

## HOW CAN CORPORATE PUBLISHING CHANGE YOUR BUSINESS?

● **CONTENT IS BEING CREATED** ALL THE TIME, EVERYWHERE EVERY MINUTE OF EVERY DAY:

**72 hours of video** is uploaded to YouTube.



**277,000**

**tweets** are posted to Twitter.

**2.4 million** pieces of content are shared to Facebook.

● **BRANDS NEED HELP TO STAND OUT FROM THE CROWD**

**71%** of European businesses are creating more content in 2015 compared to 2014.



**97%**

of **marketers in Europe** believe in the power of **content marketing**.

**56%** of European companies were planning to hire new staff or bring in new agencies to help with content marketing in 2015.



Print is one way a brand can be heard above the noise. In corporate publishing, such as customer magazines, brands control both the message and the medium – and the magazines can be kept for reference, displayed on the coffee table or shared with friends.



**91%**

of **US adults** read magazines.

**35%** of **B2C marketers** in the **UK** use print magazines for content marketing.

**35%**

**37%**

of **B2C marketers** in **North America** use print magazines for content marketing.



● **CONSUMERS RESPOND TO GOOD CONTENT**

Research suggests consumers think more of companies that make an effort.

**57%**



of consumers felt more positive towards brands generating content specifically for “people like them”.



**90%**

of **American consumers** find custom content useful.

**78%** said that custom content makes them feel like the brand cares about building a good relationship.

**52%**

of readers recall both **tablet and print magazine ads**, on average.

● **HOW COULD YOU USE CORPORATE PUBLISHING TO REACH MORE CUSTOMERS?**

● **Know your target audience** inside out and match their interests to produce the best possible content.

● **Tell a story to influence** your readers, rather than overtly sell your products.

● **Get your magazine** to the right people at the right time.

● **Keep your mailing lists clean and up-to-date.**

Can you widen your audience by sending bulk copies to events, or securing distribution in airport lounges and hotels?

● **Make sure you can fulfil requests for back issues**, since you’ve invested in content.

● **Consider outsourcing subscription management and global logistics** so you can deliver the quality content that readers want – and the attention to detail that they deserve.



Used wisely, corporate publishing can **deliver the customer loyalty and recommendations** brands crave.

**To find out more visit**  
[www.asendia.com/knowhow](http://www.asendia.com/knowhow)

Sources:  
● Youtube, Facebook, Twitter  
● FIPP  
● Seven  
● The CMO Council  
● Content Marketing Institute  
● Association of Magazine Media  
● HubSpot and Smart Insights