

HOW CAN CORPORATE PUBLISHING CHANGE YOUR BUSINESS?

● **CONTENT IS BEING CREATED** ALL THE TIME, EVERYWHERE EVERY MINUTE OF EVERY DAY:

72 hours of video is uploaded to YouTube.



277,000 tweets are posted to Twitter.

2.4 million pieces of content are shared to Facebook.

● **BRANDS NEED HELP TO STAND OUT FROM THE CROWD**

71% of European businesses are creating more content in 2015 compared to 2014.



97%

of **marketers in Europe** believe in the power of **content marketing**.

56% of European companies were planning to hire new staff or bring in new agencies to help with content marketing in 2015.



Print is one way a brand can be heard above the noise. In corporate publishing, such as customer magazines, brands control both the message and the medium – and the magazines can be kept for reference, displayed on the coffee table or shared with friends.



91%

 of **US adults** read magazines.

35% of **B2C marketers** in the **UK** use print magazines for content marketing.

35%

37% of **B2C marketers** in **North America** use print magazines for content marketing.

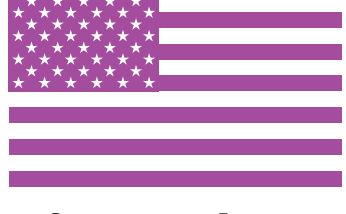


● **CONSUMERS RESPOND TO GOOD CONTENT**

Research suggests consumers think more of companies that make an effort.

57%

of consumers felt more positive towards brands generating content specifically for “people like them”.



90%

of **American consumers** find custom content useful.

78% said that custom content makes them feel like the brand cares about building a good relationship.

52%

 of readers recall both **tablet and print magazine ads**, on average.

● **HOW COULD YOU USE CORPORATE PUBLISHING TO REACH MORE CUSTOMERS?**

● **Know your target audience** inside out and match their interests to produce the best possible content.

● **Tell a story to influence** your readers, rather than overtly sell your products.

● **Get your magazine** to the right people at the right time.

● **Keep your mailing lists clean and up-to-date.**

Can you widen your audience by sending bulk copies to events, or securing distribution in airport lounges and hotels?

● **Make sure you can fulfil requests for back issues**, since you’ve invested in content.

● **Consider outsourcing subscription management and global logistics** so you can deliver the quality content that readers want – and the attention to detail that they deserve.



Used wisely, corporate publishing can **deliver the customer loyalty and recommendations** brands crave.

To find out more visit www.asendia.com/knowhow

Sources:
● Youtube, Facebook, Twitter
● FIPP
● Seven
● The CMO Council
● Content Marketing Institute
● Association of Magazine Media
● HubSpot and Smart Insights