

BIC Native Ad/Single-Sponsor E-Newsletter Best Practices

A Native Ad/Single-Sponsor E-Newsletter is content in an online publication that appears similar to a regular news article but is paid for by an advertiser. The goal is ultimately to promote the advertiser's products or services, without making it blatantly obvious. You want to create an editorial piece that embeds the proposition within the story.

The following guide offers some best practices to help marketers create and implement successful sponsored ad campaigns with BIC Magazine's target audience:

Aim to add value

Don't start out with a heavy sales pitch or mention your company up front, instead try to engage your audience by telling a story that finds their pain point and guide them through ways your product/service can solve their problem. Start with the end in mind. What is the next step you want people to take to get closer to your offer?

- Give them helpful tips and tricks
- Answer questions they may have
- Resolve a known industry problem
- Share best practices
- Offer advice and give examples
- Write a headline that looks and feels like a news story – not a marketing piece or advertisement.

Provide engaging content that ends with a call-to-action

Give readers useful content that makes them want to continue reading, like a good spy novel, and entice them to ask for more information, like "click here to receive ..." *XYZ Case Study, Best Practices Guide*, etc. A call-to-action should include a web link (we can embed a unique URL), an email address (ideally with a person's name), and phone number.

Editorial style recommendations

When writing a Native Ad or Single-Sponsor E-Newsletter, you'll want it to look and sound as much like a news article as possible to establish credibility.

- Writing in third person will come across more credible for native ads
- Don't exaggerate by using exclamation marks, excessive bolding or all caps
- Avoid being too wordy. Brevity is your best friend when it comes to writing native ad copy
- Use active voice rather than passive to keep the reader engaged
- Always include a clear call-to-action!

Feel free to contact Jana Stafford with BIC for a content marketing consultation at jstafford@bicalliance.com

- [Single-Sponsor E-Newsletter example](#)
- [Native Ad example 1](#) [Native Ad example 2](#)