

CONTENT MARKETING PROGRAM

TAKES YOUR COMPANY'S THOUGHT LEADERSHIP TO THE NEXT LEVEL

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.

~ Content Marketing Institute

A Content Marketing program leverages your brand's expertise with Food Processing's vast, yet diverse, digital audience. As part of our Content Marketing package, you'll have a dedicated Content HUB page on our site that highlights:

- FoodProcessing.com articles your company has been interviewed for
- Up to five article submissions per year
- Up to 10 product postings per year
- Up to 10 news postings per year
- Links to up to 5 lead-generation products, such as white papers, etc.
- Monthly traffic drivers to your company page

Sponsor Deliverables

- All submissions will be vetted by our editorial team.
- Article submissions should be list-based i.e., Frequently Asked Questions, Top 10 Lists, etc. and should be no more than 500 words
- Article submissions should include a headline, dek, and byline.



Price:
\$2,500 gross per month
 Minimum 6-month commitment