

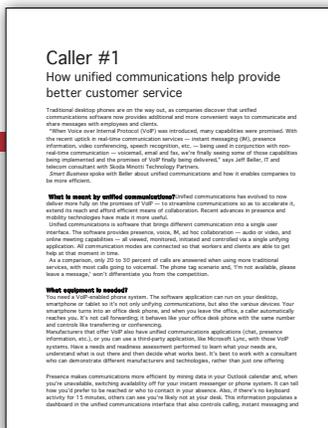


# CONTENT

Great content helps position your organization as a thought leader in your industry. An ongoing, integrated content strategy establishes that leadership position across multiple channels.

Through the Insights Content Marketing Program, we will develop articles that engage your audience with valuable, relevant information that addresses their needs. Then we will help you leverage that content across multiple channels to gain maximum value for your marketing spend.

In our 24 years in business, we have written more than 20,000 articles on hundreds of topics. We will help you create an editorial calendar that matches your marketing needs. **Then we will develop two new articles every month for your organization. We will conduct one 20- to 30-minute phone interview with a subject matter expert designed to yield two articles in an easy-to-read Q&A format.**



# WRITE ONCE, PUBLISH MANY



# CHANNELS

The key to garnering ROI from any content marketing program is simple: write once, publish many. Your content will be leveraged across a broad range of channels to maximize its ability to reach your audience.

## PRINT

Your primary monthly article will appear on an industry-exclusive basis in *Smart Business* magazine where it will reach an audited audience of senior decision makers at middle-market and large companies. You also will receive a full-page, four-color ad across from your article to support your brand in the marketplace.



## COLLATERAL

Your primary monthly article will be reproduced in a PDF file suitable for obtaining reprints to be used as marketing collateral and in emails to customers and prospects.



## WEBSITE

Your primary monthly article will be posted to our website, [www.SBOnline.com](http://www.SBOnline.com), which enjoys strong visibility in Google. Your secondary article will be sent to you in a word format for posting on your own website, where it will help with your own site's Search Engine Optimization.



## BLOG

For both monthly articles, we also will write a 100-word blog item that you can post on your site. These posts help draw the attention of site visitors to your articles, while also providing more valuable SEO-friendly content for the search engines.



## EMAIL MARKETING

Your primary monthly article will appear in our monthly From the Experts email, which is sent to thousands of business executives in the local marketplace. In addition, you can use both of your monthly articles in your own email newsletter to drive additional visibility for your content.



## SOCIAL MEDIA

For both monthly articles, we will provide you with ready-made social media posts for LinkedIn, facebook, Google+ and Twitter. These posts will provide valuable links to the content online, further boosting visibility of the articles and your website in the search engines. If you do not have a social media presence, Smart Business will push the links out via its own social media channels.



# Sampling of Current/Past Program Partners

- Aetna
- Aon
- Arthur J. Gallagher
- Capital One
- CB Richard Ellis
- Coldwell Banker
- Colliers
- Comcast
- Comerica
- Crowe Horwath
- Cushman & Wakefield
- Dykema
- Grant Thornton
- Greenburg Traurig
- Grubb & Ellis
- HealthAmerica
- Humana
- Jackson Lewis
- Kaiser Permanente
- King & Spalding
- Memorial Care
- Nationwide Insurance
- PNC
- Robert Half
- Sun Trust
- Tenet Healthcare
- Time Warner
- Toshiba
- UCLA Medical Center
- UPMC
- Towers Watson
- Wells Fargo

## HERE'S WHAT OUR PARTNERS HAVE TO SAY:

“ We have heard from several sources that they have enjoyed the publication and our articles. In several instances, we have had some new business opportunities. ”

**Stephen Christian**  
KREISCHER MILLER

“ I want to express how much name recognition traction we have received as a result of our articles in your Smart Business publication. Each banker that has been featured has received numerous phone calls and emails from clients and prospects. Our biggest hurdle in the market is name recognition and your magazine is definitely helping us gain market share. ”

**Sue Zazon**  
FIRSTMERIT BANK

“ Your Insights team has been very easy to work with and we are seeing results. ”

**Al Ertel**  
ALLIANT HEALTH PLANS

“ Smart Business has been a big plus for us. We have generated significant business from the articles, online venue and repurposing the content into branded direct marketing materials. It's been a great vehicle to demonstrate the very wide range of high level skills and thought leadership our local firm offers. The program is well run and our SB team is very supportive. ”

**Michael A. Bowlan**  
BROWN SMITH WALLACE

“ I just wanted to pass on a positive note from a friend who saw the online Insights article: “Just wanted to let you know I saw your ‘Avoiding Disaster’ article in Smart Business and it looked great!” Looks like we are off to a great start.Thanks for all the effort! ”

**Steve Vicinanza**  
BLUEWAVE COMPUTING