

# Corporate publications

Corporate publications are marketing tools that companies use to communicate their products, services and brand messages and to strengthen their image.

They include printed brochures, customer magazines, company reports, annual reports, product catalogues, newsletters and digital content such as websites and blogs. Corporate publications are used to inform customers, attract new customers and position the company as an expert. The function of corporate publications is to provide information about the company, its products and services, to convince potential customers and to retain existing customers. They can be used to share relevant information, introduce new products, present success stories and customer testimonials and position the company as an expert in its field.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising                 | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✗ Self service tool, media buying platform |   |

## Partner systems in the market overview

vjoon K4 Cross-Media Publishing Platform (vjoon GmbH)

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✓ Household, office  |
| ✗ E-commerce   | ✗ TV, cinema, moving image         | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✓ Print | ✓ Analogue |
|-----------|---------|------------|

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✗ Purchase  | ✓ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✗ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✗ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✓ Annual report                          | ✓ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✗ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✗ Sign, labelling                   |
| ✗ Augmented Reality                      | ✓ Newsletter                           | ✗ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✓ Newspaper, magazine, periodical      | ✓ Social media company page         |
| ✓ Book, E-book                           | ✗ NFC                                  | ✓ Social media posting              |
| ✓ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✓ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✗ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✗ Telephone and video call service  |
| ✓ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✗ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✓ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✗ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✓ E-mail, signature banner               | ✗ Programmatic print                   | ✗ Vouchers, coupons, discount cards |
| ✓ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✓ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✗ QR code, link                        |                                     |
| ✗ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## Connected media channels

App (Brand, topic)  
Audio streaming platforms  
Call centre  
Consulting, support, training  
Corporate lounge areas  
Customer loyalty programme  
Delivery  
Email, email newsletter  
Event  
Extranet  
Field sales force  
Influencer marketing

Online shop (Brand)  
Point of sale (POS), Showroom  
Print mailing  
Public Relation  
Reviews, recommendations  
Social media platforms  
Video streaming platform YouTube  
Website (Brand, topic)  
Wi-Fi hotspot (brand location)