

What is Content Amplification?

Content amplification is the process of creating engaging pieces of content and promotion them across various relevant websites on the web. Most popular news websites, fashion blogs, financial sites/blogs have a section at the bottom of each of their articles where these 'content ads' usually appear.

We help you create relevant and engaging articles/videos and expose them to millions of potential customers nationwide/worldwide. By using content sharing networks such as Taboola, Outbrain, ContentClick and Content.ad we can help increase brand awareness and generate incremental direct sales.

This kind of activity is very useful for both, building brand awareness and generating new customers. We place a conversion pixel on your site and work towards your target cost per acquisition.

Content Amplification is a fairly new digital marketing channel and has the potential to supplement a successful marketing campaign for you.

Below is a screen shot showing an example of 'content adverts' appearing on the DailyMail website under the section 'From the Web':

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195
shares



they can be 1mm apart and still be detached - deta...
by **Quasar** ↑ 841

FROM THE WEB



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HealthNews24



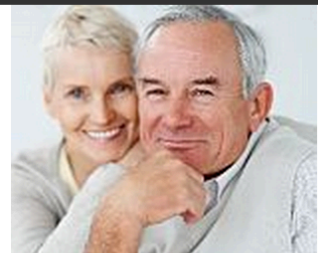
What To Do If Your Benefits Are Cut

Money Advice Service



This is The Secret to a Flat Stomach

AOL Video



Death Of The Pension: Enter Equity Release

The Finance Authority