The Branded Content Project

THE BUSINESS OF STORYTELLING
“Marketing is no longer about the stuff you make, but about the stories you tell.”

- Seth Godin
$1 Million in Funding
57% of B2C marketers expect their content marketing budgets to increase in 2019.

Content Marketing Institute - 2018
just under 40
THE ALPHA GROUP
Catherine Badalamente
VP Digital
PROJECT: GRAHAM MEDIA GROUP
LOCATION: DETROIT, MI

PROJECT FOCUS:

DATA DRIVEN DECISIONS
PROJECT: SHAW MEDIA
LOCATION: CHICAGO, IL

Evie Kevish
Project Manager
PROJECT: SHAW MEDIA
LOCATION: CHICAGO, IL

PROJECT FOCUS:

REPORTING AND ANALYTICS
PROJECT: WRAL
LOCATION: RALEIGH, NC

John Conway
General Manager – CBC New Media
COMMUNITY AWARENESS PROJECT

PROJECT: WRAL
LOCATION: RALEIGH, NC

COMMUNITY AWARENESS
PROJECT: LOCALISH
LOCATION: LOS ANGELES, CA
PROJECT: LOCALISH
LOCATION: LOS ANGELES, CA

★ ★ ★ ★ ★
PROJECT
FOCUS:

COMMUNITY EVENTS
PROJECT: DALLAS MORNING NEWS
LOCATION: DALLAS, TX
Connect corporations, causes and the community to increase economic advancement for all
PROJECT: DALLAS MORNING NEWS
LOCATION: DALLAS, TX

PROJECT FOCUS:

CAUSE MARKETING
PROJECT: CREATIVE LAB
LOCATION: KANSAS CITY, MO
PROJECT: TEXAS TRIBUNE
LOCATION: AUSTIN, TX
PROJECT: TEXAS TRIBUNE
LOCATION: AUSTIN, TX

PROJECT FOCUS:
★ ★ ★ ★ ★

TRANSFERRING TRIB TALK
PRE-BETA GROUP
Joseph Naylor
Senior Director – Product Management, Data Management & Ad Platforms
WHAT DID WE LEARN
75% of respondents sold branded content to primarily local businesses.
LMA / LMC Branded Application In 2019

TOP 5 CATEGORIES

1. HEALTH AND WELLNESS
2. FINANCIAL AND INSURANCE
3. ENTERTAINMENT
4. RETAIL
5. AUTOMOTIVE
92% of respondents create content in house.
30% of respondents had a profit margin above 50%.

72% of respondents had a profit margin above 21%.
of respondents had a retention rate above 80%.
GROWING BRANDED CONTENT

WAYS TO GROW REVENUE
5 WAYS TO GROW $$$

FIND YOUR EVANGELIST
5 WAYS TO GROW $$$

THE HEAVY LIFTING
5 WAYS TO GROW $$$

FIND YOUR AUDIENCE
5 WAYS TO GROW $$$

PREMIUM PRICING
5 WAYS TO GROW $$$

EDUCATION FOR ALL
RESEARCH PHASE

• FOCUS GROUPS - 7 MARKETS
• LOS ANGELES, RALEIGH, KANSAS CITY, CHICAGO, DETROIT, AUSTIN, DALLAS
RESEARCH PHASE
“Branded content is the only thing that matters”
Everyone Wins
ELEVATE

CHICAGO

September 17-19
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SELLBRANDED.COM

What's your story?