

Sponsored Content Client Guide

DO: Identify an angle that fits your goals: Whether a leadership transition, new product or special promotion, company rebrand or expanded services, choose a specific focus or call to action that is supplemented with more brief descriptions of other facets of your business.

DON'T: Try to cover an exhaustive history of your company or comprehensive description of every product or service you offer.

DO: Draw readers in by authentically showing your personality

DON'T: Repeat the same quotes or style as your press releases or use excessive jargon

DO: Highlight your expertise by offering key players within your organization for interviews so that we may quote one or two high-impact representatives or clients

DON'T: Try to include too many voices; it dilutes the message and exhausts the reader

DO: Establish credibility by sharing meaningful, helpful insight. Back up information with third-party data when possible.

DON'T: Lean heavily on hyperbolic or relative statements that could foster skepticism.

DO: Think visually — How can potential consumers engage visually with your brand? How can the image reflect your story? For your lead image, consider the kinds of images that catch your own attention when perusing online content. For supplemental visuals, consider an image of your team, your logo or an engaging video.

DON'T: Submit images that are dark or lo-resolution. For your lead image, we advise against images of large groups of people — these are better embedded within the story. Headshots as lead images are largely ineffective for engagement.

DO: Engage — Share your sponsored content, or share Comstock's posts, on your own social media channels; respond to comments (we'll help you!)

DON'T: Leave potential clients or consumers hanging. We'll let you know if someone comments, but the best way to reach people is to engage with them directly, so it's best if you respond in your own brand voice.