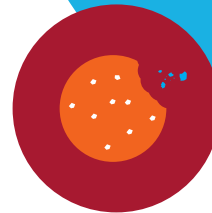
SEARCHABLE



SHAREABLE



SNACKABLE



Native advertising is a type of advertising that matches the form and function of the platform upon which it appears. It is usually either an article or video, produced by an advertiser with the specific intent to promote a product or service, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff.

The Benefits



Search Lift

- ✓ Higher rankings
- ✓ Long tail relevance



Social Lift

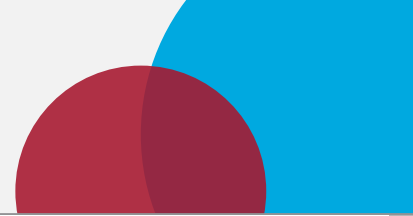
- ✓ Engagement
- ✓ Content discovery
- ✓ Reach & amplification



Brand Lift


- ✓ Loyalty
- ✓ Preference
- ✓ Trust

Push targeted users to your native content using social drivers



Cox Media Group Ohio
Sponsored · Like Page

Want to work for a top-notch media company that includes WHIO Channel K-99, Dayton Daily News, complete digital offerings and more? Join us Monday from 5-6:30 p.m. at Winan's Chocolate & Coffee to learn about the perks of a sales career with Cox Media Group Ohio! Click to learn more.



We are looking to hire!
Come meet & greet our sales leaders and find out if a career working with us is right for you!

COXMEDIAGROUPOHIO.COM [Learn More](#)

Facebook Newsfeed

Cox Digital Marketing
Sponsored ·

Join us on Sept. 27 at 8:30 a.m. to learn how to truly maximize your marketing dollar. Google's Frank Smith and Cox Digital Marketing experts will help you discover the most recent Google updates that are critical to know. Learn the latest strategies to increase conversions that drive results. Register now! Seating is limited.



Google Presents:
Search & Digital for Small Business
Hosted by Cox Digital Marketing

Learn how to maximize return from Search and
coxdigitalmarketing.com

4

Facebook Mobile

Instagram

Cox Digital Marketing Sponsored



Google Presents:
Search & Digital for Small Business
Hosted by Cox Digital Marketing

[Learn More](#)

Join us on Sept. 27 at 8:30 a.m. to learn how to truly maximize your marketing dollar. Google's Frank Smith and Cox Digital Marketing experts will help you... more

Instagram




Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

... Or on almost all mobile websites & apps

Recommended Content


☰ 🔍 World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate

- **Uber Starts Self-Driving Car Service in San Francisco** 6:00 AM ET
- **Tunisian Captain of Migrant Ship Is Jailed for Deadly Wreck**
- **Afghanistan Vice President Accused of Torturing Rival**
- **Bobsled Event Abandons Russia Amid Boycott Threats**
- **Mexico Murders Surge, to 17,063, as Drug Gangs Splinter**




Upheaval for Restaurants That Ended Tipping

Adopting a new business model was just the start of many changes, including higher prices, revamped dishes and shrinking staffs.




Are Platforms Liable for Users' Extremist Views?

Social media companies aren't just an open marketplace for ideas — they're also amplifying the most dangerous ones.



Best of 2016: Saudi Prince Shatters Years of Tradition


The Times is highlighting its most engaging journalism of the year, including this story of a young prince who has emerged as Saudi Arabia's most dynamic royal.




Back on Her Feet at 85, Thanks to a Chair

Health problems made simple tasks unbearable for Marilyn Oshman, but a special recliner has helped her return to the neighborhood streets she loves.

In its 105th year, The New York Times Neediest Cases Fund has provided direct assistance to those struggling in New York and beyond. [Donate now »](#)



and Ryan Gosling how to dance.



21h **Spending more probably does improve education.** New research could provide fresh momentum for more lawsuits seeking more equitable school funding.

[Send Feedback](#)

THE NEEDIEST CASES

FROM OUR ADVERTISERS



PHILIPS

Don't Ignore Restless Nights

Many Americans dismiss symptoms of sleep disorders.



BANK OF THE WEST

7 Tips for Moving Abroad

How to move your business and your money abroad.



HERRADURA

From Stockbroker to Boardmaker

How a former finance guy turned his hobby into a career



BELVEDERE

Is the End Near for AIDS?

An HIV-free generation may finally be in reach.

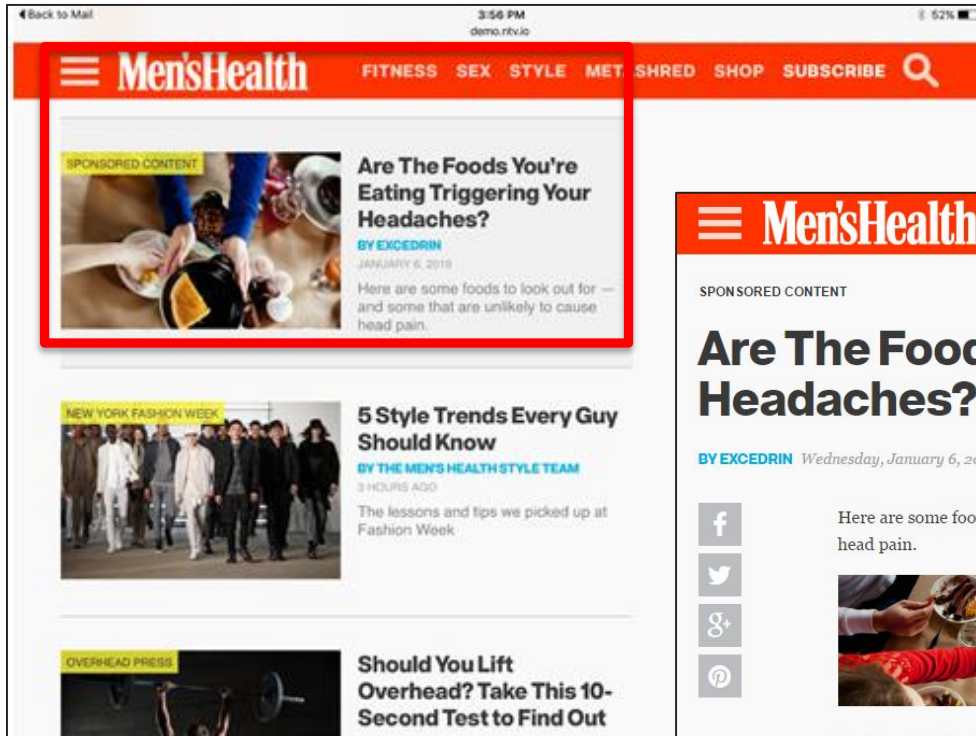


CADILLAC

Does Design Reflect Character?

Discover how interior design can shape an experience.

Native Extended Reach



Promote Your Native Content State Wide.

Post Details



WHIO

Published by SocialFlow [?] - January 23 at 8:30pm · 🌐

There are a lot of mistaken beliefs about dairy products. We've cleared up a few for you...<http://on.whio.com/20furjM>



SPONSORED: 16 dairy misconceptions for the new year!

True or false? Learn the facts about these popular dairy misconceptions.

ON.WHIO.COM

24,895 people reached

37 Likes 6 Comments 23 Shares

👍 Like 💬 Comment ➦ Share

Boost

Posted: 11:00 a.m. Tuesday, March 8, 2016

School breakfast program helps fuel West Carrollton students

Email 4 Share 37 Tweet 5 sharethis 71



View Larger

Advertiser content: American Dairy Association Midwest
When Julie Bush's second-graders enter her classroom each morning at West Carrollton's Harold Schnell Elementary School, she greets them with a warm smile and an equally warm and healthy breakfast.

Doing morning work while eating breakfast has become a normal part of the students' daily classroom routine and one that Bush says the kids seem to enjoy. When the time comes to move on to morning lessons, all students who were hungry have eaten so they can concentrate on what they need to do the rest of the day.

A school breakfast program that includes milk can improve student academic performance, behavior and attentiveness. (Image provided by West Carrollton City Schools.)

"I know I have a hard time concentrating if I'm hungry."

Promote Content State Wide.

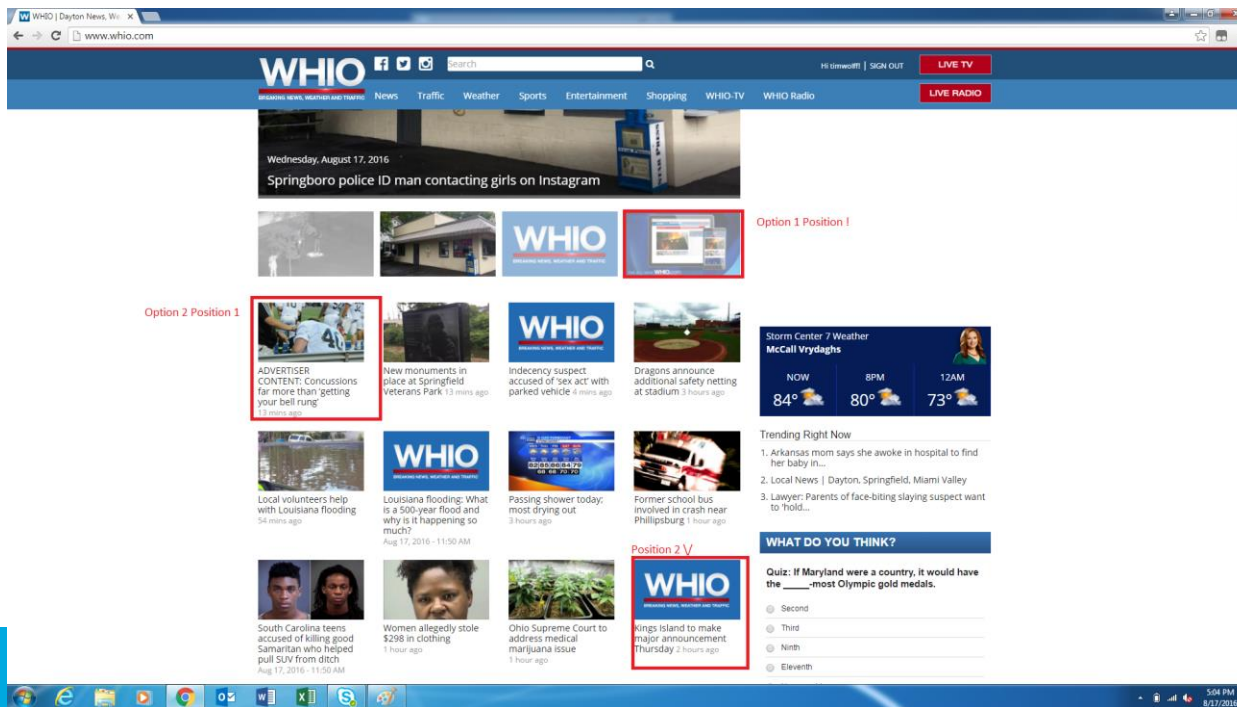


- Extended Reach on CMG Exclusives (“O&O”)
- Recommended Content
- Outreach to additional publishers, or additional geographies
- Additional Social drivers

Promote Content State Wide.



- Extended Reach on CMG Exclusives (“O&O”) – Basic promotion on our websites, high frequency and targeted



Promote Content State Wide.



- Recommended Content
 - Works best as the “gasoline” for CMG Extended Reach

More Stories



North Carolina teen missing for 5 years found alive in Ohio

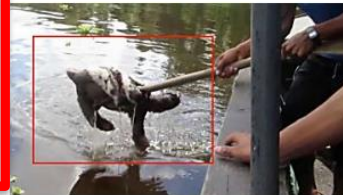
Promoted Links by Taboola ▶



Girls killed were broadcasting live on Facebook at moment of...



CIOs & IT are Transforming Businesses With One Method
MuleSoft



They Found It Swimming in a River
Weather.com



The Web Design Skills Every Marketer Needs
Full Sail University



Declassified Images They Tried To Hide From The World
The Professional

Promote Content State Wide.



- Outreach to additional publishers, or additional geographies
 - Target audience and zip codes anywhere in the USA, to mainstream publishers

The screenshot shows a webpage from Men's Health. The navigation bar includes 'FITNESS', 'SEX', 'STYLE', 'METASHRED', 'SHOP', and 'SUBSCRIBE'. The article is titled 'Are The Foods You're Eating Triggering Your Headaches?' and is dated Wednesday, January 6, 2016, 10:05 PM. The article text discusses food triggers for headaches. To the right of the article is a green sponsored content banner for Excedrin, featuring the text 'TRUST EXCEDRIN® FOR FAST HEADACHE RELIEF' and 'Save up to \$7.00 on Excedrin® products!'. Below the banner is a social media widget for Excedrin with 719,405 likes and a 'Sign Up' button.

Adding Social. Longer Shelf Life.



- Additional Social
 - Every native piece has a small social driver already included, but this takes it to the next level, budget based, \$1,000 min. spend
 - Be specific about KPIs and audience targeting, and leverage the deep data social ad buying has to offer



What is needed?



- **A 2017 content strategy**
 - One offs don't work unless they are heavily promoted on different avenues (Extended Reach, Recommended Content, Social). Long term campaigns with clear goals always perform better.
- **3+ photos** (not stock, please) from the client without text on them
- **Target Geo:** Cities or the entire State.

What kinds of publishers?

GANNETT



Newsweek

The Washington Times



DRUDGE REPORT

Women'sHealth

RODALE'S OrganicLife



Los Angeles Times

Men'sFitness



HEARST



Men'sHealth

Bloomberg



Reader's digest

