

# How to Successfully Become an Online Brand Publisher [Infographic]

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Create high-quality brand content that attracts and engages your customers. The following tips can help you get started.

First, zero in on your ideal target market, suggests a Microsoft infographic. You'll need to find your niche to see where your audience is. Once you know your niche, you can cater to your audience on each social media platform to join their culture, according to the infographic.

Next, you'll need to select the publishing platform that best fits your brand's aesthetics, posting needs, usability, and capabilities.

Moreover, "to ensure you reach as many people as possible, keep your eyes on the trends and other big brands in the publishing space," recommends Microsoft.

To get more tips for successfully publishing brand content, check out the infographic:

## BRAND PUBLISHING MADE SIMPLE

### How to Successfully Become an Online Publisher

#### MEET SONNY

Sonny owns a small chain of relatively successful juiceries. While building up his business, he realizes traditional means of reaching his audience through advertising aren't working as well as he'd like. He may have figured out why.

**Per day, each person sees approximately:**

- 5,000+ brand exposures
- 362 specific advertisement exposures

The constant ad interruption is taking its toll. It's no surprise people would ignore or perhaps never even see Sonny's content.

To help solve this problem, Sonny's decided to more naturally engage his audience and get them to notice his brand by presenting information he knows they're passionate about. Sonny is going to become a brand-turned-publisher.

#### WHO TO LOOK FOR

First, Sonny must zero-in on his ideal target market. His cold-pressed juiceries attract active people who eat well, so he's decided to go with a Healthy Lifestyle audience. Sonny will need to find this niche to see where the audience is. Using social media, he can cater to his audience on each platform to join their culture.

**Marketers' Favorite Social Channels for Reaching Audiences**

Channel	2015	2014
Facebook	93%	94%
Twitter	79%	83%
LinkedIn	71%	71%
Google+	56%	55%
YouTube	55%	54%

**Top 3 Social Media Sites, by Monthly Active Users**

Site	Monthly Active Users
Facebook	1,440,000,000
Twitter	1,000,000,000
YouTube	302,000,000

#### GET ONLINE

With many options to turn to for publishing help these days, it's up to Sonny to select the one that best fits his aesthetics, posting needs, and usability/capabilities.

**Today's Top Web Publishing Platforms**

- WordPress
- Squarespace
- Posthaven
- Ghost
- Kirby

With WordPress powering nearly 1/4 of the Internet (24%), Sonny joins the masses and selects his platform.

And to ensure he reaches as many people as possible, he keeps his eyes on the trends and other big brands now in the publishing space.

**Rising Mobile Optimization for Marketer Blogs**

Year	Percentage
2014	43%
2015	50%

**Big Brands Turned Publishers**

- Red Bull's The Red Bulletin
- Mountain Dew's Green Label
- L'Oréal's Makeup.com
- General Mills' Tablespoon
- Kraft's Kraft Recipes

#### MAKE THINGS INTERESTING

By creating and distributing content that attracts Sonny's audience, he supports their passions and lifestyle, rather than seeming to exploit their wants or needs.

**To create great content:**

- Be original.
- Look for opportunities to make it evergreen, when possible.
- Avoid wordiness with eye-catching and explanatory visuals.
- Follow current SEO strategies to increase the content's visibility.
- Think outside the box, with things like podcasts and videos.

**39 million** Americans listen to one podcast per month.

**57%** of marketers use video in their marketing.

#### DON'T STOP NOW

Sonny's journey has just begun! Publishing success means keeping up with the latest trends in topics, devices, and platforms—and don't forget the interest of your readers. With control over the relevant content, Sonny can work more efficiently to create quality posts.

Connecting content to a brand and bringing light to new ideas or simply expressing emotion are endlessly valuable tools for any company's marketing efforts.

To learn more, go to [enterprise.microsoft.com](http://enterprise.microsoft.com)

Sources: [gigaom.com](http://gigaom.com), [socialmediatoday.com](http://socialmediatoday.com), [get.org/measured.com](http://get.org/measured.com), [thenewslens.com](http://thenewslens.com), [wordpress.com](http://wordpress.com), [businesscommunity.com](http://businesscommunity.com)

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