

# CONTENT MARKETING

Fairfax Media

WE SEE 3500+ AD  
MESSAGES EVERY DAY.



Advertising  
Push

Editorial  
Pull  
(Audience Requests it)

# CONTENT MARKETING IS MESSAGING THAT SITS AT THE PULL END OF THE SPECTRUM

Content  
Marketing

Advertising  
Push

Editorial  
Pull

(Audience Requests it)

# WHAT IS CONTENT MARKETING?

Distributing valuable, relevant,  
and consistent content to attract  
and retain customers

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and consistent content to attract  
and retain customers



People engage with our platforms for the news or  
features so it makes sense that you make your  
messaging look like the news or features

BUT, WHY DO IT?

# CUSTOMER-CENTRIC



## Customer Aligned

Where advertising is brand-centric, content marketing is focused on the customer journey.

# DEEPER ENGAGEMENT



## Engagement

We follow, like, subscribe and recommend only the things we really care about.



# FOLLOW YOUR AUDIENCE



## Changing Media

The way customers consume communications is rapidly changing. Marketers need to adapt quickly.

“CONTENT MARKETING  
ROI IS 4X OUR  
TRADITIONAL SPEND.”

“CONTENT MARKETING  
GETS 2X MORE VISUAL  
ATTENTION.”

# BRAND LIFT IN PREMIUM NATIVE IS 2X MORE EFFECTIVE THAN SOCIAL NATIVE



CONTENT MARKETING IS  
LIKE A FIRST DATE. IF ALL  
YOU DO IS TALK ABOUT  
YOURSELF, THERE  
WON'T BE A SECOND  
DATE.

# TYPES OF CONTENT MARKETING

## Mass Awareness

Inspiration, Information, Entertainment,  
Thought leadership

## Targeted Awareness

Segmented Content, Environment,  
Passion Points, Retargeting

## Engagement

Polls, Quizzes, How-To's, Social  
Sharing, Promotions

## Acquisition

Lead generation, Click to Buy,  
Drive in-store

# GETTING IT RIGHT



Be seen in the right  
places  
Getting the mix right  
- mass and targeted  
reach



Reach the Customer  
Building the hook  
that engages



Have the  
right content  
Understand  
where the brand  
has permission

WHY FAIRFAX?

2,700,000

NEW ZEALANDERS

EVERY DAY



2,000,000  
STUFF.CO.NZ  
UNIQUE  
BROWSERS  
A MONTH

250,000 ON  
NEIGHBOURLY  
& 322,000 ON  
FACEBOOK

437,000  
MOBILE  
A DAY

2,700,000  
NEW ZEALANDERS  
EVERY DAY

2,100,000  
VIDEO VIEWS  
A MONTH

80,000  
COMMENTS  
A MONTH

2M NEWSPAPER  
1.4M MAGAZINE  
READERS

# SO, WHAT'S OUR EDGE?

## ACTIVE

Our audience is the most engaged, they share, contribute and respond, and we use their content as ideas to deliver stories they value.

## PARTNER

We're collaborators - with other media, with our clients to get the best solutions, and we don't try to force fit an idea into a product.

## DEPTH

Depth of reach - across verticals, across NZ, deep into communities. And we're no. 1 in every major digital vertical.

## THINK

We push for the ideas that work. We dig deep and ask why. We focus on solutions that work to deliver results.

## PRODUCT

Full suite of ever-evolving, market-leading native products to deliver your content.

SO, GIVE US A  
PROBLEM TO SOLVE!

Fairfax Media