



## Seeing success with branded content and native ads

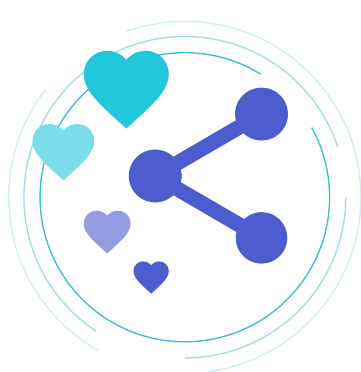
Capturing your audience’s attention while they’re watching videos or reading articles online can be a challenging task.

But if you do manage to engage people, you can create loyal brand advocates. Branded content and native ads are great for doing exactly that.

### What is branded content and native ads?

Branded content is any editorial-style media that an advertiser pays for and promotes. e.g. a luggage company could produce a travel video about airport lounges.

Native advertising is when you partner with a website to host your branded content on their site, in a way that blends in.



### Branded content and native ads can help you...

- Build engagement and reach your target audience
- Inspire longer and more frequent interactions
- Create brand advocates who like and share your content

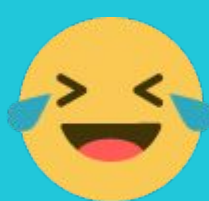
### Creating branded content

Your branded content should tap into at least one of these themes:



#### Identity

Be relatable to someone’s lifestyle or outlook



#### Emotion

Stir strong emotion that provokes a reaction



#### Information

Be a reliable source of information for your audience

### Finding the right platform

- You can share branded content on your own social media channels, or have a publishing partner share native ads on their channels.
- You could also find a content partner - a website who will host your content as native ads on their site.
- Whichever platform you choose, make sure it fits your brand, is popular with your audience, and appropriate for your chosen format.



### 3 tips for creating content that works

1. Research which content type your audience shares the most, and what works best on the site – E.g. videos, infographics.
2. Decide what relationship you want with your audience - this will influence how you talk to them.
3. Look at the conversations your target audience are having online, and think about how your brand can join them.




*Brainstorm ideas about what your audience will share, and create inexpensive forms of those ideas, like blog posts. Once you see what performs well, you can keep the conversation going by expanding into more ambitious formats, like video.*

### Your branded content checklist

- My brand has a large social media following
- I have a content/social media team
- I know what conversations my target audience are having online
- I know what content my audience likes and shares

If you’ve got all these in place, you’re in a good place to start publishing branded content. If you’re missing some of these components, why not find a partner site to team up with and try native ads?

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