



## USPs of a Sponsored Blog with Creative Weblogging

The success of your campaign depends on the goals that you set. A sponsored blog can help you achieve such goals as:

1. Forming a targeted readership
2. Raising brand awareness
3. Creating an interactive communication channel to distribute information about your product and service
4. Establishing a product or service experience for your customers and prospects with the help of videos, podcasts and more
5. Creating a community and dialogue oriented platform for your prospects and clients
6. Launching contests and sweepstakes is easy with us - free registration for our newsletter and RSS feed
7. Generating valid sales leads and increasing your sales numbers

### **Additional benefits include:**

1. No need for expensive in house resources or additional employee training.
2. No need to spend time exploring new technology or building the infrastructure-we do it all for you including voting, RSS feeds and tag clouds.
3. Integration of your keywords within industry relevant content will improve your organic search rankings
4. Blog entries will be linked to by other sites, increasing visibility, ranking and traffic of your website
5. Sponsoring one of our 150 high quality blogs within an established network grants your product and service exposure and credibility instantly
6. A Sponsored Blog can act as an additional PR channel for your media outreach
7. High ROI and low costs! We do the work you reap the rewards!

We are looking forward to working with you on a sponsored blog for your brand, product, or service! Working with Creative Weblogging means working with a company that has proven experience in blog marketing, brand management and lead generation.

### **Testimonial from getmobile.ag:**

*"Since the 15th of September 2007 we are sponsoring [www.handy-weblog.de](http://www.handy-weblog.de) powered by Creative Weblogging. We are amazed about the advertising performance and conversion result of working together with a global player, like Creative Weblogging, even in a short period of four months. We appreciate the harmonious cooperation and the reliable service of Creative Weblogging as well. "*

**Sinisa Preradovic, Category Manager, getmobile AG - January 2008**