



**DRIVING  
TRAFFIC TO  
YOUR CONTENT**

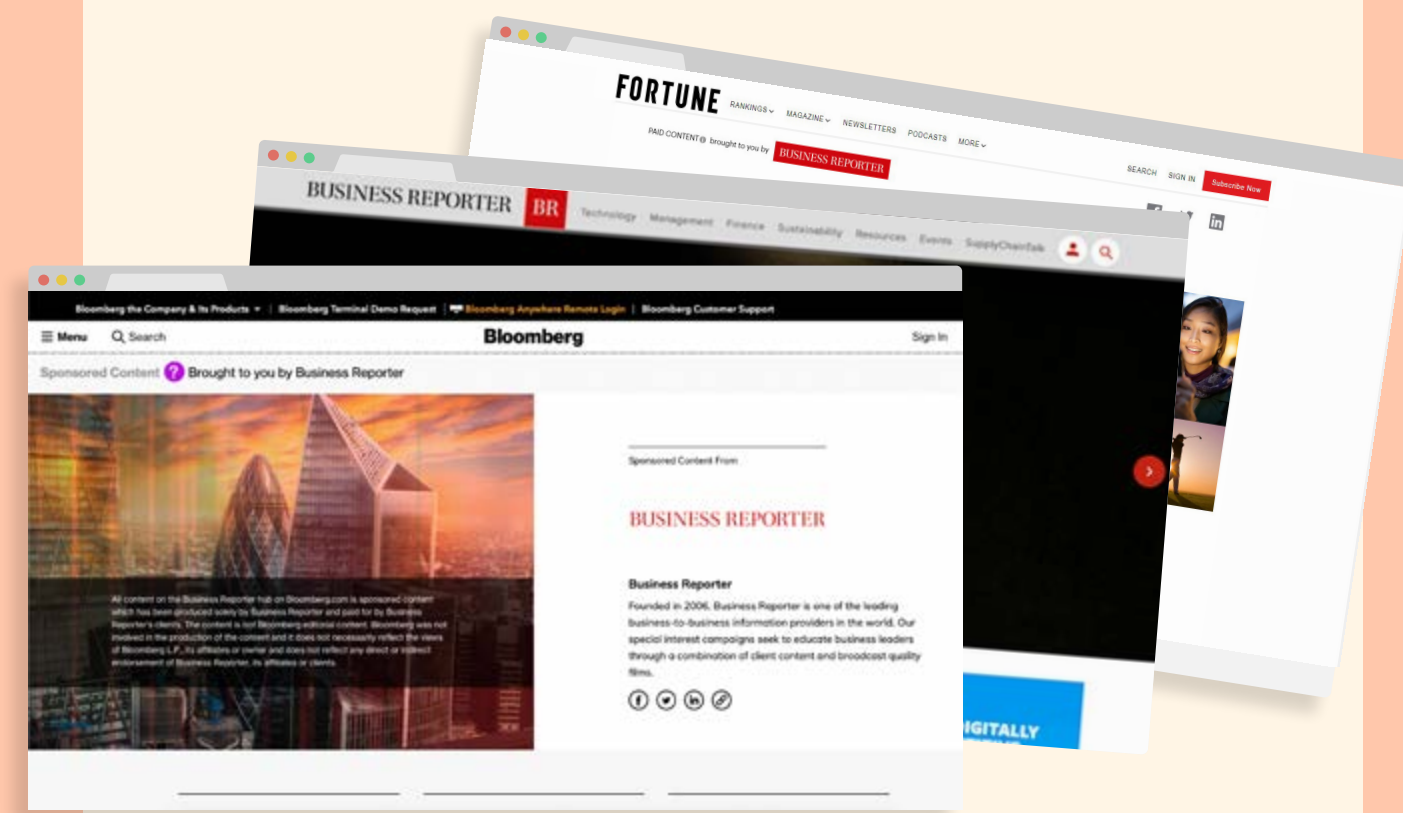


**BUSINESS REPORTER**

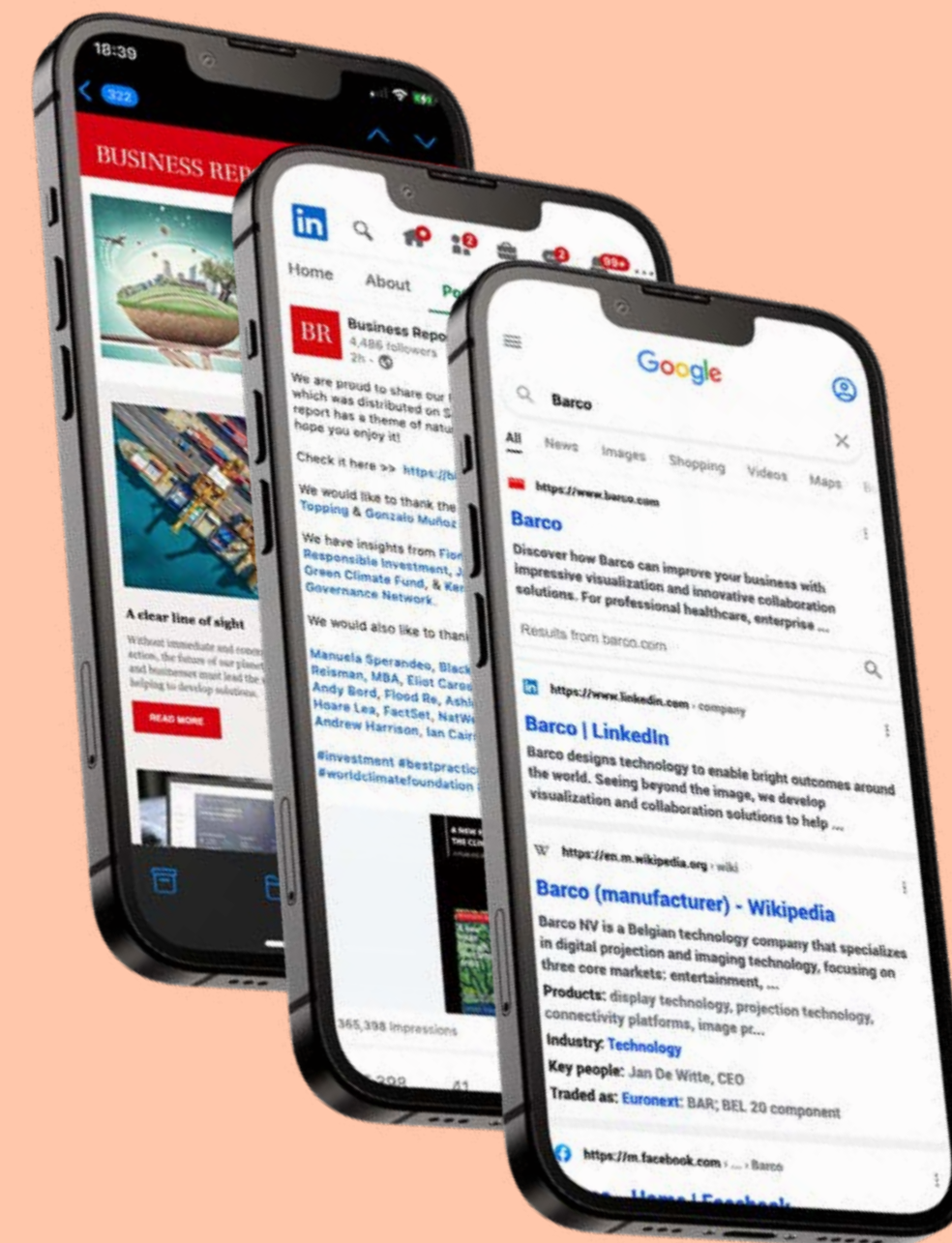
# HOW WE DRIVE TRAFFIC TO YOUR CONTENT



**YOUR ORIGINAL CONTENT**



**BUSINESS REPORTER'S  
DEDICATED HUBS**



**TRAFFIC DRIVING MEDIA**

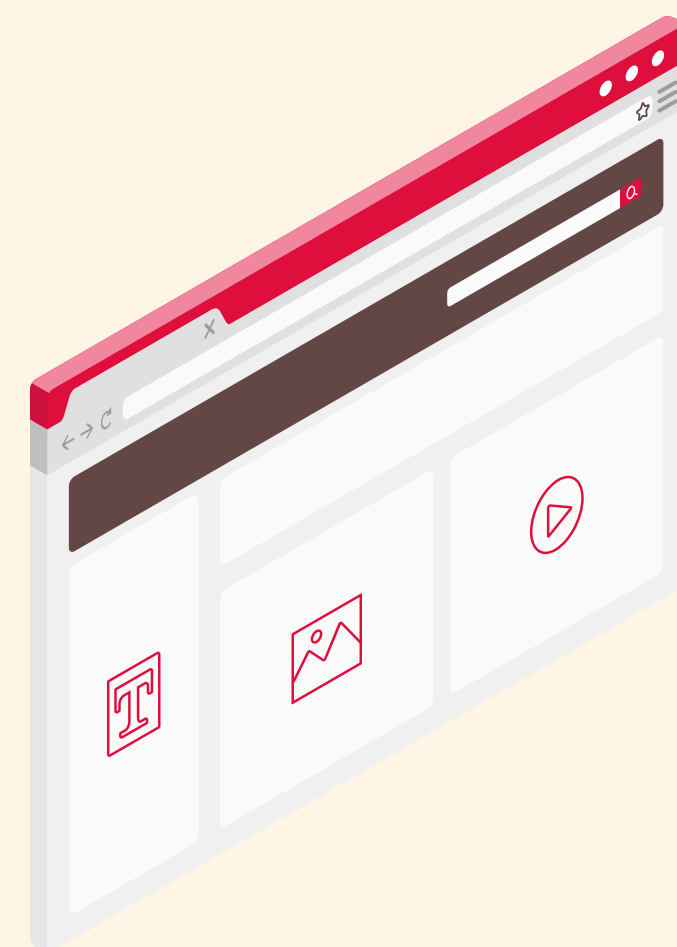


**YOUR AUDIENCE**

## YOUR CONTENT

# QUALITY CONTENT SHARED

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Whatever the format you use – video, audio, imagery or text – we will effectively promote your content to your target audience.

# QUALITY CONTENT CREATED

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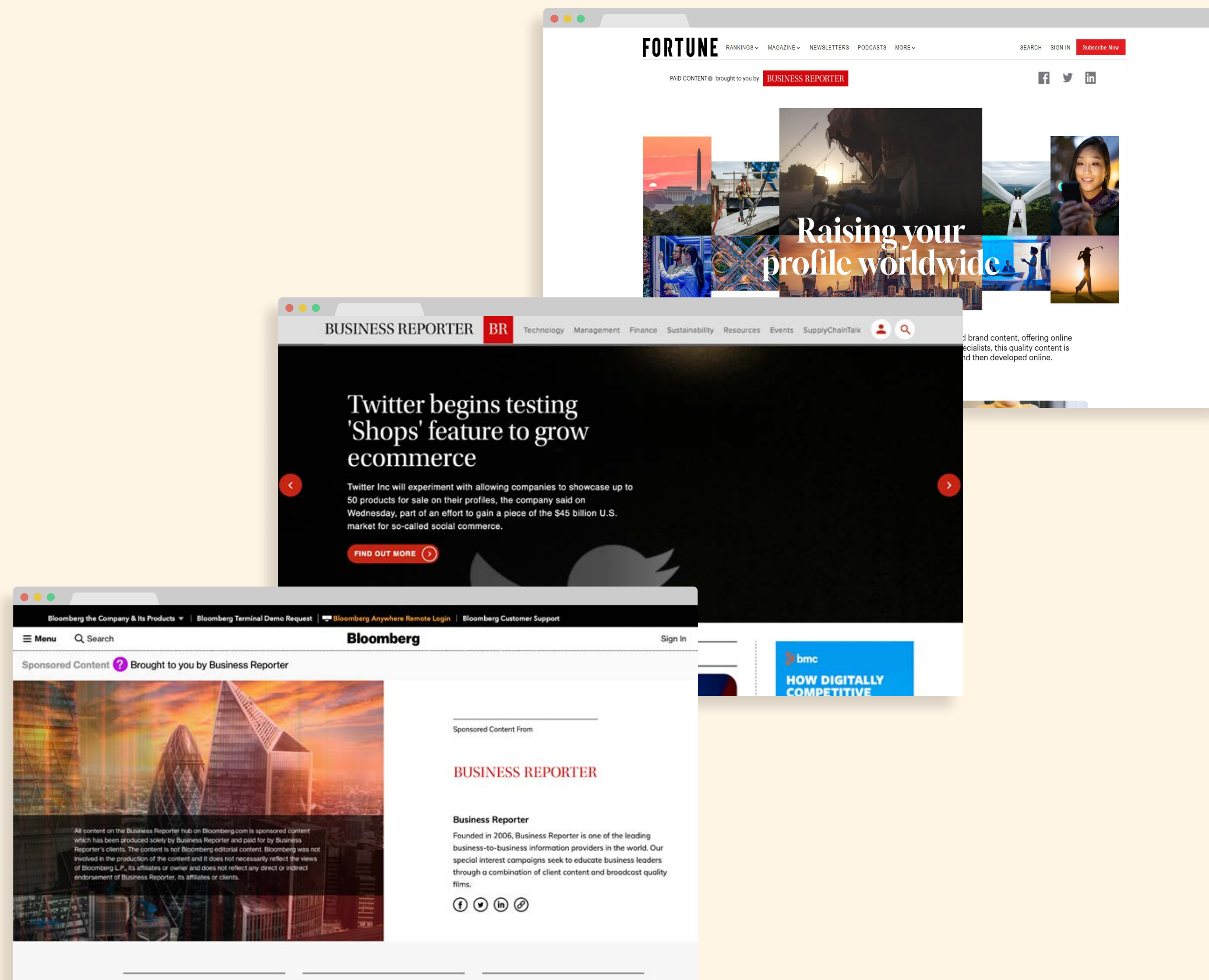
Business Reporter is an award-winning media organisation. So if you don't want to use your own content, we can create high-quality video, imagery or articles for you that will showcase the messages you want to communicate.

## HOW WE DRIVE TRAFFIC TO YOUR CONTENT

# DEDICATED HUBS

Business Reporter has dedicated hubs across numerous **Tier 1 publications** that put your content in front of key dedicated audiences.

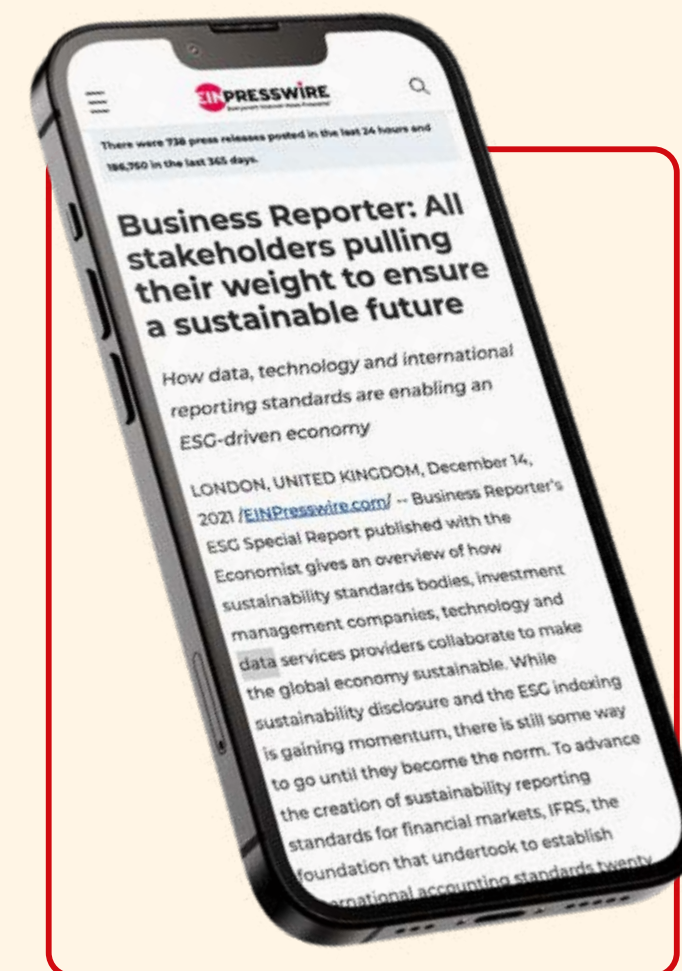
These include Bloomberg, Fortune, USA Today, Le Figaro, Business Insider Germany, NRC.nl, Il Fatto Quotidiano, WIRED and The Independent.



# HOW WE DRIVE TRAFFIC TO YOUR CONTENT

# TRAFFIC DRIVING MEDIA

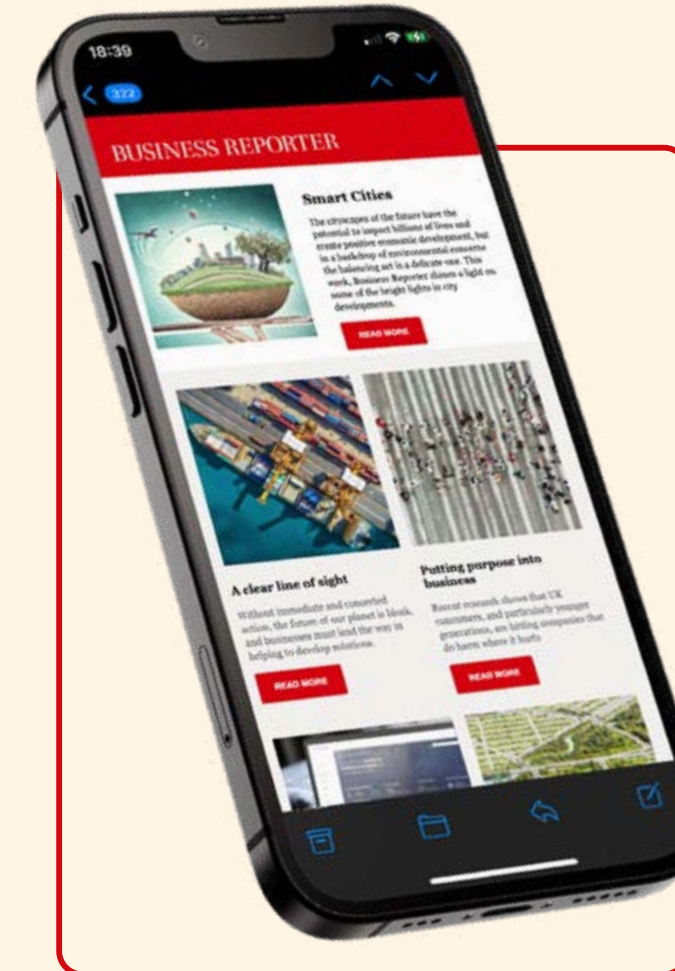
Great content demands a great audience. We bring together a unique blend of resources, tactics, platforms and strategies to ensure your content reaches the right audience with the maximum impact.



PRESS RELEASES



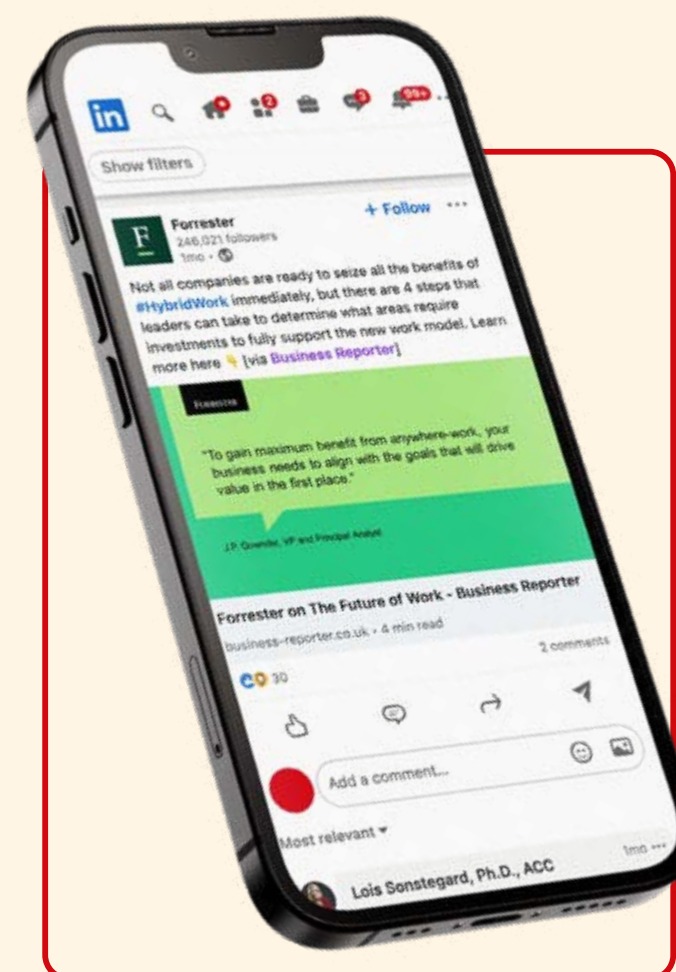
PAID MEDIA



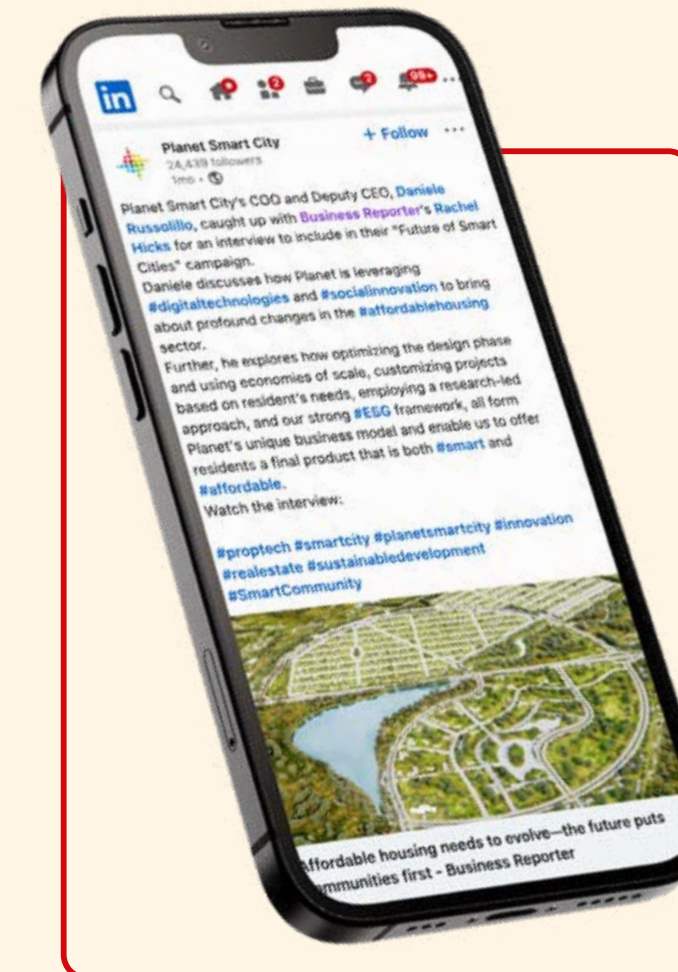
NEWSLETTERS



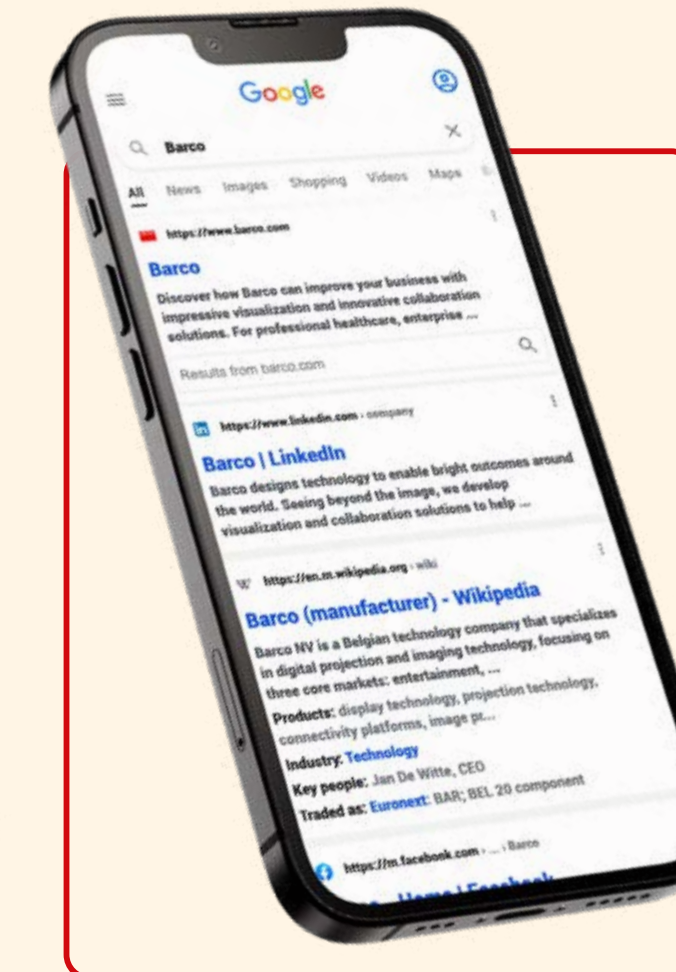
SOCIAL MEDIA



CAMPAIGN MEDIA PARTNERS



SPONSOR PROMOTION



SEARCH ENGINE OPTIMISATION

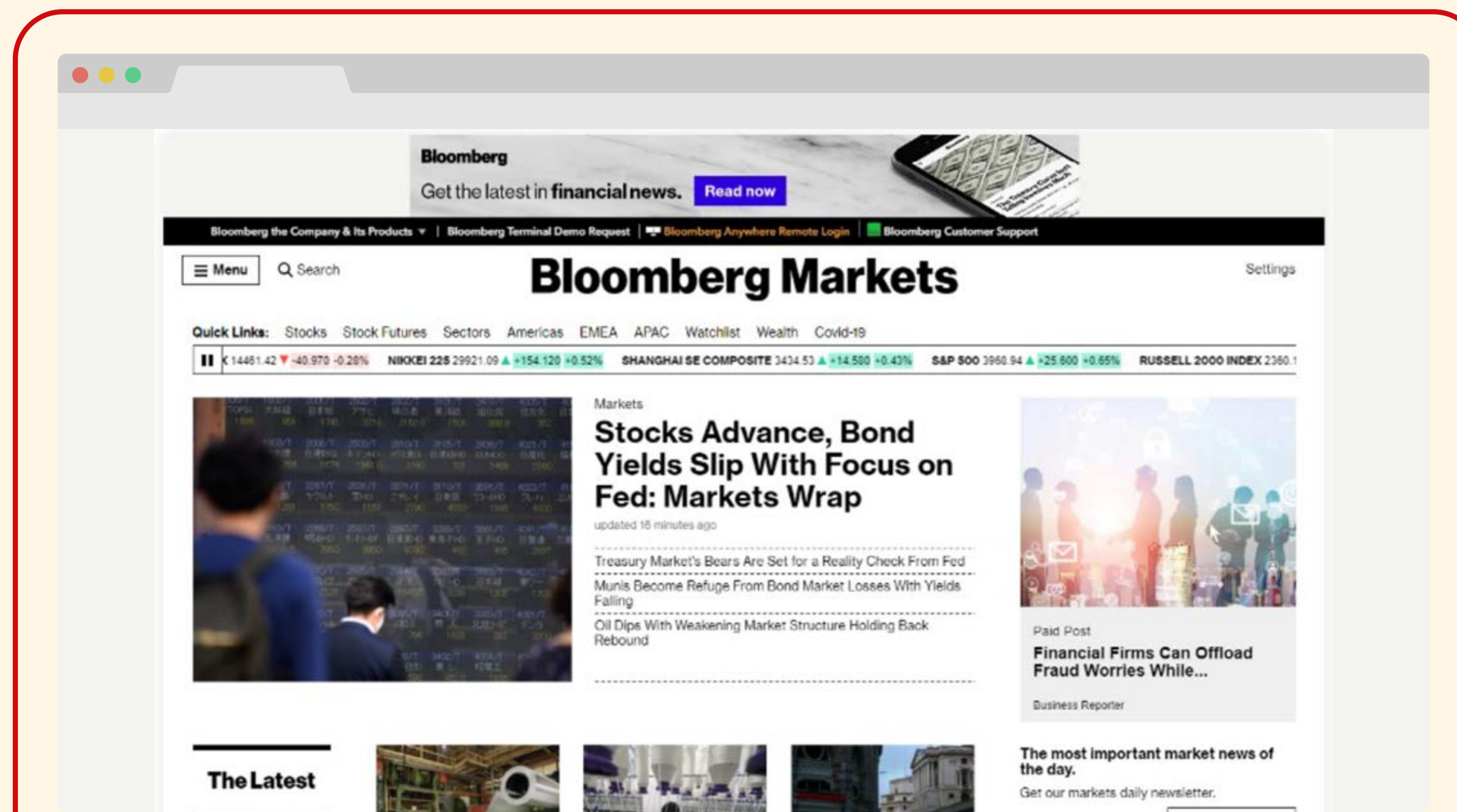


# PRESS RELEASES

Our campaigns help you achieve additional coverage for your content. We will create a bespoke press release for your content and promote it across our newswire. We have a distribution footprint that reaches millions, from business decision-makers to industry professionals and journalists.

# PAID MEDIA

Paid media on our display advertising network creates content exposure across a range of Tier 1 publishing websites, such as Wired, Bloomberg, The Guardian, CNN, The Telegraph and The Independent.

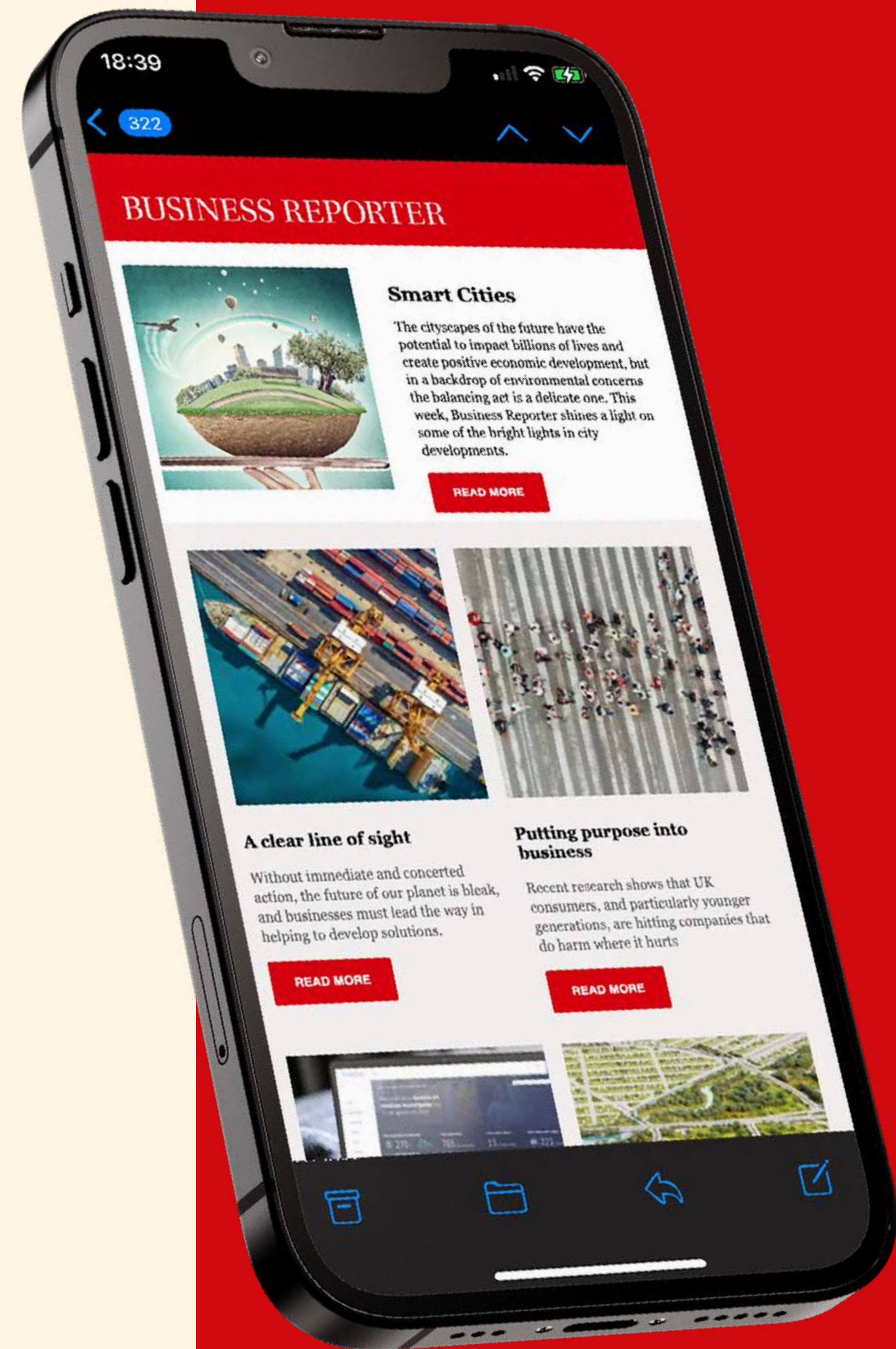
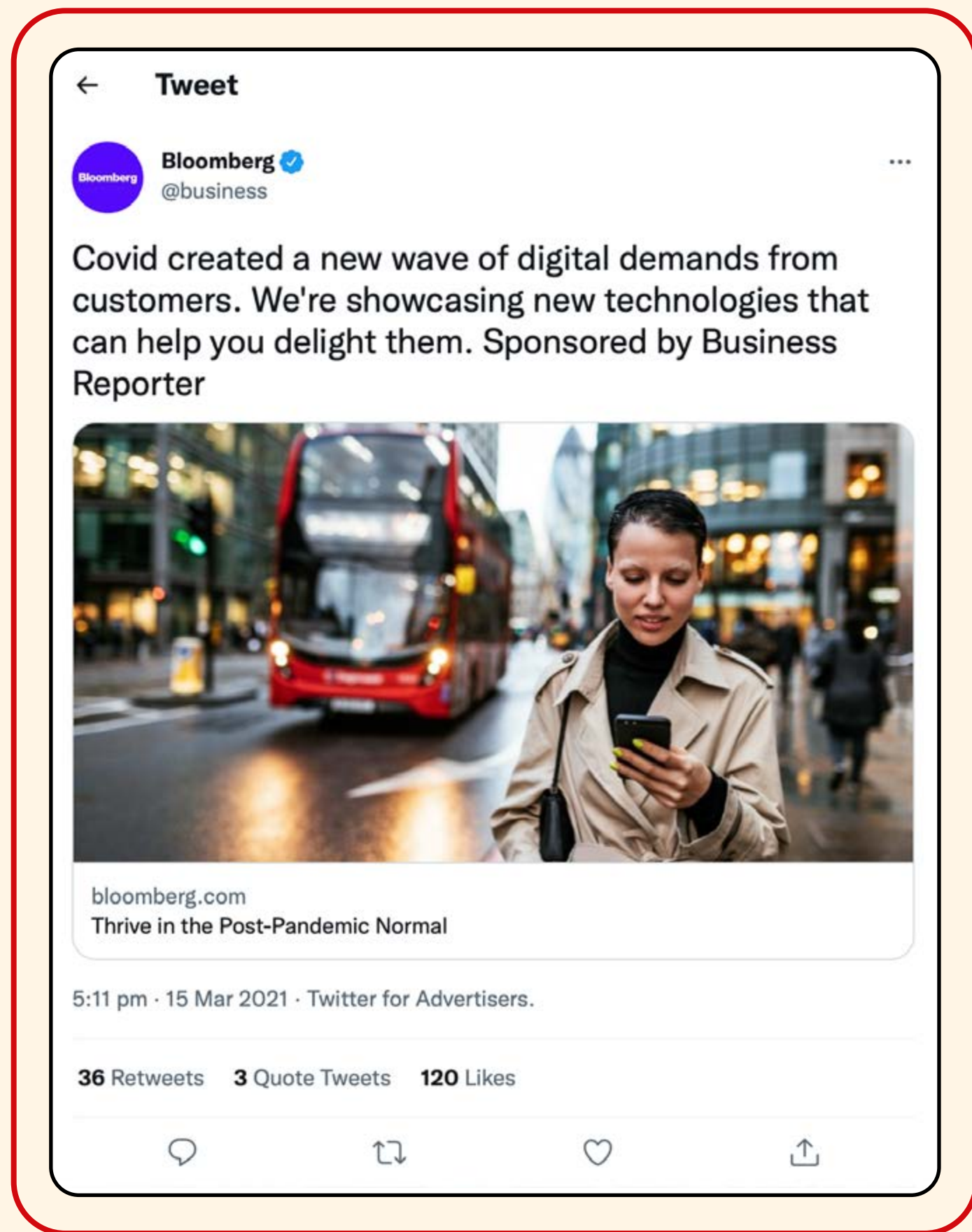


# NEWSLETTERS

Through our newsletters, your content will be actively promoted by email to our database of more than 140,000 senior business professionals.

# SOCIAL MEDIA

We have a dedicated team focused on driving engagement with your content through our social media channels. Alongside this our selected media partners will promote your content via social media: for example, our dedicated Bloomberg hub is also promoted via Bloomberg's own Twitter feed.





# CAMPAIGN MEDIA PARTNERS

Each campaign has a strategically selected group of editorial partners. As well as providing insightful, high-quality editorial content, these partners will promote your campaign to their readerships and social media followers. This increases your reach to readers and viewers by hundreds of thousands.

# SPONSOR PROMOTION

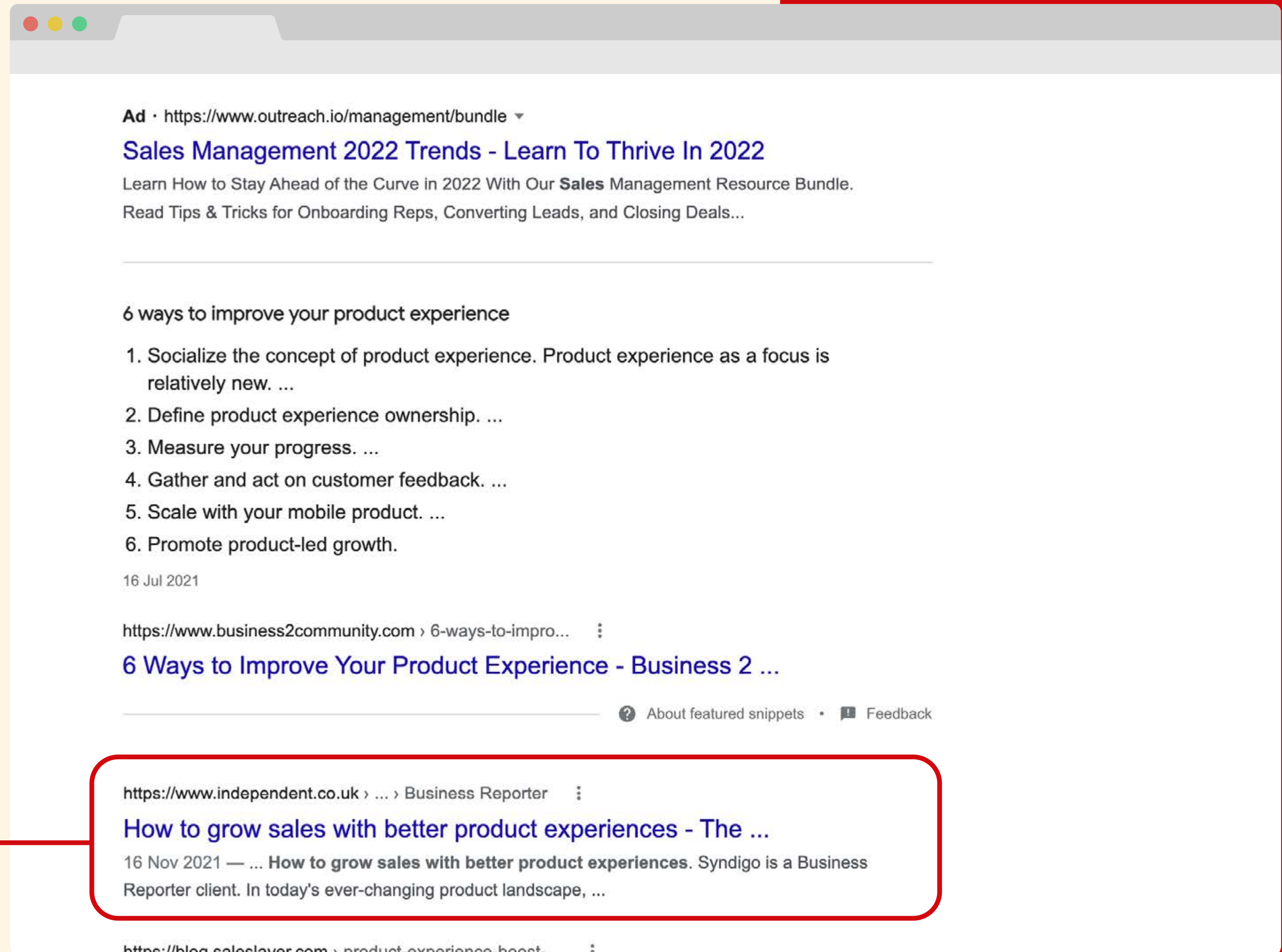
Each campaign we publish is truly collaborative.

Our sponsors are a key part of helping to amplify your message, and each campaign receives significant benefit from the combined marketing push of each sponsor involved.



# SEARCH ENGINE OPTIMISATION

Everything we do is designed to get your content onto page one of Google and other search engines. Our team and our partner platforms will ensure your content is optimised for search engines to achieve the best results from organic searches of your keywords.



# AUDIENCE

**Our unique approach means that, no matter who your audience is, where they are or what industry they represent, we can tailor a package for you that will target the right people with the right content, at the right time and on the right platform.**

