The Joys & Pitfalls of Native Marketing

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Let’s Get To It

• What is Native Marketing (Advertising)?
• Why the Controversy?
• The Statistics
• The Joys & Pitfalls
• The FTC
• How to Make it Work for You
Native Marketing

Paid marketing that delivers useful, interesting and targeted information to your audience in a form that looks like the site’s native, or non-ad, content.
What it’s Not! Banner Ads

• You are more likely to climb Mount Everest than click a banner ad
• 80% of people see display ads that are not relevant
• The average click through rate of display ads is 0.1%
• 50% of clicks on mobile ads are accidental
What Platforms Support It?

Native content can be carried out on almost every online platform, including websites, blogs and social media. The question of which channel to use depends on the chosen format of your native ad, as well as the capabilities and support needed.
Types of Native Content

• In-Feed Units
• Promoted Listing
• Paid Search Ads
• Recommended Widgets
• Custom Ads
• In-Ad with Native Elements
Native Content

- It’s useful content, not a pure ad
- It is delivered in stream
- Should be clearly labeled as advertising
Who Uses It?
The Benefits

• Higher ad effectiveness, less ad blindness
• Increased brand perception, higher engagement
• Customizable
The Future is Now

The Controversy
• 52% of People Say They Don't Trust Sponsored Content

• 62% Say That a News Site Loses Credibility if it Publishes Sponsored Content from a Brand

• 48% Say They’ve Felt Deceived Upon Realizing an Article or Video Was Sponsored.
"Don't trick them. Don't piss them off."
- Eric Goeres
Almost Half of Consumers Have No Idea What Native Advertising Is.
3 out of 4 publishers offer some form of native content on their sites
41% of brands are currently using native advertising as part of their wider promotional efforts.
The Good, The Bad & The Ugly?
The Good

Faced with mounting pension costs and greater volatility, companies are increasingly offering their current and former employees a critical choice: Take a lump sum now or hold on to their pension.

“Companies are offering these buyouts as a way to shrink the size of their pension plans, which ultimately reduces the impact of that pension plan on the company’s financials,” says John Beck, senior vice president for benefits consulting at Fidelity Investments.

“From an employee’s perspective, the decision comes down to a trade-off between an income stream and a pile of money that’s made available to them today.”
The Great
The Great

Spring Reboot

CLICK THE ROOMS TO EXPLORE

Just like you want a good stretch after a satisfying sleep, your home wants a chance to get the creaks out and take a big breath after the winter. So take a little tour around your house and note what spots to clean, organize, or make a little better. Find out what to look for—and get some clever solutions for them—by touring our home we created with The Home Depot. Come on in!
The Ugly
For Privileged Married People, Sometimes It Doesn't Get Better

As kids, we all assume that adulthood is going to be this fantastically exciting perpetual vacation. No school! No parents! But in reality, being an adult often sucks. FX's new comedy takes on the crappier side of settling down, resulting in many laughs and all the feels.

Best friends (and husband and wife) Russ and Lina Bowman (Nat Faxon and Judy Greer), have it all — kids, a nice house in the suburbs, each other. But their life is not all it's cracked up to be: their kids are a pain in the ass, their house has put them in debt, and they don't have sex anymore. Even when you've won the privilege lottery, life can feel like a Sisyphus nightmare from which you are trying to awake. At least in, they've got Jenny Slate as their best friend girlfriend — most people are not so lucky.

FX's premieres July 17 at 10 PM.
The FTC
• The disclosure should appear as close as possible to the native ads to which they relate.
• Communicate in clear, unambiguous language. The FTC recommends terms such as “Advertisement,” “Paid Advertisement,” “Ad” or “Sponsored Advertising Content” rather than “Promoted” or “Presented By,” which can be misleading.
• Utilize conspicuous visual cues to distinguish sponsored content
• For shared or linked ads, the disclosures must travel with the ad content.
• Native ad content has the opportunity to appear in organic search results long after it’s published. To maintain compliance, include a disclosure in the URL
  • (such as, example.com/advertisement/)
• In multimedia ads (such as video), disclosures should be delivered to consumers before they see or hear the related message.
How To Make It Work For You
Identify an audience and their interests
Create content that matches the interests of that audience
Utilize a channel of disruption that matches your audience’s consumption habits
Measure results and iterate
Questions?

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