



BizWest

CONTENT MARKETING

Content Marketing (CM): Stories that connect and influence.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

Source: Content Marketing Institute

What is CM exactly?

Content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

Why is CM important today?

Consumers have changed their reception of content delivery from traditional outlets. But one constant remains in B2B marketing: people buy from people they know and trust. That's why your marketing dollars are best served surrounded by a brand like **BizWest**, a known commodity when it comes to valued content, consumed by business owners and managers every day.



We have several options from which to choose

Option I:

BW InSights

What's the story of your business? Entrepreneurs and business owners could write books on their experiences. Whether the story relates to an idea for formation of a business, content highlighting intellectual property, content conveying thought leadership, challenges overcoming obstacles, weathering economic storms or developing a market niche, stories highlighting success stories can inform, educate and inspire.

With **BW** Insights, you get native discovery in print and online, custom content and brand building, with a complete digital dashboard to measure all social media campaigns.

Don't have time to write content? We'll take care of it for you and provide a dashboard to measure the effectiveness of digital campaigning.

Print

- **BizWest** – full-page under the BW InSights header.
- **InSights** – 2-page spread in the annual magazine (video additional).
- **Directories** – full-page in a BizWest directory of choice:
 - Book of Lists
 - Colorado Tech
 - Event Planning Guide
 - Giving Guide
 - Portfolio
 - Harvest
 - Energy Book
 - Boulder Valley MD
 - Northern Colorado MD

Digital

- www.BizWest.com – native content ad.
- Textbox ad – textbox ad in any e-Daily, or e-Newsletter.
- Video – 1 minute video to launch from www.BizWest.com (optional).

Social

- Facebook – post on the **BizWest** Facebook page.
- LinkedIn – post on the **BizWest** LinkedIn page
- Twitter – post on the **BizWest** Twitter page.

Investment options:

- **\$5,000 (includes BizWest + Insights, Directory of your choice + digital)**
- **\$3,500 (includes BizWest + directory + digital)**
- **\$750 (digital only for two weeks)**



Speak for yourself! Build your brand by telling your story, your way, with **BW** InSights

Option II:

Custom Events

Turnkey LeadGen program that includes: • prospect identification • surveys • marketing • social media • whitepaper (optional) • event management • post event survey.

We do all of the work for you. **BizWest** is a premier event management company, producing over thirty events annually.

BizWest handles:

- planning
- marketing
- registration
- event production
- venue
- catering
- AV
- contract negotiations.

You tell us who you want to invite and what expert content you would like to convey at your event. Don't have content? Don't worry we can do that too!

Marketing Deliverables:

- Print ads in **BizWest**
- www.bizwest.com
- e-Dailies
- e-newsletters
- Native content
- Inbound email campaign

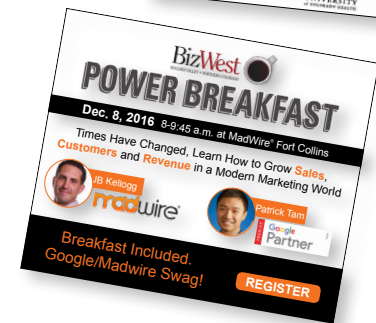
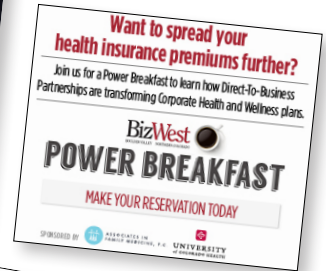
Audience

You determine the audience based upon the topic that you want to convey. **BizWest's** database contains more than 23,000 names, we supplement your contacts with ours, from any industry you choose.

Surveys

BizWest can survey all or part of our database for specific information to ensure that your message is on point and solves a problem. Your custom event or whitepaper will be more relevant and impactful. A post survey gathers feedback from attendees and/or readers.

Price: \$10,000 - \$20,000 (Quote based upon total package)



Option III:

Custom Publication(s) — Your Story, Your Way

BizWest has published over fifty custom publications for customers like you. Celebrate an anniversary, new location, grand opening, new services, or products or even a retirement of a key figure in your organization. (Quote based upon total package)

Our custom publishing departments works with you to produce a magazine or whitepaper on any topic :

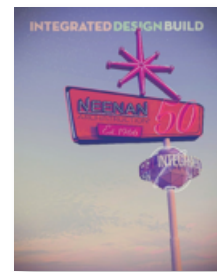
- Content written by a BizWest writer
- Designing
- Proofing
- Printing
- Distribution
- Your custom publication will be inserted into **BizWest**, mailed to a specific audience, and/or distributed at your custom event, extra copies are provided for marketing efforts by your organization over the next year.

Samples:

Aims Community College



Neenan Archistruction



The Group Inc.



Brighton Economic Development



Option IV:

AN ADVERTISING FEATURE OF BIZWEST

BW ThoughtLeaders

BUSINESS ANSWERS FROM THE EXPERTS

Here's how it works:

- You choose a question that is pertinent to **BizWest** readers.
- You answer the question in **BW ThoughtLeaders** column. Content is changed in each issue.
- Your photo, logo and contact information appears at the bottom.
- Your column is one of three columns from non-competing companies.
- The column runs monthly in **BizWest**.
- We limit the total number of columns monthly to six.
- Your column also runs in the Book of Lists.
- **13x commitment; \$600 per month/\$7,800 annually.**



Why BizWest?

In looking for a Content Marketing partner, you need to work with a good story teller, a good content curator, and an organization that can get your story to market. In addition, a business person looks to us for well-written and well-researched content. Your message will receive the same respect.

We love a good story. Your customers do too, when it relates to their own business challenges and goals. Let us help you tell a story that connects you with your customers.

For more information, contact Jeff Nuttall, 970.232.3131, or jnuttall@bizwest.com.