

NEWSWIRE

Sponsored Content

— SMART START —

Everything you need to know
about sponsored content.

Thank you for downloading the **Sponsored Content Smart Start.**

This guide will help you understand the basics of sponsored content, how it differs from native advertising, and how it can be paired with press releases to build brand awareness.

What is Sponsored Content?

Sponsored content refers to any form of promotional content that's paid for by a sponsor (a brand) but created and distributed by another brand or publisher.

The goal is to have a company seamlessly infuse their name, product and/or service into the content to provide the end-user with value.

When done correctly, it can strengthen a brand's authority and credibility and build a level of trust that's necessary for long-term success in the market.

Did you know? According to *Nielson*, marketers who sponsor content from a notable and trustworthy publisher see a 50 percent higher brand lift than marketers who create their own content.

Examples of Sponsored Content

Sponsored content can be created through a variety of formats and channels including:

- Articles
- Carousel ads
- Infographics
- Listicles
- Photos
- Podcasts
- Social media stories
- Videos
- And more



Examples include brand-sponsored Snapchat filters or sponsoring an article on a respected platform to build awareness, increase trust, and capitalize on relevancy.

No matter the format, the goal is to have it blend with the other content in the feed of the respective platform.

What's the Difference Between Native Advertising and Sponsored Content?

Native advertising is paid media that mirrors a website's design, style, and tone and covers a topic that's of interest to the website's target audience.

When executed correctly, native advertising should blend so well with the website's "organic" content that it's hard to spot the difference.

Furthermore, native advertising is run on a pay-to-play model and the content is meant to be educational, interesting, and targeted to the audience of the specific website. An added benefit is native ads are delivered in stream which means they typically don't disrupt the user experience.

Sponsored Content, on the other hand, is a form of native advertising as it's intended to match the form and function of the webpage. However, the main difference is sponsored content isn't a traditional ad and is typically a long-form piece of content.

Sometimes referred to as "advertorials," sponsored content, as mentioned before, is content sponsored by a brand.

This type of content is clearly marked as “sponsored” or “promoted” on the website and typically includes a call-to-action that prompts the reader to learn more about the product or service that’s being promoted throughout the piece of content.

Press Releases and Sponsored Content

Though two separate marketing initiatives, press releases and sponsored content can work in tandem to deliver the right message to the right audience at the right time.

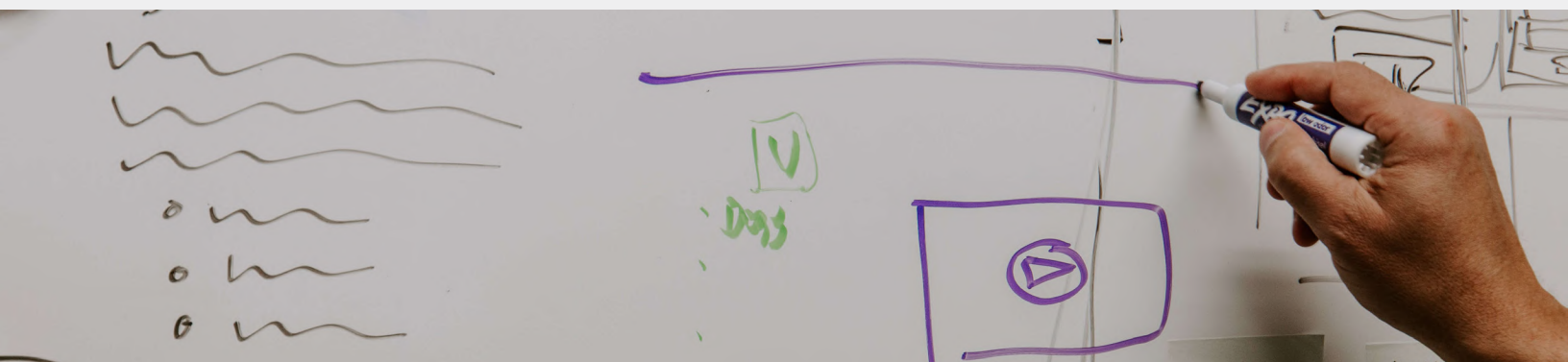
When writing press releases and planning sponsored content, you want to provide value to the end user and connect them in ways traditional advertisements can’t.

Every marketing strategy should begin with a plan and our experts at Newswire act as an extension of our clients’ teams to handle strategy and campaign execution without adding additional strain to a company’s limited staff.

By creating and implementing a plan based on overarching marketing goals, the content needs become clear.

The value of consistent press release distribution and sponsored content lies in its ability to build brand awareness while positioning a company as the experts in an industry.

Tip: Contact Newswire today to learn more about how we can turn a press release into a marketing vehicle for your integrated campaigns.



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Get help with your **press release distribution** today!

Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a **free**, comprehensive needs analysis to determine the right solution to help you meet your needs. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Earned Media Advantage Guided Tour.

Let's Get Started

EARNED MEDIA ADVANTAGE GUIDED TOUR

Distribute the **Right Message** to the **Right Audience** at the **Right Time**

Do you think the Earned Media Advantage Guided Tour might be a good option for you? Click "Let's Get Started" to schedule your free needs analysis to see how Newswire can support your media and marketing efforts!

