



The Native Advertising Advantage: Build Authentic Content that Revolutionizes Digital Marketing and Drives Revenue Growth

Mike Smith

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An ad tech exec at Hearst reveals the next generation of marketing?and provides the insight you need to use it to beat the competition

The Native Advertising Advantage reveals why native content is an effective tool in any company's digital marketing strategy?and how to use it to build new revenue streams.

The book explains how native ads are blending in with their surrounding content to blur the traditional "church/state" divide of editorial vs. advertising. The author shows how publications as diverse as BuzzFeed, *Forbes*, *Cosmopolitan*, and *The New York Times* are attracting readers who are just as interested in the content of these native ads as they are of journalist-written editorial content

Rationales and hands-on techniques come directly from interviews with top marketing people at a broad cross-section of companies, including GE, Intel, HP, and ConAgra Foods. These leaders reveal how native advertising fits into their marketing mix and ad budget?and how it's paying off.

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