

beijingkids

2013 Content Marketing Packages



How does Content Marketing work?

- Rather than make traditional "sales pitch," brands appeal to readers by providing them with informative and entertaining content on subjects they will enjoy reading about
- Brand pays for content (and branding) to be placed in editorial content stream
- Brand logo appears, associating brand clearly with content
- Readers who enjoy the content will make positive associations with brand

What does Content Marketing look like?

- **Publication/platform:** *beijingkids* website (www.beijing-kids.com)
- **Placement:** Appears in blog content stream with all other editorial content
- **Branding:** Client logo appears alongside the content
- **Identified as paid-for:** Marked "Sponsored by _____"
- **Limited:** Maximum one Branded or Sponsored post per day on *beijing-kids.com* blog
- **Text:** Minimum 100 words, maximum 500 words per post
- **Tone:** In line with voice of relevant publication

Content Marketing Packages

beijingkids currently offers two distinct types of Content Marketing package:

- **Branded Content:** Features client's branding; content is written by one of our freelance writers; contains no reference to client
- **Sponsored Content:** Features client's branding; content is created by client; client has freedom (within limitations set in submission guidelines) to set topics discussed in content

	BRANDED CONTENT	SPONSORED CONTENT
Who writes the content?	<i>beijingkids</i> freelance writer	Client provides
Can content mention the client?	No	Yes
Does client have approval rights?	No	Yes
What format?	Text/photos only	Text/photos/video
Appears in main blog stream?	Yes	Yes
Client's logo appears?	Yes	Yes
"Sponsored by ..." message?	Yes	Yes
Marked by shaded box?	Yes	Yes
Minimum contract length	12 weeks	12 weeks
Maximum number of posts per week	1	1
When is blog posted?	Same day and time each week (as agreed in contract)	Same day and time each week (as agreed in contract)
Price (per series of 12 posts)	RMB 27,000	RMB 42,000

Need more information?

To request a quote or for further inquiries, contact your Sales Executive or contact True Run Media's Sales team:

Tel: 5820 7881 Email: sales@truerun.com

beijingkids 2013 内容营销套餐



何为内容营销?

- 品牌方在特定的话题上为读者提供信息化及娱乐化的内容, 让读者享受整个阅读过程
- 品牌方付费以将该内容穿插到编辑内容系统中
- 在品牌方与内容联系的同时体现品牌方的标识 (logo)
- 喜欢内容的读者对该品牌产生积极联想

内容营销会是什么样的?

- 出版物/平台: *beijingkids* 网站 (www.beijing-kids.com)
- 位置: 穿插在其他编辑内容流中
- 品牌体现: 客户标识 (logo) 与内容内容同时出现
- 付费标识: 有“由_____赞助”的标注
- 有限性: 每天的品牌内容与赞助性内容有数量上限制
- 字数: 每篇至少100字, 至多500字
- 行文风格: 与刊载出版物的行文风格保持一致

内容营销套餐

beijingkids 目前提供两种不同的内容营销套餐

- **品牌内容:** 由*beijingkids* 独立撰稿人撰写, 内容吸引品牌的目标客户, 但不直接提及客户品牌。
- **赞助内容:** 由客户提供内容并掌控讨论话题 (须遵循文章限制及内容提交准则)

	品牌内容	赞助性内容
谁撰写内容?	<i>beijingkids</i> 独立撰稿人	客户提供
内容中可以提到客户吗?	不	是
客户有审阅权吗?	不	是
什么样的形式?	只可以是文字加图片	文字/ 图片/ 视频
在博客主页上显示吗?	是	是
体现客户logo吗?	是	是
有“由_____赞助”的标注吗?	是	是
有阴影框架标记吗?	是	是
最短合同时间	12周	12周
每周最多内容篇数	1篇	1篇
内容何时发布?	每周同一时间 (按照合同约定)	每周同一时间 (按照合同约定)
价格 (按每12篇内容计算)	RMB 27,000	RMB 42,000

更多信息

如需更多信息, 请联系您的销售代表或者直接联系True Run Media销售部门:

电话: 5820 7881 邮箱: sales@truerun.com