

# Industry Contribution

Create relevant exposure by sharing stories to engage your audience

The Industry Contribution (IC) is an alternative form of advertising with a high value for money. Showing your expertise by publishing content will strengthen your image as an industry leader.

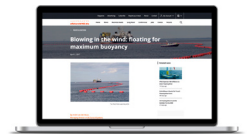
Your marketing campaign can include traditional advertising to promote a product or service, but Content Marketing can be a valuable addition. The Industry Contribution is an effective way of using Content Marketing to engage the target audience to your article. Take a look at how you can get your readers to share your content through Social Media and generate quality leads:

## Industry Contribution

## Example

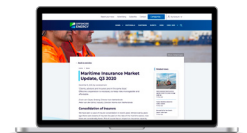
Get your audience's attention by providing content that captures their interest.

Instead of promoting their products, [Oil Control Systems](#) explained why the sector needs it.



Build credibility in the audience by sharing expertise and know-how.

Aon showed [their know-how](#) by giving advice on how to keep risks manageable and affordable.



Provide analyses of potential opportunities in your market.

Lagersmit showcased their expertise by [analysing oil spill effects](#) in the dredging market.



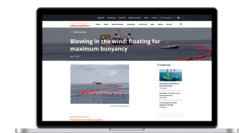
Tell the audience a great story that shows what you can do.

NKT showed the audience their expertise by sharing an [case study](#).



Explain what challenges the market faces, that can be solved with a different solution or angle (without focusing on your product/service).

Cathie Associates explained point-by-point the [current risks of installation](#) and maintenance work.



Let your stakeholders or engineers explain to the audience why the market needs a certain solution for a challenge.

**Your next Industry Contribution?** Contact Savannah Weeda ([sw@navingo.com](mailto:sw@navingo.com)) for more examples, statistics and content ideas. We can advise while you are creating your own unique content.

## **Other guidelines**

### **Length**

700-1000 words.

### **Style**

Not promotional, but descriptive in third person (no 'I' or 'we', not mentioning brand or company names too much).

### **URLs**

At the beginning of the article we accredit the piece to an author (possible to link to LinkedIn page) and company (possible to link to company website). In the article itself, a maximum of 3 relevant URLs.

### **Images**

The client should supply at least 2 royalty-free horizontal images to accompany the article, free of logos or commercial expressions. The client has the opportunity to supply even more images, videos or graphics.

### **Editing**

The client provides the content, which will only be checked with the Industry Contribution guidelines by the Content team. If desired, Navingo can connect the client to possible third-party writers or content agencies.