



Microsoft

Client: Microsoft

Campaign Type/Description: Brand Partnership (advertorials, video reviews, brand integration)

Campaign Duration: 3 months

Issue: The client was interested in reaching a tech savvy African-American audience who was entrepreneurial.

Solution: Black Web Media's solution to the problem was delivering the desired audience at an above average level of engagement. The Brand Partnership consisted of branding the Entrepreneurs category of Black Web 2.0 into the Entrepreneur Success Guide presented by Microsoft. Content that populated this branded section of the site included organic content that was relevant to the audience in addition to product reviews and advertorials produced by BWM staff for the brand. The success guide also included a branded poll that had the ability to be shared via Facebook and Twitter in addition to the complete guide being shareable on those platforms as well. Display ads accompanied the complete campaign.

Results: The results for this campaign spoke to Black Web Media's main differentiation factor, engagement. The average time Black Web 2.0 readers spend on content is 22 mins. However the average time the Black Web 2.0 audience spent on branded content in the success guide was 60 mins. Additionally, the average Black Web 2.0 readers visits about 2.45 pages per visit however they visited 6.83 pages per visit of branded content.



Black Web Media LLC.

www.BlackWebMedia.net

The catalyst of innovative and inclusive ideas on the web for African-Americans becoming a reality