familyfeatures

Case Study: Technology

Opportunity:

A mobile safety solutions client asked the Family Features team to create and distribute content that would reach busy young families with children and drive downloads and subscriptions of its first-of-its-kind smartphone app.

Tips for *Family* Safety

How to keep your busy, adventurous family safe

Approach:

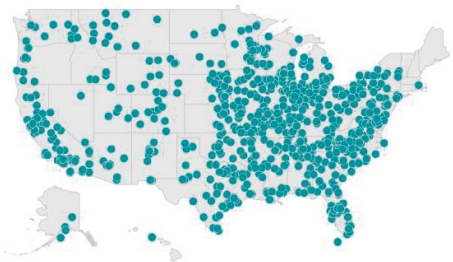
Driven to make the world safer, the company's agency and Family Features worked together to turn newly developed campaign materials into a full-page color Feature which focused on tips for keeping busy, adventurous families safe while on-the-go. The project highlighted the client's product as an advanced way to make modern transportation easier, more intuitive and safer, giving consumers added peace of mind.

Results:

Made available for download and promoted to our comprehensive network of more than 4,000 digital, print and social media partners shortly after the holiday season, this Feature received a full six months of distribution and delivered outstanding results for the brand and its agency. With a budget of less than $15,000, the program delivered:

- More than **2,000 placements** in digital and print publications nationwide, with **100% brand retention**
- More than **625 million** total impressions
- More than **150,000 social media impressions** and **15,000 engagements**
- A total ad equivalency of more than **$2.5 million** across all platforms
- An overall ROI of **192:1**

Placement Map:



Contact us at sales@familyfeatures.com or 800.800.5579

About Family Features:

For more than 40 years, Family Features, the industry leader in food and lifestyle content creation and distribution, has aided top agencies, brands and commodity boards in sharing their messages with millions of consumers through relevant, branded content. Fast, easy and cost-effective, Family Features leverages its comprehensive network of digital, print and social media partners to deliver high-impact results. The team at Family Features works with brands and their agencies to create scalable content marketing programs tailored to meet their unique needs, including:

Features

Our most popular format among editors, Features are promoted across our digital, print and social channels. Exclusive to Family Features, the Feature program offers the highest deliverables and includes 750-1,000 words, multiple images, a full-page layout, social media amplification and cost-per-click content amplification.

Premium Releases

Offering increased digital and print impressions, higher impact print coverage and both social media and cost-per-click content amplification, Premium Releases include a traditional 300-500-word Release as well as a spotlight placement surrounded by non-competitive, relevant content within a full-page, formatted layout.

Releases

A turnkey, budget-friendly option, 300-500-word Releases are offered unformatted to our digital and print partners to maximize brand exposure and garner high-quality placements.

Social Media Amplification

The social amplification program adds scalable social media impressions and engagement across Facebook, Pinterest, Instagram and Twitter to any campaign.