

What We Do  
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Sponsored Content

Convert prospects into educated brand advocates with our proven suite of proprietary advertising solutions.

Talk to an expert  
Share your brand story across our publisher network.

Our sponsored content network utilizes informational articles that are posted on our proprietary network of content websites. Utilizing years of in-house content and response data, these articles are designed to engage and educate the consumer. Our sponsored content articles take multiple approaches, all of which are geared towards educating and qualifying prospective consumers, to ultimately increase conversion on our client's landing pages.

Proprietary blog sites across verticals

BMG360 manages over 40 proprietary sites targeting content for a multitude of audiences and verticals.

Reach the right buyer

Using targeting, retargeting, and multi-channel strategies, your articles reach the your target audience when they're most likely to convert.

Testing and optimization

We publish and test educational content across various article formats to qualify prospects, increase landing page conversions, and build trust.

Paid Social x Sponsored Content

BMG's innovative Social+SCN digital marketing conversion, we run third-party social ads to drive incremental traffic at scale, while articles are posted on our sponsored content network. The ads' CTAs drive users to your landing page for increased conversion.

Proven success

The typical article click-through rates our clients see are 20% - 40% using our Sponsored Content strategy.

Winning combinations

Articles on our sponsored content network can drive high-quality publisher referral traffic to your website or generate Amazon sales, or send physical direct mail to people who read your published brand story.

See our work

Dive into our case studies and see how we've helped clients grow their

business with lasting results.

All case studies  
Meal Kit Service

Driving a 3x increase in response rate and 65% decrease in cost per acquisition for a leading meal kit delivery service

Learn more  
Fitness Education

Using creative optimization and audio and digital channels, we drove a 40% conversion rate increase and a 10x increase in annual revenue

Learn more  
Sponsored Content for Fitness Education Brand

Increasing Leads by 45% with Sponsored Content for Fitness Education Brand

Learn more  
Paid Social and Sponsored Content for High-Quality Furniture Retailer

Improving ROAS by 75% with a Sponsored Content and Paid Social Strategy

Learn more  
We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name\*

Email\*

Job Title

Company

Phone Number

What can we do for you?\*

Spark your business growth.

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

Data powered by OneSource™

Company

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