

# WHY ONLINE MENTIONS MATTER

## CREDIBILITY

Digital publications give third-party credibility because an editor who not employed by your company has to sign off on your copy before it goes live to the public.



## COST EFFECTIVE

You can get three to five times the space in digital publications with application stories and case studies that can be purchased with the same budget purchasing ads.

## SEO BENEFITS

Digital publications typically have high domain authority meaning their back links will help push your company higher on search results. Higher search result makes it easier for your business to be found.



## CONTENT MARKETING

Application stories and case studies are great additions to a content marketing strategy. Information from application stories can be repurposed to numerous different formats to fill out an editorial calendar.

