



Custom media and corporate blogs

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What we do

We develop custom media, create branded content, and provide consulting services for tech companies in blockchain, AI, fintech, aerospace, or beyond.

Our clients



A blockchain 3.0 platform for decentralized apps and scalable smart contracts



A predictive analytics provider offering solutions based on crowd wisdom and AI



A marketplace for decentralized blockchain-based computing services



A decentralized open source smart contract and value transfer protocol



A p2p global credit network protocol based on cosigned smart contracts and blockchain tech



A web 3.0 solutions provider and an open-source blockchain platform for decentralized applications

Our media



The leading Russian-language media outlet on cryptocurrencies and blockchain tech

In March 2019:

- 1.71 M visits
- 500k unique visitors
- 120k subscribers on social media

[Check it out](#)

lawless.tech

An English-language publication on legal aspects of innovations and technological advancement

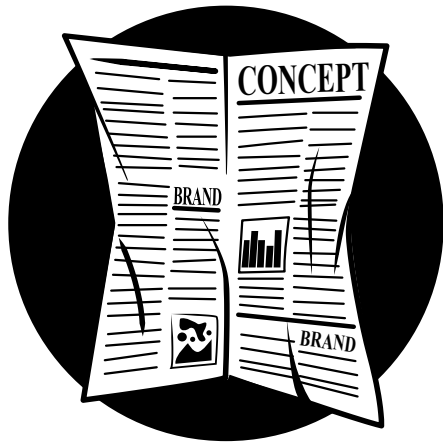
In 12 months:

- Features viewed 209,000 times
- 28,000 unique visitors
- 1,400 subscribers on social media (5% of readers)

[Check it out](#)

What we offer

We build branded online magazines and corporate blogs from scratch, get them up to speed and hand them over to the customer fully developed.



Branded media

- Caters to the interests of your target audience
- Reflects the development of your industry
- Features occasional native advertising of your company

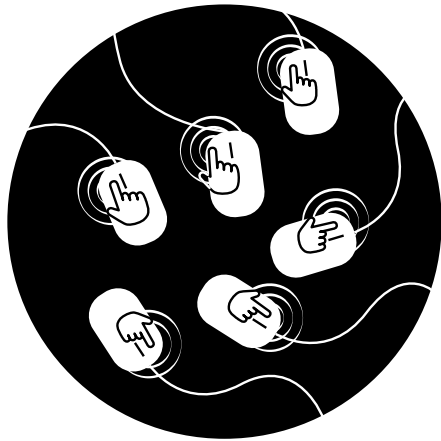


Corporate blog

- Highlights your news, inner workings, and expertise
- Showcases your team and interesting cases
- Uses brand journalism techniques

Why it is a good idea

Marketing through journalism is a great way to acquire and retain your target audience, as well as build a strong brand.



- Creates a loyal community around your project
- Provides a communication channel between the project and its target audience
- Engages new customers



- Puts your expertise in the spotlight
- Drives your audience to associate high quality content with your brand
- Boosts your brand recognition and awareness

Full control over your own media presence trumps relying on a disperse selection of third-party outlets.

How we do it

Phase I: Layout

- Customer's marketing goals
- Target audience for the customer
 - Target audience's problems and their solutions
- Customer's main competitors and its competitive edges

Phase One duration: 2 to 4 weeks

2 to 4 weeks

Phase II: Concept and planning

- Positioning strategy for the upcoming media
- Goals and objectives of the upcoming media outlet, including KPIs for the publication and the future team
- Media outlet's target audience
- Content agenda and content formats
- Launch plan

Phase Two duration: 2 to 4 weeks

2 to 4 weeks

Phase III: Launch

- Visual identity of the publication
- Web design, domain operation, server, etc.
 - A comprehensive editorial policy
- Hand-picking of a team and the establishment of content production processes
- Creation of the initial content scope for the first period after the launch
- Development of the marketing strategy and the marketing plan for the newly released media outlet, including promotion tools, community management, and distribution strategies
- Official launch and maintenance of the media outlet

Phase Three duration: 3 to 4 months

3 to 4 months

Phase IV: Post-launch

- Creating a detailed report on the new media outlet's operation and KPI for the selected period of time (6 months, 12 months)
- Transferring the project to the customer alongside with the dedicated team
- Assigning a project manager from our team for 6 months to deal with customer queries and settle disputes within the team if necessary

Phase Four duration: 6 to 12 months, depending on the actual agreement

6 to 12 months

The newly created media may be in English or Russian.

Do branded media actually work?



A product successfully combining the definitive features of a publication and a blog. **1.15m visitors** in April 2019 according to Similarweb.



A custom media outlet for Adobe Inc. dedicated to digital marketing issues promoting the mother company in a native format. **191k visitors** in April 2019 according to Similarweb.



A platform run by the world-renowned company Cisco covering the issues of technological advancements alongside with the company's news. **99k visitors** in April 2019 as per Similarweb.



A multi-platform media project working in video, audio, mobile, television, and print to promote Red Bull across activity-oriented audiences. **74k visitors** in April 2019 as per Similarweb.

Contacts



You may join the ranks of those who have enjoyed the advantages of running a branded media. If you are interested, please do not hesitate to contact us. We could arrange a meeting or a conference call to discuss the prospects further.

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