

## Native Advertising Best Practices

Native advertising is an opportunity to engage readers and position a client as an expert source. Articles can share data, case studies and anecdotal experiences to make the point.

Two questions to ask about your native advertising piece:

1. Would I want to read it?
2. Would I want to share it with family/friends/co-workers?

### Best practices

1. Tap into your expertise. What are you best at? What are you working on? Who is doing that work? Hold that thought ...

2. **Then take the next step.** Think about how that information might be of interest – or of use – to your audience. There needs to be some payoff for the reader – an emotional impact or information they can use or show off with – not just a cool story that **you** want them to know about.

- Can I give them 5 tips on how to do something faster, better, easier?
- Can I give them a behind-the-scenes peek into how something gets made?
- Can I share a human-interest story that'll tug at some heartstrings? (Note: These are most successful when they tell of extraordinary circumstances, or offer insights with real-life use for readers.)
- Can I use a series of great images to show something exciting or new or funny?
- Can I relate something to an upcoming event or holiday, or a recent study or report?

3. Do meet the needs/wants of your audience. Inform them. Or entertain them!

4. Don't overtly promote your product, business or organization.

5. Do use an expert from your business or organization to share their insights, where appropriate. (Example: Master mechanic commenting in an article about prepping your vehicle for a road trip.)

6. Don't use insider jargon.

7. Do use a tone meant for a general audience.

8. **Once your article is published, share it on your social channels. Encourage your staff to do the same. Add a link, widget or RSS feed to your website.**

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