

Native Advertising vs. Content Marketing



Discover why and when to use each strategy in your organization

Introduction

There is a lot of confusion about native advertising and content marketing, and to no surprise. At the first look, many of their aspects look identical.

However, they are in fact quite different.

And this checklist will show you when to use native advertising, and when to focus on content strategies.

Ready?

Native Advertising

Why Use Native Advertising

- It's an accessible advertising strategy for businesses of all sizes and budgets.
- Because they are less intrusive, native ads achieve 53% higher engagement, comparing to other online advertising strategies.
- Thanks to advanced targeting, native advertising delivers a higher return on investment.
- Native ads focus on sharing useful content, and because of that, they deliver on user's expectations better than traditional advertising.

When to Use Native Advertising

- Promote your content through social media advertising platforms and in-stream ads (i.e. Facebook's sponsored stories or Twitter's sponsored tweets)
- Reward users for specific actions with activity-triggered ads (i.e. rewards for user achievements, unlocking more content after completing specific actions or reaching milestones).
- Distributing brand content in other outlets (i.e. recommended content widgets, sponsored posts, etc.)

Content Marketing

Why Use Content Marketing

- Content helps you increase the chances for prospects to find out about your organization
- It also helps earn a prospect's trust in your brand, and establish your reputation
- With content, you can position the right information in front of the right people
- Various types of content help support your SEO efforts
- Content engages and converts leads, and helps nurture them closer to purchase

When to Use Content Marketing

- You need to increase relevant and quality traffic to the site,
- You want to increase the number of inquiries from the website
- You launched a new product or service, and need to increase awareness about it in the marketplace
- You're working on your brand awareness or reputation

Want to Launch Content or Native Advertising Strategy?

[See How We Could Help](#)