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WAYS TO OPTIMIZE BRANDED CONTENT

While branded content is an effective way to form deep relationships with your audience, the true objective of any content marketing campaign is to generate revenue. Here are five ways to optimize branded content to reach your revenue goals.

INCORPORATE MUSIC

Music elicits strong emotions, and incorporating certain songs can help you shape the feelings people have about your brand. Play to your viewers' emotions and incorporate music that enhances the message of your ad, resonates with your audience, and leaves a lasting impression.

INTRODUCE A CHARACTER

Branded content that incorporates a character delivers an 8% increase in brand impact compared to those that don't. A character gives people someone to relate to and connect with. It puts a face to the brand and makes the content more personal. This can build more trust and land conversions, helping to generate even more revenue.

GIVE YOUR BRAND A DISTINCT VOICE

Voiceovers can be an effective tool in branded content. Besides delivering the important information that adds value to your audience's lives, a voiceover is another way for people to connect with your brand. This is especially true if the voice is distinctive. A unique voice that people associate with your company leads to brand recognition and improves brand recall.

CAPITALIZE ON CURRENT EVENTS

Take advantage of everyday occurrences by creating branded content that addresses current events. From serious global issues to inconsequential celebrity events, use the public's emotion surrounding these incidents to develop a campaign that connects with those feelings.

PROVIDE 3-5 BRAND CUES

Subtle references to your brand throughout the ad allow the audience to recognize your company's role in the overall message being presented. They can associate the feelings they're experiencing with the brand delivering the information, making stronger connections and establishing deeper relationships. This results in higher conversions and more revenue.

OPTIMIZE YOUR BRANDED CONTENT

RevContent helps publishers monetize their online presence and creates impactful ads that compel audiences to engage and convert. Our real-time, actionable insights help shape current and future campaigns to boost ROI and generate more revenue for your brand.

Contact us today to learn how we can help you optimize branded content and hit your revenue goals.