Build Your Firm’s Brand and Reputation

LQ’s 2016 Editorial and Content Marketing Program

LQ Magazine and Symposia provide a rich array of peer-to-peer publishing, learning & sales networking opportunities

INSIDE:

Editorial Calendar
Content Marketing (Storytelling 101)


FOURTH QUARTER EDITION - October/November/December: SCM Trends in the Resource Sector: Insights and business intelligence to enable logisticians to mitigate and overcome challenges in the U.S. and Canadian energy sectors. | Executive Insights: LQ’s Latest Abridged and Edited Executive Insight Articles (Based on LQ’s Executive Insight Videos) | LQ’s Annual Women in Supply Chain Management Edition; This edition Leaders in Logistics and SCM edition features some of the most influential women in our field. (Available as part of LQ’s Partnership Profile Program.) | Advertising Space Closing: October 25 | Onsale/Distribution: November/December
Content Marketing (Storytelling 101) Create Connections and Compelling Content: LQ’s Partnership Profile Program

In their branding efforts companies are facing a historic transformation that pivots on impactful content delivered through inspiring and informative story-telling. But the baseline for success lies in the outcome - not the traditional focus on the old axiom, ‘content is king’. For example, nobody would declare they ‘loved’ a new movie they’ve just seen because of its superb content. “If marketers are ever going to be successful at content, the first step is to start thinking more like publishers…” - HBR

Today’s corporate focus on recasting branding strategies to provide more intellectual content is transforming the way many firms communicate with their clients. This growing trend has resulted in writers at important publications such as HBR declaring we’ve entered “the era of corporate enlightenment.”

In fact, nine out of ten organizations are now marketing with content that reaches beyond a traditional sales pitch. Instead they sharing information, ideas and even entertainment valued by their customers. Up to 70% of people would prefer to know more about a company by reading an article instead of an ad, according to The Content Marketing Institute. Even The New York Times has suggested that these kinds of “native advertisements” garner attention comparable to some news content.

The key to successful content strategies can be distilled down to the practice of engaging storytelling with editorial integrity supported by sponsorship. It’s a model that LQ has honed over two decades with its peer-to-peer content and Partnership Profile Program. The quality of LQ’s content is ensured by its editorial review process. LQ’s peer-to-peer content review process ensure you can engage your existing customers and broaden your reach to new prospects, but without a traditional focus on selling.

Not surprisingly, recent studies show many marketers find producing quality content is challenging. LQ’s peer-to-peer publication process guarantees high quality editorial and thought provoking presentations at Executive Exchanges. Instead of pitching your products or services, we want you to deliver valued information to make your buyers better informed and more intelligent.

LQ has demonstrated the value of delivering high quality editorial for more than two decades: if we consistently provide our readers and attendees with quality, they will continue to reward us with their loyalty and business. Contact us now for more information on LQ’s customized Partnership Profile Program.
Content Marketing (Storytelling 101) How to can you Leverage LQ’s arms-length Leadership in Logistics and Transportation Brand? Apply Straightforward Steps for a Successful Outcome:

What are your Objectives - Consulting to Create a Partnership Profile Program: To optimize your brand messaging with your team LQ’s editors consult with your team to garner information on how your customers connect with your company, and confidentially contribute to driving your strategy to optimize your performance.

How can Combining LQ’s Platforms reach your audience? LQ offers trusted online and traditional contexts to engage your audience. LQ’s platforms for your message include: LQ’s Website | LQ Executive Insight Videos | Executive Exchanges and Symposiums | LQ Studies

LQ’s Governance Ensures a High Standard of Quality:
LQ maintains its editorial independence and content control to safeguard the editorial integrity, which LQ’s team is trusted to provide, through its editorial review process. LQ’s team abides by proven good governance practices to ensure quality and integrity in all of its platforms; LQ’s Editorial, Awards Programs and Symposiums are peer reviewed by members of its board and senior-level executives in our field from the U.S. and Canada.

LQ’s a Trusted Context for Delivery: LQ delivers scaleable campaigns that match your strategic goals, leveraging LQ’s platforms, audience and unique trans-border geographic audience the U.S. and Canada. Leverage all of LQ’s Powerful Platforms to LQ’s Decision Makers: LQ Magazine | Website | LQ Executive Insight Videos | Executive Exchanges and Symposiums

Take the next step and Contact Us for More Information.