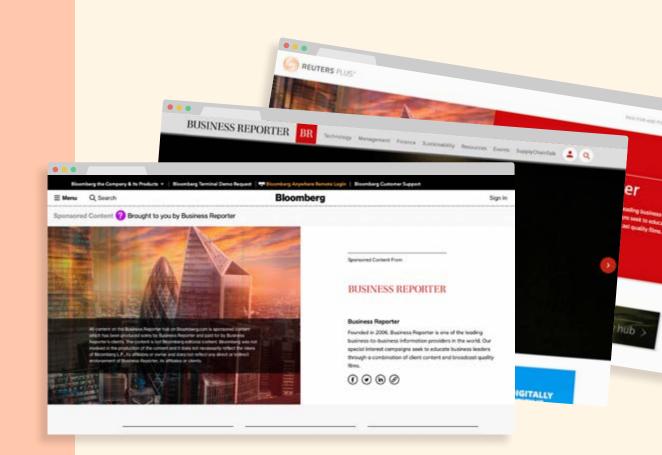
# DRIVING TRAFFIC TO YOUR CONTENT



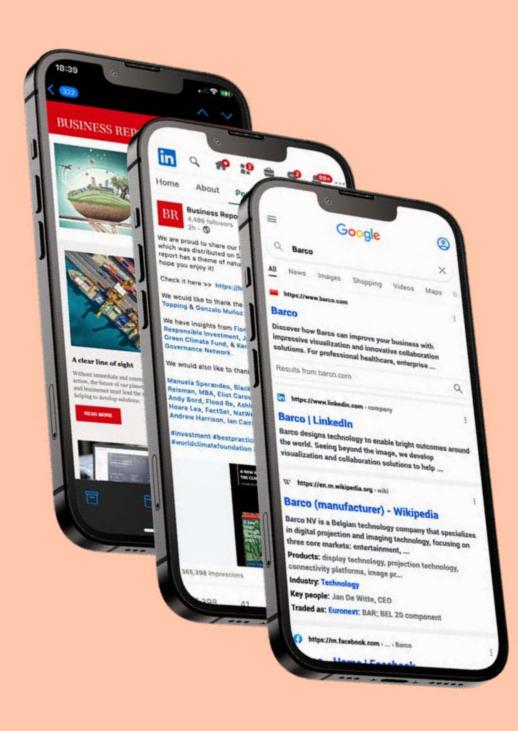
## HOW WE DRIVE TRAFFIC TO YOUR CONTENT





### YOUR ORIGINAL CONTENT







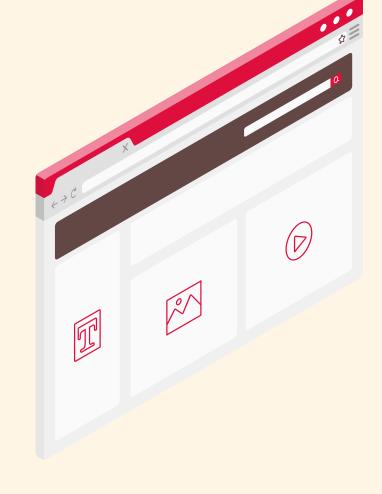
## **TRAFFIC DRIVING MEDIA**

## YOUR AUDIENCE



## **YOUR CONTENT**

## QUALITY CONTENT SHARED



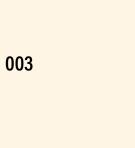
Whatever the format you use – video, audio, imagery or text - we will effectively promote your content to your target audience.

**Driving Traffic To Your Content** 





Business Reporter is an award-winning media organisation. So if you don't want to use your own content, we can create high-quality video, imagery or articles for you that will showcase the messages you want to communicate.

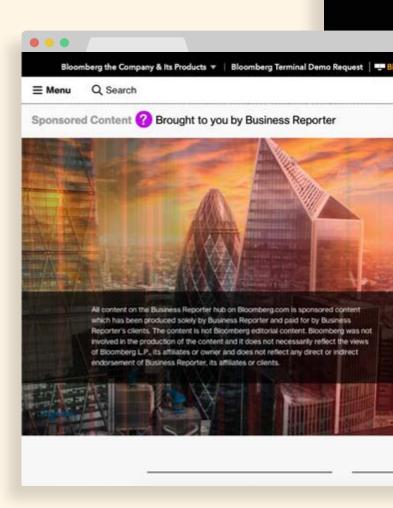


## HOW WE DRIVE TRAFFIC TO YOUR CONTENT

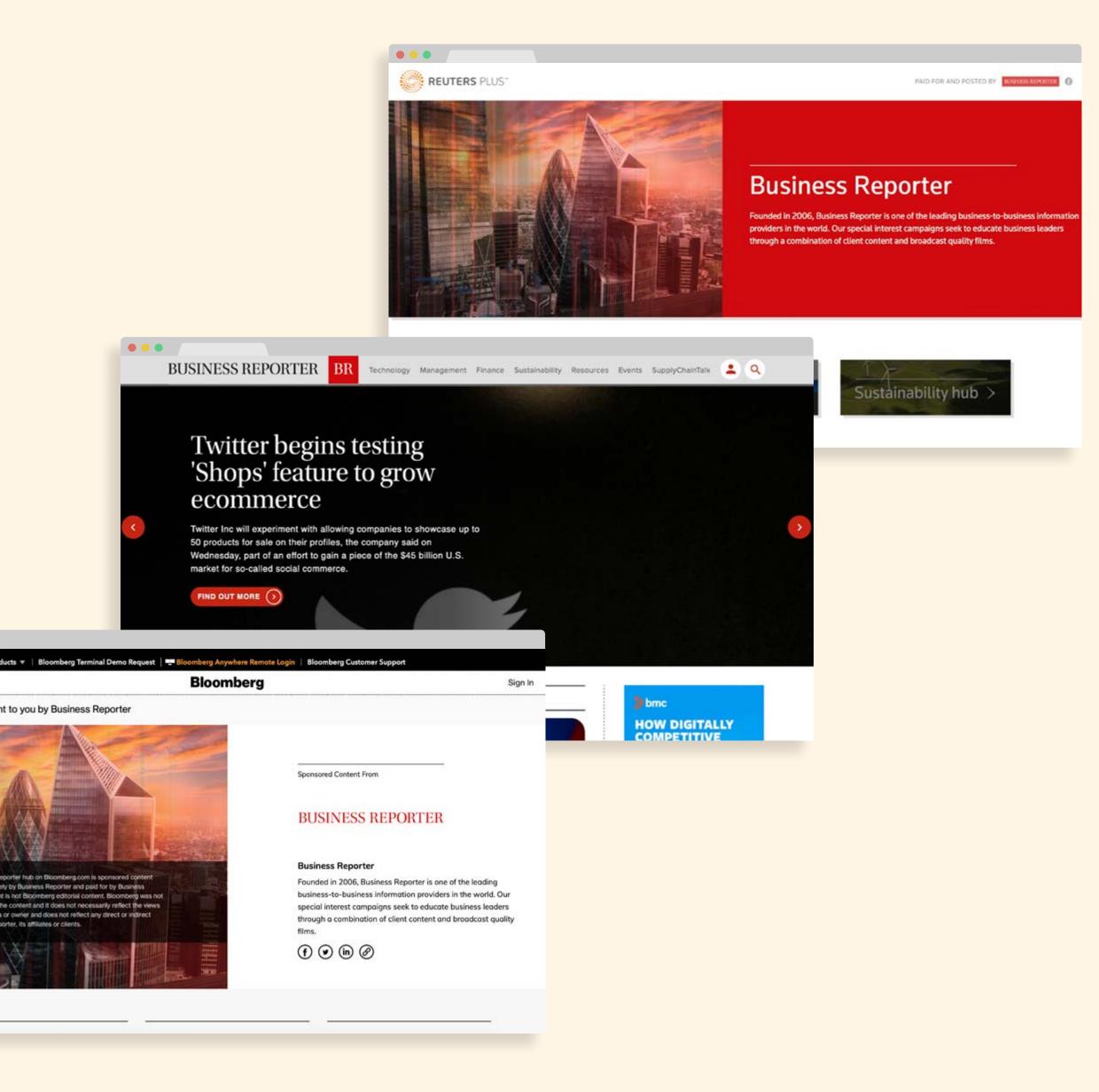
## DEDICATED HUBS

**Business Reporter has dedicated hubs** across numerous Tier 1 publications that put your content in front of key dedicated audiences.

These include Bloomberg, Reuters, Le Figaro, Business Insider Germany, NRC.nl and The Independent.



### **Driving Traffic To Your Content**

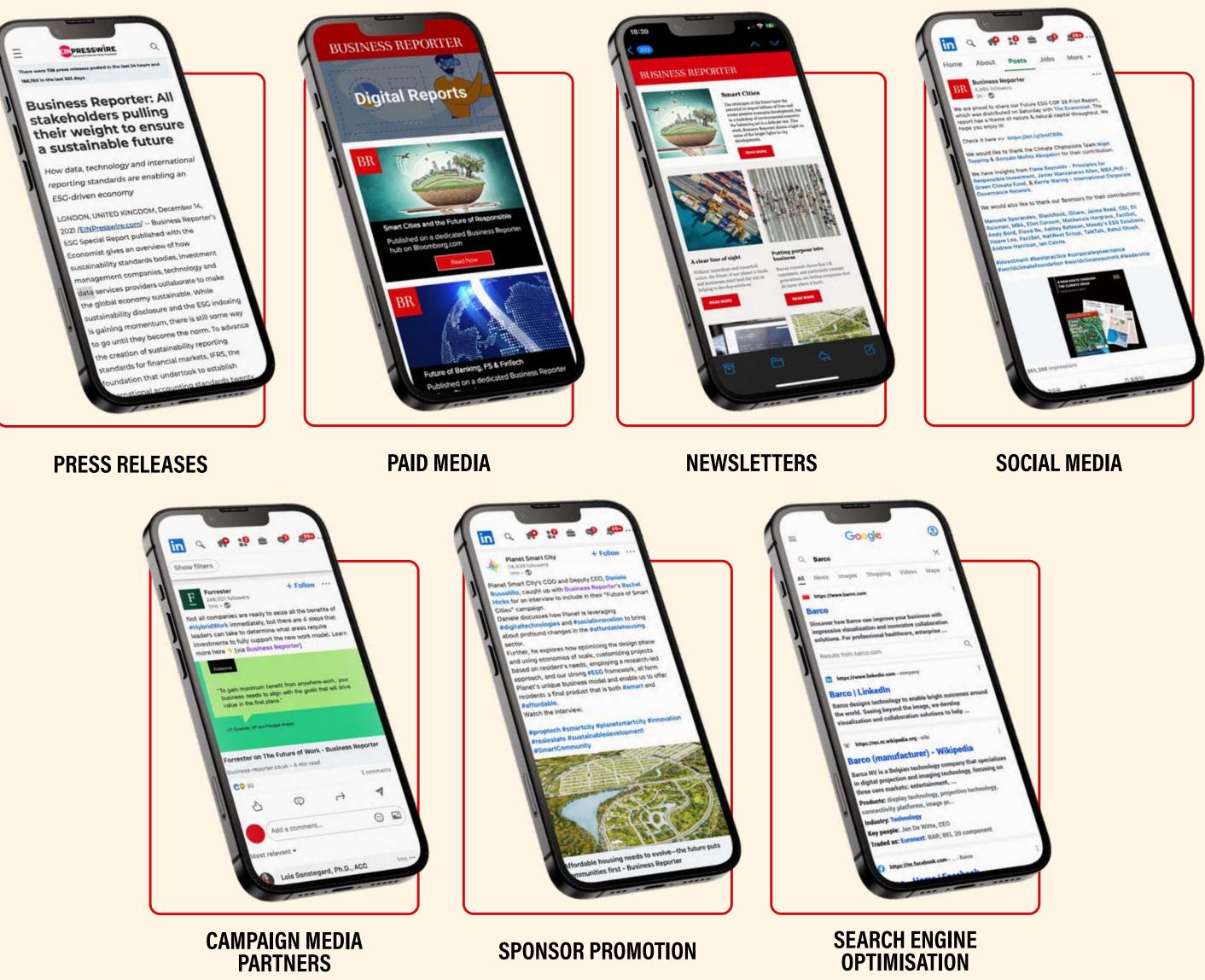




## HOW WE DRIVE TRAFFIC TO YOUR CONTENT

## TRAFFIC DRIVING MEDIA

**Great content demands a great** audience. We bring together a unique blend of resources, tactics, platforms and strategies to ensure your content reaches the right audience with the maximum impact.







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## **Business Reporter: All** stakeholders pulling their weight to ensure a sustainable future

How data, technology and international reporting standards are enabling an ESG-driven economy

LONDON, UNITED KINGDOM, December 14, 2021 /EINPresswire.com/ -- Business Reporter's ESC Special Report published with the Economist gives an overview of how sustainability standards bodies, investment management companies, technology and data services providers collaborate to make the global economy sustainable. While sustainability disclosure and the ESC indexing is gaining momentum, there is still some way to go until they become the norm. To advance the creation of sustainability reporting standards for financial markets, IFRS, the foundation that undertook to establish rnational accounting standards twenty

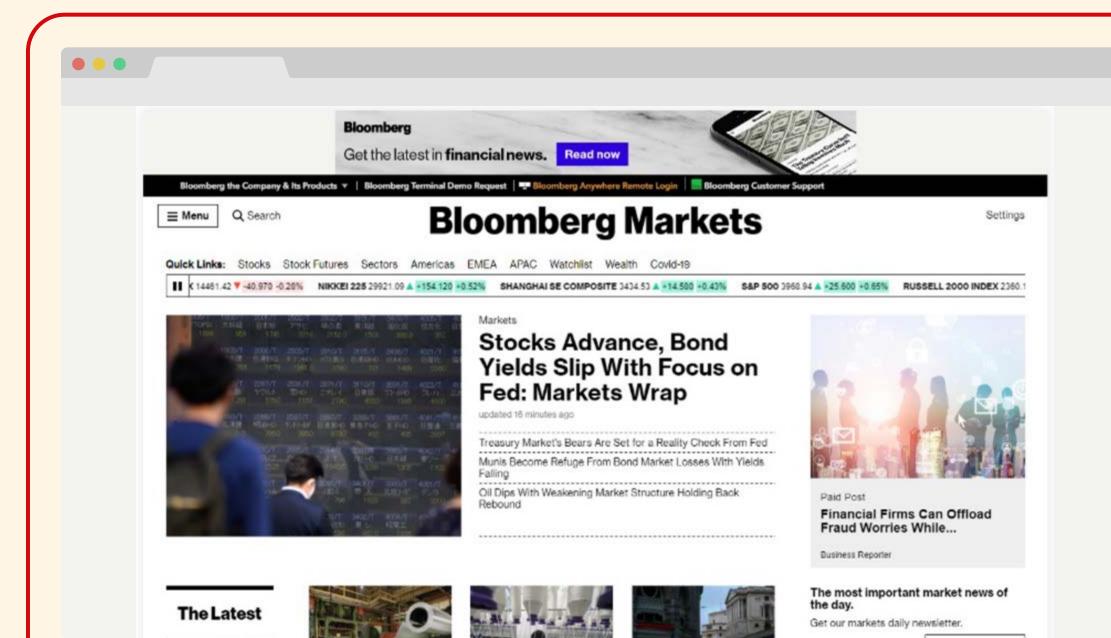
### **BUSINESS REPORTER**

## **PRESS RELEASES**

Our campaigns help you achieve additional coverage for your content. We will create a bespoke press release for your content and promote it across our newswire. We have a distribution footprint that reaches millions, from business decision-makers to industry professionals and journalists.

## PAID MEDIA

Paid media on our display advertising network creates content exposure across a range of Tier 1 publishing websites, such as Wired, Bloomberg, The Guardian, CNN, The Telegraph and The Independent.













Through our newsletters, your content will be actively promoted by email to our database of more than 140,000 senior business professionals.





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17

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## **SOCIAL MEDIA**

We have a dedicated team focused on driving engagement with your content through our social media channels. Alongside this our selected media partners will promote your content via social media: for example, our dedicated Bloomberg hub is also promoted via Bloomberg's own Twitter feed.

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NEWSLETTERS

### BUSINESS REPORTER



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### **Smart Cities**

The cityscapes of the future have the potential to impact billions of lives and create positive economic development, but in a backdrop of environmental concerns the balancing act is a delicate one. This week, Business Reporter shines a light on some of the bright lights in city developments.

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### A clear line of sight

Without immediate and concerted action, the future of our planet is bleak, and businesses must lead the way in relping to develop solutions.

### Putting purpose into business

Recent research shows that UK consumers, and particularly younger generations, are hitting companies that do harm where it hurts

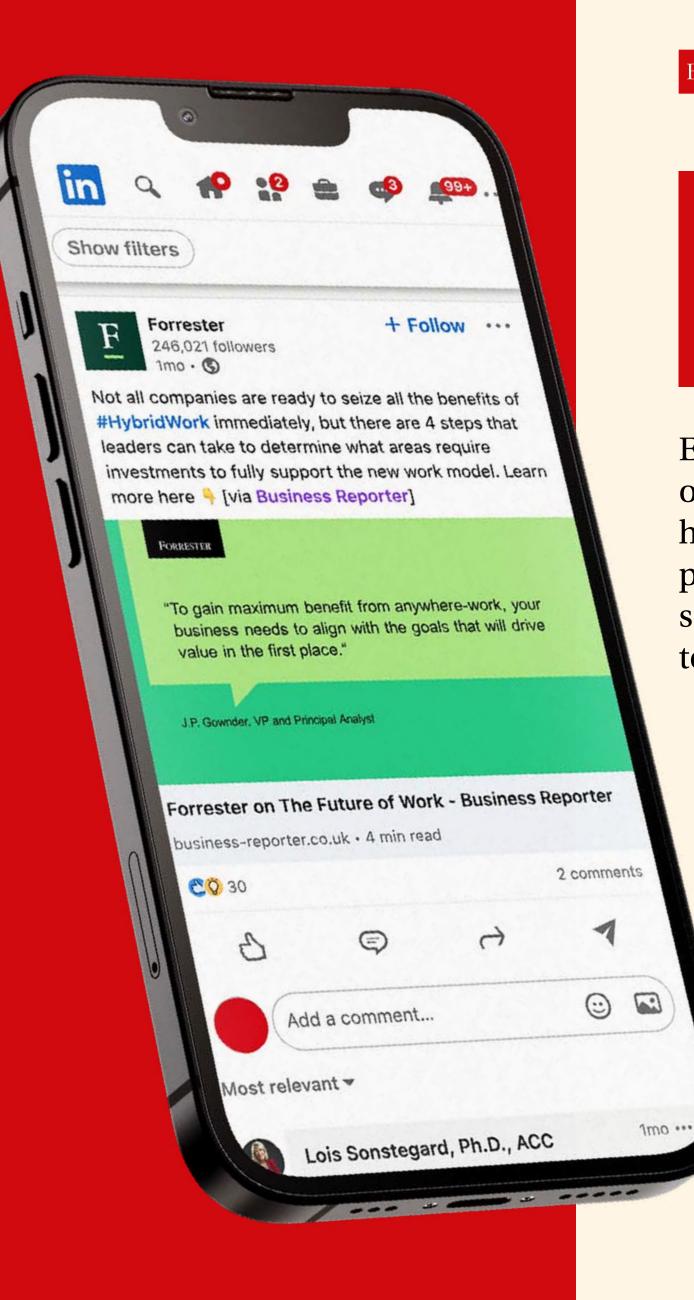
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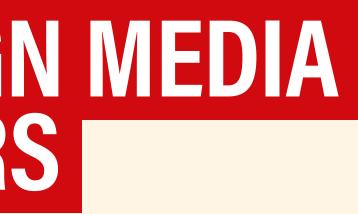




### **BUSINESS REPORTER**

## CAMPAIGN MEDIA PARTNERS

Each campaign has a strategically selected group of editorial partners. As well as providing insightful, high-quality editorial content, these partners will promote your campaign to their readerships and social media followers. This increases your reach to readers and viewers by hundreds of thousands.



## SPONSOR PROMOTION

Each campaign we publish is truly collaborative. Our sponsors are a key part of helping to amplify your message, and each campaign receives significant benefit from the combined marketing push of each sponsor involved.



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## SEARCH ENGINE OPTIMISATION

Everything we do is designed to get your content onto page one of Google and other search engines. Our team and our partner platforms will ensure your content is optimised for search engines to achieve the best results from organic searches of your keywords.

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6 ways to improve your product experience

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16 Nov 2021 - ... How to grow sales with better product experiences. Syndigo is a Business Reporter client. In today's ever-changing product landscape, ...



# AUDIENCE

Our unique approach means that, no matter who your audience is, where they are or what industry they represent, we can tailor a package for you that will target the right people with the right content, at the right time and on the right platform.



