

Content Partnership Guidelines

We will need your company logo (in .EPS file format) and any relevant brand guidelines which we may be required to refer to when marketing your campaign

Your content partnership represents an opportunity to bring your valuable insights and solutions direct to our audience, sparking conversation around a chosen subject and positioning yourself as thought leaders on a key topic impacting our industry.

If you wish to capture specific contact information from those who download your gated content (e.g. first name, last name and email address) then you must inform the team of these specific fields during the Discovery Call to ensure they are included on the webform.

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

Discovery Call

As a first step, our team will agree a kicking off Discovery Call with yourselves, where we will seek to define your goals and objectives for the campaign.

During this call, we will set expectations and next steps which need to be met to ensure the successful delivery of the campaign. We will also discuss potential target organisations for our editorial team to approach for expert industry comment to add to the finished whitepaper asset.

As well, we will at this step want to know the name and job role of the interviewee(s) which we will be engaging with from your organisation, as well as the potential subject matter you are looking for us to cover. A date will be agreed in this call for the interview to be carried out - carried out by a member of our editorial team, by phone or video conferencing platform unless otherwise agreed.

Your Interview

The interview should take approximately 30 minutes - 1 hour to complete. We would always recommend a client airs on the side of caution when allocating time in their day for this call.

Questions/talking points can be shared with yourselves prior to the call, to give you a chance to prepare, but there may be additional lines of questioning on the day based on the answers provided.

These interviews will typically be carried out by a member of our editorial team, either by telephone (in which case, it will be automatically recorded) or through a video conferencing software, where either ourselves will record it or we would ask that you would do so. This recording would only be used for transcription purposes, but is an important step for us to ensure accuracy of quotations.

The Article / Whitepaper

Your interview article will be published in the next available edition of the magazine. It will also be used, along with other available collateral, to promote your gated whitepaper asset (where we will be able to capture leads).

Typically, we find the interview article works best as a piece focusing on subject matter or raising awareness of a challenge, while the whitepaper asset is often best framed as offering solutions to a problem - how your organisation and what you are discussing can help our audience overcome these challenges.

Where appropriate, we will also create infographic assets to help further illustrate the information in your whitepaper.

You will receive the data of all those who access the whitepaper asset, which will be hosted on our website as a downloadable asset behind a gated webform.

Step

1

Discovery Call

Our first step in your campaign is to set up the Discovery Call where we will find out:

- Your aims and objectives for the campaign
- Target organisations you would like our editorial team to approach for further comment
- Arrange a date for the interview with the representative from your organisation

Week 1

Step

2

Interview

Carry out the interview with your representative (30 minutes - 1 hour)

During this stage, our editorial team will also carry out the interviews with the key individuals from the targeted organisation

Week 2 - 3

Step

3

Review & Publication

The interview article and whitepaper asset will be written, reviewed and prepared for publication

Our in-house designer will also produce any illustrative work or collateral needed for the finished piece and promotion

Week 4

Step

4

Promotion of Article & Gated Asset

The interview article will be published in the next available digital magazine edition

The completed whitepaper asset will be published on our website, behind a gated webform to generate leads, and promoted through the magazine article and additional available collateral