

The perks of creating an advertorial

As a publisher and a brand marketer, advertising content is a trick of the trade to capture the nature of your target audience through imaginative incentives, presentation and eye catching page content. Whilst many of us will invariably read our favourite magazines such as Vogue, Marie Claire, Harpers Bazaar, we often don't pay much attention to those all important fashion advertorials which appear endlessly every couple of pages. To many of us, we won't understand their full potential, however they operate to measure a huge return for both the publisher and the brand marketer to ensure the public are continuously invigorated by exciting upcoming promotions; whether it is from beauty to fashion photo-shoots, promoting a new products launch or simply to connect with your customers.

The secret to creating a well formed advertorial is to ensure that you don't confuse your reader while also creating a captivating advertorial which the reader find irresistible to share and ultimately own. Vogue has often explored 'what makes a good advertorial?' Well, this insistent internet adage that good content will always find you – generates a much need motivation for the publisher. Vogue stipulates along with many other publishers that the secret sauce for making good advertorials is with a 'soft sell' and subtle branding. With this in mind, the editorial isn't disrupted and can be managed and maintained through a flow of content, which doesn't antagonise the reader. Branding of a magazine is crucial! If you wish to successfully collaborate with big brand marketers you must exemplify your own branded values. The values of your editorial content are the centre piece to any successful advertising and without it, well survival can be tricky!

So keep yourself updated on what makes a good fashion advertorial as people aren't opposed to advertising, they just wish to see more relevant and targeted ads. Wouldn't you?