



2020

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# The Joys & Pitfalls of Native Marketing



**ERIKA R. DAWKINS**

DIRECTOR OF PUBLIC RELATIONS, COLUMBIA COLLEGE  
FOUNDER, IT'S ONLY WRITE COMMUNICATIONS

- 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.

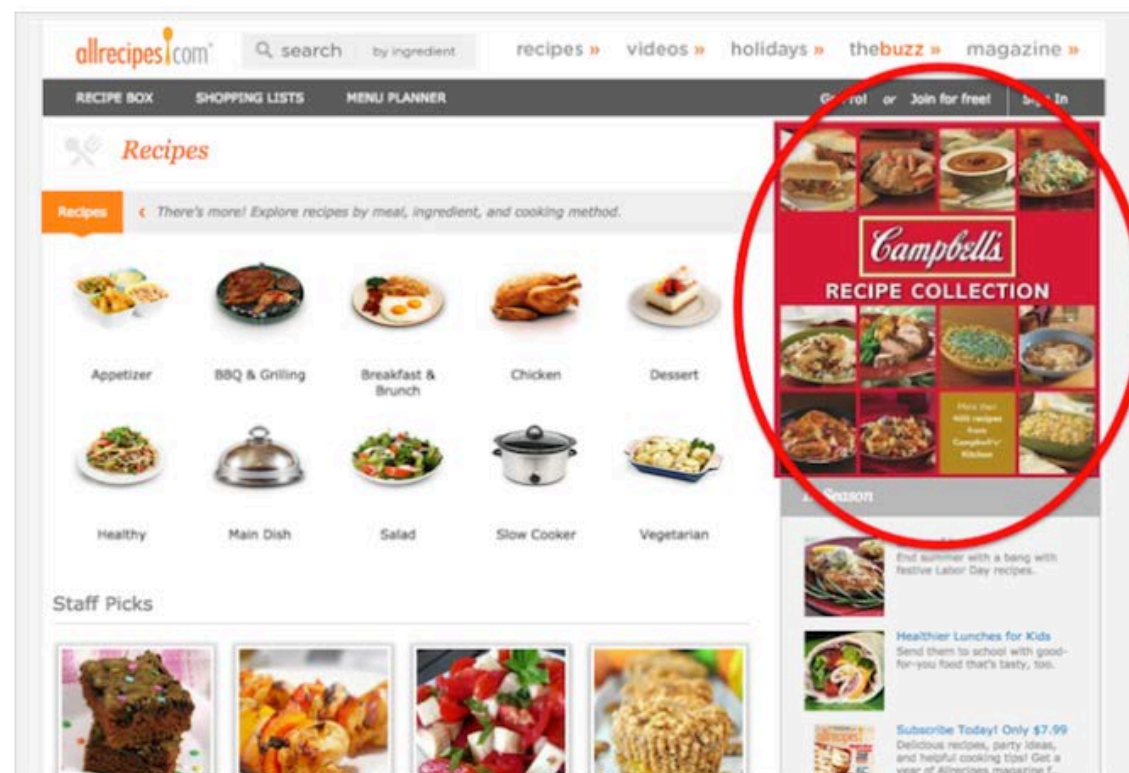


# Types of Native Content

- 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



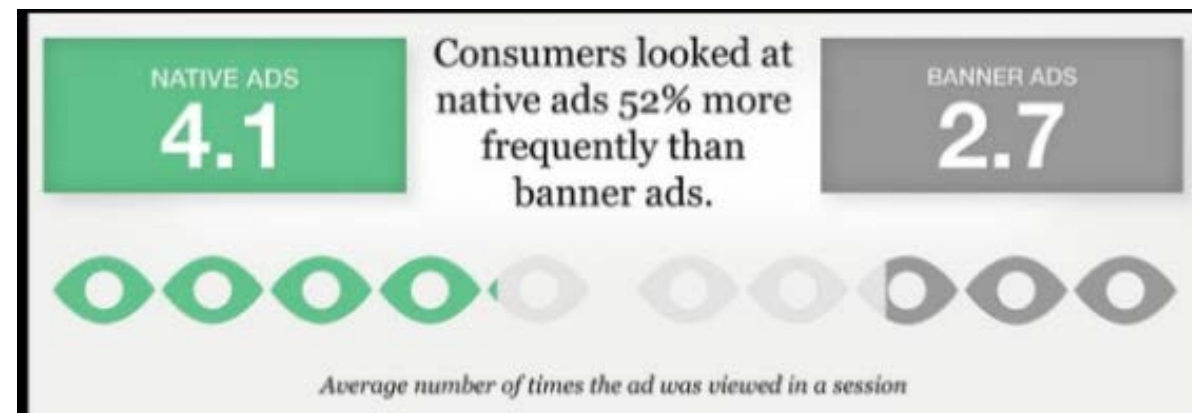
# Who Uses It?





# The Benefits

- Higher ad effectiveness, less ad blindness
- Increased brand perception, higher engagement
- Customizable





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# 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

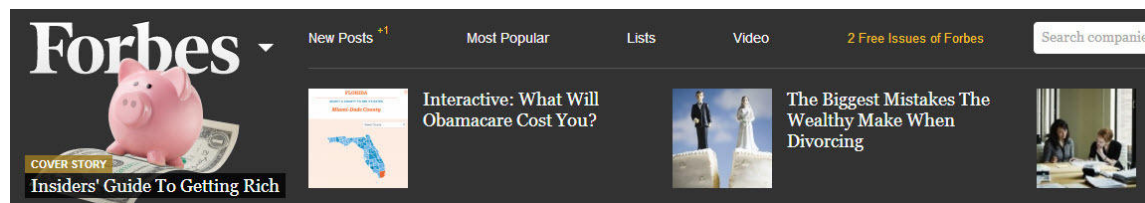


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The Good, The Bad & The Ugly?

# The Good



12:00 AM, DECEMBER 13, 2013

SPONSOR CONTENT

## Hennessy Fuels Our Chase for the Wild Rabbit ... But What Does It All Mean?

by **Vanity Fair Agenda**

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Game of Thrones: Watch the Scene George R. R. Martin Regrets Having to Cut

The 10 Most Exciting Upcoming Projects Starring Game of Thrones Actors

The Queen Visits Game of Thrones Set, Refuses to Sit on Iron Throne

### THE MAGAZINE



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INVESTING 4/29/2014 @ 10:27AM | 1,544 views

## Should You Accept Your Employer's Pension Buyout Offer?

Fidelity Viewpoints Team, Fidelity

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



HOME SEARCH

The New York Times

PAID POST

NETFLIX | ORANGE |  
| & BLACK |

## Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,  
so does the need for policies and programs that meet their needs

By **Melanie Deziel**





# The Great



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## 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!

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# The Ugly

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www.scientology.org

Subscribe and get **2 FREE ISSUES**  
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*the Atlantic*

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**SPONSOR CONTENT** | What's This?

**David Miscavige Leads Scientology to Milestone Year**  
Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

in Share | 3 | Tweet | 12:25 PM ET



2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations—figures that represent a growth rate 20 times that of a decade ago.

The driving force behind this unparalleled era of growth is David Miscavige, ecclesiastical leader of the Scientology religion. Mr. Miscavige is unrelenting in his work for millions of parishioners and the cities served by Scientology Churches. He has led a renaissance for the religion itself, while driving worldwide programs to serve communities through Church-sponsored social and humanitarian initiatives.

TEL AVIV, ISRAEL  
Ribbon Falls on Ideal Center of Scientology for the Middle East



>> READ

LOS ANGELES, CALIFORNIA  
Groundbreaking Book-On-Film Answers the Question "What Is Scientology?"



>> READ

**WRITERS**

JEFFREY GOLDBERG: A Wonderful New Book About Scientology, By a...

JAMES FALLOW: Security Tip: Disable Java Now

JA-MEHSI COATES: More Guns, Less Crime: The Switzerland Example

DEREK THOMPSON: How Low Are U.S. Taxes Compared to Other...

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How Dolby Vision Works, and How It Could Revolutionize TVs Forever

1.9k people reading on Gizmodo



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Summer Tech That'll Convince You to Peel Yourself Off the Couch

Who's That Bicycle Gang Taking Pint Glass Selfies?

Everyone Is Terrible And You Are Probably Unlovable So Go With It

How Innovations in Water-Based Printing Make Clothes Softer

For Privileged Married People, Sometimes It Doesn't Get Better

Pride Week 2014: Let's Try and Keep It Together This Year, Okay?

Now That *Louie* Is Over, Discuss Louis C.K.'s Comedic Evolution

Win a Kindle Paperwhite and Read With Ease This Summer

When You Forget Your Phone At Home, This Gadget Will Pick Up the Slack

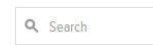
This Is the Summer You Nap Outdoors With No Shame

5 Ways To Get Summery, Stat

Could You Learn To Love An Alien?

Now that Louie is over for the season, go back to Louis C.K.'s stan...

Is The Religious Extremism of *Jesus Camp* Alive and Well in 2014?



## How to Transform into a Total Nerd-Babe

SPONSORED | **ONE NERD TO RULE THEM ALL** | 1/17/13 11:59am | 73,934 |  | 



Though the inimitable Dorothy Parker once claimed, "Men seldom make passes at girls who wear glasses," times, they have changed. These days there is nary a fella out there who would balk at putting the moves on some bespectacled nerd-babe. In fact, it's pretty much safe to safe to say, that being "adorkable" is now considered a compliment.

That's why, inspired by tonight's premiere of (and is, of course, hosted by *Revenge of the Nerds* stars Robert Carradine and Curtis Armstrong. Hi, Booger!), we've curated a list of fine sartorial choices for ladies with a glimmer of geek in their eye.



**STUDIO @ GAWKER**


## For Privileged Married People, Sometimes It Doesn't Get Better



Maud Deitch for FX

SPONSORED Filed to: FX Yesterday 12:36pm

30,166 5



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 Sisyphean 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.



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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/](http://example.com/advertisement/))
- In multimedia ads (such as video), disclosures should be delivered to consumers before they see or hear the related message.





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How To Make It  
Work For You

Identify an audience  
and their interests



Create content  
that matches the  
interests of that  
audience

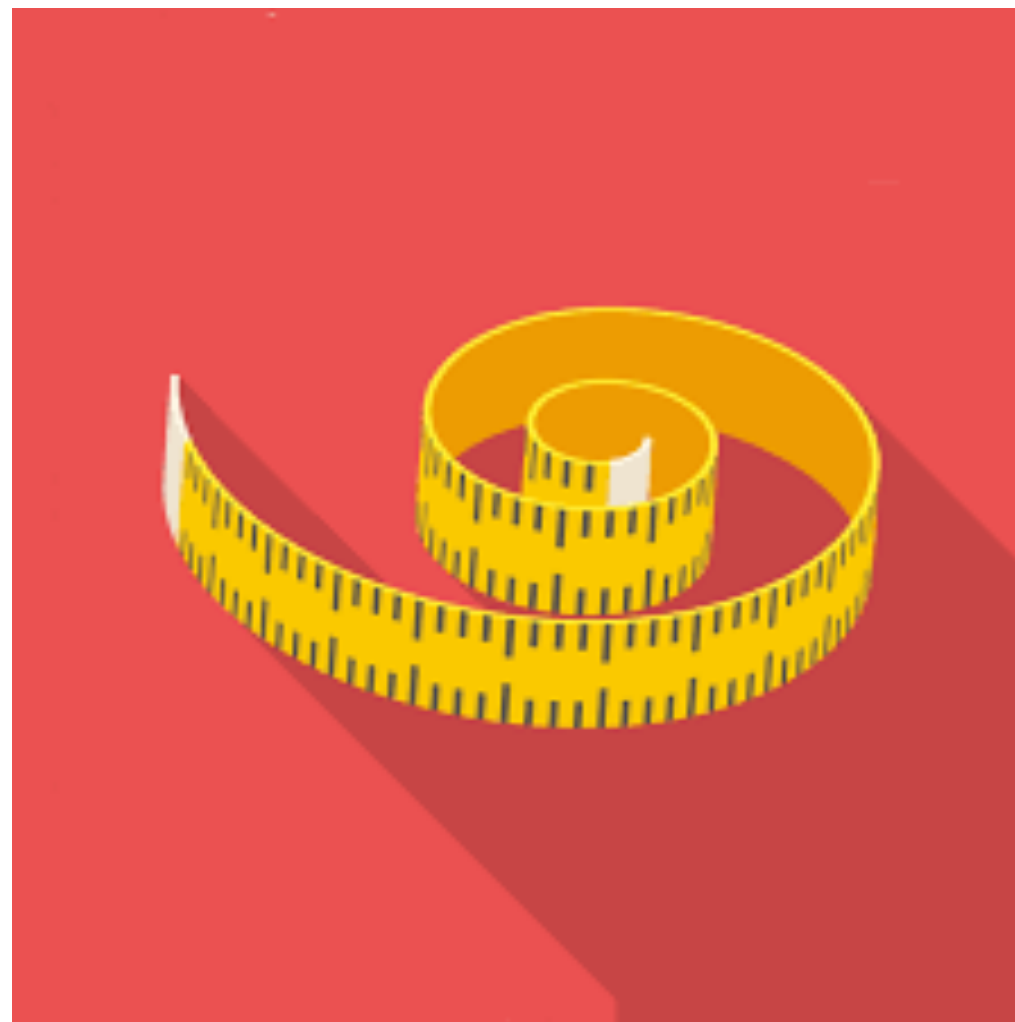




Utilize a channel of  
disruption that  
matches your  
audience's  
consumption habits



Measure results and  
iterate







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Questions?

Contact me at:

[info@itsonlywritecommunications.com](mailto:info@itsonlywritecommunications.com)