

Marketing and dissemination of content

Interempresas.net

www.interempresas.net



Consumer-oriented rather than product-oriented strategy:
positive branding, reputation enhancement and interaction
with the target audience.

Differentiates you
from your
competitors

Facilitates the
virilization
of content

Contributes
to the
web positioning

marketing of content

PLANNING

*Definition of strategy,
key words and
target audience
we want to influence.*

CONTENT

*Create interesting,
attractive and relevant
content for the customer
without talking directly
about the product/service.*

PUBLICATION

*Give visibility to the content
through own and external
media.*

DISSEMINATION

*Get the message across
to reach as many potential
customers as possible.*

CONTENT

Publication of marketing content, notes press releases, product articles, reports, interviews or success stories.

1 page*

up to 1,500 characters, 2 images
and 3 links

- Publication of **1 page** in a magazine
- Publication in sectorial channel (web)
- Publication in sectorial newsletter
- Diffusion in social media

995 €

2 pages*

up to 2,500 characters, 3 images
and 5 links

- Publication of **2 pages** in a magazine
- Publication in sectorial channel (web)
- Publication in sectorial newsletter
- Diffusion in social media

1.525 €

** Writing content by specialized journalists,
quotation under request*

DISSEMINATION AND INTERACTION

360°



Dissemination of content

ADVERTORIAL

Editorial reporting with an advertising and commercial character, labelled as such, on which the advertising company has full control of information and images to be published.

• 1 page **1.360 €**

• 2 pages **1.995 €**

NOTE: For other formats consult prices. Writing content by specialized journalists, quotation under request.
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ONLINE SPONSORED POST

Publication of a press release, article, news or case of success with 1 image and 1 link on a sectorial channel (web) to be chosen + sectorial newsletter + social network.

• Done by the customer **195 €**

• Done by our specialized journalist in SEO Keywords **395 €**

NOTE: Can only be hired as a complement to advertising campaigns.
Maximum extension 1.000 characters.

Why with Interempresas?

The largest professional audience

Interempresas media reaches an audience of 1.5 million web users every month and +600,000 registered users.

Multichannel and multisectorial visibility

Wide range of communication possibilities - print and online - from all industry sectors.

Specialized journalists

Specialized editors and journalists with the experience and criteria for writing content.

Prestigious publications

Interempresas publishes more than 50 professional, technical and leading magazines with verified information.

Results control

Interempresas provides statistics on digital impacts and clippings of publications for the control of the advertiser's results.

SEO positioning

Interempresas digital channels improve companies' pagerank on the main internet search engines.

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