

# CONTENT CENTRE

Increase Your Content Visibility through the Power of Multimedia

Multimedia content is a vital asset for your content marketing and communication plans, and research shows that a multimedia landing page or campaign microsite increases a release's visibility by 5,092%.\*

Engage your target audience with CNW's Content Centre: a custom landing page designed to drive viewer interaction with your content and help you meet your communication goals.

## Use CNW's Content Centre when you need:

- a digital media kit to inform journalists and bloggers and to facilitate sharing of multimedia assets
- a campaign-based microsite that hosts all elements of a PR or marketing initiative
- a branded, dedicated webpage to showcase a project separately from the corporate website

## INCREASE BRAND AWARENESS

Go beyond your "owned" channels to acquire new audiences and gain attention for your messages.

- Leverage CNW's industry-leading content distribution network
- Connect in leading social media networks
- Share in more than 4,300 websites, databases and online services

## TARGET YOUR AUDIENCE

Deliver compelling content to the audience you are seeking, whether consumers, professionals or the media.

- National distribution, including major media outlets
- PLUS: Expanded visibility to the thousands of influencers who follow CNW's industry-specific Twitter feeds

## ENGAGE YOUR READERS & VIEWERS

Showcase your multimedia content and prompt the interactions that produce results for your brand.

- Drive users with a prominent Call to Action
- Increase social sharing of your content

## DEMONSTRATE & SHARE RESULTS

Measure the outcomes of your campaign and plan for continued success.

- Comprehensive campaign reports
- Track campaign metrics, such as page hits, content engagement, downloads, clickthroughs, embeds and exit links



\* PR Newswire analysis of 2013 releases



## BOOST ENGAGEMENT

**Multimedia is a vital component to the success of marketing and communication objectives. A custom landing page will house your compelling assets, including:**

- Text (400 words recommended)
- Up to 10 assets included (more can be added as required, for an additional fee)
- Customized HTML-5 video player
- Call to Action button
- Social Engagement



## INCREASE AWARENESS

**Reach more searching audiences through our extensive distribution network.**

- National distribution, with assets (e.g., photo, infographic, logo, video) included
- Guaranteed at least 3,000 page views and 10,000 Facebook impressions



## EVALUATE YOUR GOALS

**Your Content Centre is designed to help you achieve your campaign goals, and we will provide you with reports so you can measure the success of your objectives.**

- Page views
- Content engagement metrics
- Downloads
- Embeds and exit links



## NOT EVERY CAMPAIGN IS ALIKE. SO NEITHER ARE OUR CONTENT CENTRES!

**We recognize that each of your campaigns will have distinct needs and goals. To that end, we've made our Content Centres customizable.**

- A variety of page design options
- Customizable strategic web placement options to provide the guaranteed views you need
- Update the content of your page as your campaign develops