

Benefits of your Buzzoodle Publication

Thank you for choosing Buzzoodle to improve your Content Marketing and Lead Generation efforts. While we will take care of everything for you, your participation can help you achieve better results faster. Here are several ways to help us make your magazine be the best it can be.

1. **Interview:** Regardless of level you choose, be sure to do interviews for your magazine. See your interview document. This will highlight you, key employees in your organizations and even your clients can do interviews.
2. **Videos:** Send your editor the YouTube video link for the video you would like posted in your magazine's video channel. Ideally, this is a video you have created but it could also be of products you offer, clients or inspirational/educational about your industry.
3. **Feature Articles:** While most programs include feature articles we produce for your publication, you can always add your own articles to the site which will more directly talk about your produces, services or company.
4. **Social Media:** If your organization uses social media, be sure to promote your publication in the channels. This gives you an independent source of information to promote (so you are not always talking about yourself) while heavily promoting you in the ad regions on the site.
5. **Linking and Traffic:** If your main website follows good Search Engine Optimization techniques, your Buzzoodle publication will enhance your efforts by being a high quality source of backlinks (increasing ranking) as well as producing visitors from the publication. If you have not optimized your main site, you should consider doing it.
6. **News Items:** Any time you see news you would like included in your publication, email the link and any comments to your editor. As long as it meets our publishing standards we will work the news item into your information. This could be a press release about your company or one of your clients.
7. **Advertising:** Your ads on the magazine site can be for one or more things and can even point to different sites. With the variety of ad areas, make sure you are using them to your fullest potential.
8. **Work with your Editor:** Your editor is there to help you succeed. Work with them to fine tune the content on your site and the direction of the news to attract the best audience possible.