

# Content Partnership Guidelines

Your content partnership represents an opportunity to engage directly with our audience, **generating unique insights** into a chosen subject from **industry professionals**, all steered by your supplied questions.

If you wish to capture the contact information of the respondents who complete your survey (Eg. **First Name, Last Name and E-mail address**), then you must include these fields as questions when submitting your survey questions.

For you to **get the most** that you can out of this partnership, we ask for prompt replies and approvals from our client, otherwise we cannot guarantee to meet specific pre-agreed publication deadlines.

We will need your company logo (in eps format) and any brand guidelines that we need to keep in mind when marketing your campaign.

## Your Survey

You should try to keep your survey to a maximum of 8 questions using a mixture of multiple choice and text answers, your content partner will then add another 2-3 questions. The survey runs for a maximum of 28 days, where we will use available marketing collateral to drive respondents.

### *What we need to create your survey*

A theme or subject matter for your survey

The name of your targeted partner

Questions to be used in the survey

## Post Survey write-up

Please nominate a senior member of your organisation to take part in a telephone interview where we will discuss the results

We will also conduct an interview with your content partner to get their view

Adding our own editorial will we create a 2-page piece and an infographic to include in the magazine – as per advertising standards we will label this as a content partnership

This write-up is also hosted on our website as a downloadable asset, you will receive the data of those who download it

**Cognitive Publishing retains the right to editorial control, including editing copy and creating associated materials (i.e. the infographic) in association with our house style and magazine design. Should this cause any conflicts with brand guidelines, we will discuss with yourselves and come to a collaborative solution.**

# Content Partnership workflow

## Step 1

*Week 1*

### Set up initial call

The editorial team will then begin to arrange with the partner organisation for the content.

Partner organisations are typically secured for the survey stage; in some circumstances, they may be brought on board at the post-survey reflection stage.

- Discuss topics, objectives with the editorial team
- Discuss target partner organisations

## Step 2

*Week 2*

### Client to draft up initial question set

An .EPS version of the client logo is to be supplied to the editorial team

- We recommend 8-10 questions as a maximum
- Example question sets which have performed well previously can be supplied to assist

## Step 3

*Week 4*

### Survey is built and final questions reviewed by client

The editorial team creates the necessary assets to promote the survey to our audience

## Step 4

*Week 5*

### Survey runs for a period of four weeks, marketed accordingly to our audience

- A spin-off article will be produced by the editorial team to drive further interest and traffic to the survey

# Content Partnership workflow

## Step 5

*Week 9*

Survey results are collated and shared with the client and partner organisation, allowing time for review

## Step 6

*Week 10*

The editorial team will produce reflections from ourselves, the partner organisation and the client.

- This will usually involve a short telephone interview with a representative from the client
- Typically, the editorial team will write up the reflections for the client from this call, to then be reviewed and signed off
- Should a client wish, we are happy for the client to write/produce the reflections and supply them to us themselves

## Step 7

*Week 12*

Reflections are packaged into a **whitepaper asset** which will be shared with the client and hosted on the respected brands website

- This asset will then be further marketed over a period after to gather further data/leads
- A spin-off article will be produced by the editorial team to drive further interest and traffic to the asset

## Step 8

The whitepaper asset and an associated article will be published/promoted in the next available digital magazine edition

Total:  
12 weeks  
(from order to completed)