

Fourteen Ideas for Creating Successful Sponsor Content

A Guide to using concepts and materials you may already have at your disposal to help inspire your creativity and engage your readers.



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Including interesting articles, announcements, and other types of content in your newsletter might seem like no easy feat. Like many, you might find it difficult to come up with meaningful topics that will entice and engage your readers and keep them coming back for more. The Sponsor Content slots provide a significant opportunity for you to reach out to your clients, prospects, referral sources and other contacts in various ways. Using this important feature regularly can help put your firm or company first on the minds of your contacts. Whether you are communicating educational information to keep your clients up-to-date or soft news such as a recent promotion, Sponsor Content can play a crucial role in positioning your firm at different levels. So, what's stopping you from using Sponsor Content to reach your recipients? If the answer is "we have no idea what to write about or include"... look no further!

Make it Personal

There are a wide range of topics that can serve as the focus for Sponsor Content. When trying to come up with the perfect idea for an effective announcement or article, many people lose sight of the more obvious things that can prove to be just as compelling. Something as simple as a team member spotlight item, for example, can go a long way. Look around your office at your colleagues. Take notice of your firm's culture and interactions with people, events that are occurring, etc. Sometimes the simplest of things can prove to be the most impressive in the eyes of your readers.

Below are 14 topics that can guide you in creating and utilizing content.

- 1. Products & Services:** Showcase the various services your firm or company offers. Chances are your clients are only aware of the specific service you provide to them and not all of the services your firm offers. If your website has a different page for each service area, use the External Landing URL feature to link to each page. Create a sponsor content item for each of your service areas quickly and easily with very little effort and then showcase a different service each month.
- 2. Educational Pieces:** One effective way to showcase your service areas, as mentioned above, is to include educational pieces that speak to those services with specific examples. Ask a professional at your firm to write an article that will educate your readers and provide them with insight on a specific topic. Such a strategy can dovetail nicely with your firm's ability to be of service in that particular area. Include a call to action at the end of the article.

“Creativity is not the finding of a thing, but the making something out of it after it is found.”

James Russell Lowell
American Poet, Critic, Essayist,
Editor and Diplomat, 1819-1891



3. Team Member Spotlights: Profile various members of your team on a regular basis. These items tend to be extremely popular and read frequently. Readers want to know more about the people who make up your firm. Include a photo and a nice write-up about each team member. Spotlight anyone ranging from partners to administrative employees.

4. Client Spotlights: Don't be afraid to ask some of your clients if you can profile them in the e-Newsletter. Perhaps a business client has a recent success story to share. Interview the client, include a photo and ask the client for a testimonial if it makes sense for that article.

5. Community: Include information on any type of firm involvement in your community. This can range from fundraising events to golf outings to special events that some of your team members participated in recently.

6. Awards & Recognition: If your firm or a member on your team has been recognized in some way, shape or form, include that information in your newsletter. If a team member has passed the CPA exam, acknowledge and congratulate that individual. If your firm or company has been awarded or noticed, write up a little something. Don't be afraid to toot your own horn.

7. Holiday Greetings: Include a fun holiday message if your newsletter launches right before a holiday. BizActions offers a free inventory of templated content that includes holiday greetings.

8. Stickiness: Stickiness is a term BizActions uses to describe fun items that can spice up your newsletter from time to time. The templated inventory offers an array of these types of items ranging from crossword puzzles to quizzes to trivia & sudden facts and more. Additional items will be added to the inventory under this category soon including comics, horoscopes, famous birthdays, this day in history, etc. Don't be afraid to have a little fun with your content.

9. Technical: Special announcements regarding technical developments in your state or those affecting your clients can help to educate your readers about topics that are specific and relevant to them.

10. Reminders: Include important reminders your clients won't want to forget. This could include upcoming deadlines, changes in the law, etc.

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- 11. Announcements/Alerts:** Keep your contacts aware of what is happening with your firm or company. Include announcements that communicate things like new office locations, promotions, new members added to your team, recent births, a death in the firm, etc.
 - 12. Events:** Be sure to announce and promote any events your firm or company might be hosting. Perhaps you are hosting an open house or opening a new office or maybe you are doing a seminar or hosting a conference of some sort. Include information promoting such events and rerun those types of announcements for several weeks prior to the event. Don't forget to write up a little something after the event to describe how successful it was. Include photos.
 - 13. Missed Timely Opportunities:** If your newsletter does not launch every week, then you are missing out on some great content during those off weeks. Every week there is a fresh new Timely Opportunities article included on all newsletters. This content always focuses on relevant topics that are happening now. We post these articles in the templated inventory in your Sponsor Center the week after they run so you can use them during your launch weeks as Sponsor Content items. Act quickly.....because they are so timely, we don't keep them in the inventory very long.
 - 14. Using the Newsletter:** As simple as it might sound, include items that remind your recipients how to utilize some of the newsletter features. Remind them that the Saved Article feature is a great way for recipients to hold onto an article that they would like to refer to at a later time. Or, suggest that they refer the newsletter to friends and associates using the Refer Colleague option on the main toolbar. There are templated content items in your Sponsor Center that focus on the newsletter features.

