

# Content Marketing



The screenshot shows the homepage of the ADi Aerospace & Defence index. At the top, it features the ADi logo and a navigation bar with logos for ATLAS ELEKTRONIK, 3DX-RAY, ECA, RUCTECH, Security, VIDISCO, and Rolls-Royce. Below this is a 'Featured Organisations' section with logos for 3DX-RAY, ECA, RUCTECH, Security, VIDISCO, and Rolls-Royce. The main content area is titled 'Latest Headlines' and contains two news items: 'Leonardo Lands Success In The French EMS Market With Its AW109 Trekker' and 'Five-bladed H145 Receives Type Certification by EASA'. On the right side, there is a 'Subscribe to e-Newsletter's and products:' section with a 'Submit' button and a 'MARSS' advertisement for 'NIDAR' security shield. The bottom of the page features a 'FEC Helicopters HEM-Star® Portable Helipad Lighting System' advertisement.

## Why Web Site Sponsorship for Content Marketing?

Social Media has radically changed the way we interact with customers, potential customers, and stakeholders. Social media enables us to reach potential customers in a way that was unimaginable only a few years ago.

But the danger on social media is that we are constantly sharing stories about us! What we have done, what we are doing and what we are going to do. But just like the party bore, who just wants talk about themselves, there is no bigger turn off. And on social media those that 'unfollow' are usually lost forever.

So, to succeed on social media, you need relevant quality content, that is of interest to your target customer, and is definitely not 'all about us.'

But sourcing quality content, that is specifically relevant to your market, is time consuming and expensive.

That makes trusted news channels, perhaps more important than ever. They provide a trusted source and third-party legitimacy.

As Bill Gates famously said, "content is king", and media provides real content.

This is where we can help you.

## Custom Sponsored News Sites

You can sponsor one of our existing news sites or we can create a custom News Site, specifically aimed at your audience that you can sponsor.

### **Benefits:**

As a trusted and respected third party news provider we add legitimacy and gravitas to the site and its content that you simply cannot. Coming from us it does not feel like talking about you, because it isn't.

You can be the sole site sponsor or one of only three non-competitive sponsors with your sponsorship banner appearing on the homepage and news postings

Enables you to manage and develop your online profile through knowledge-based content marketing

Sharing news posts develops content for your own LinkedIn and Twitter pages

Control the message – get your message out via a trusted source when you want

Grow brand awareness: Social media marketing will make it easy to spread the word about your products and mission

Increase your traffic: Using quality content and linking it to your website will increase your traffic tremendously

## As seasoned media professionals, we will

Source, write and publish at least one news story per week

News postings will be shared via relevant social media platforms

Promote a specific 'product each month'

Share your company news, articles white papers, case studies, videos, podcasts and webinars

Share your sponsored news with hundreds of thousands of professionals through our Social Media Channels

Share registered followers for lead generation

Host and perform an online interview with a member of your team once per quarter

Promote subscribers to the news channel via our own network

### Pricing:

Sole Site Sponsorship \$2200

Shared Site Sponsorship \$1000 (maximum 3 sponsors per site)

Minimum sponsorship time for existing sites - 3 months

Minimum sponsorship time for custom sites – 6 months

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