

Marketing Challenges:

- Is your online publication getting lost in the “noise?”
- Are you looking to increase readership?
- Do you want more traffic and viewer engagement?
- Do you want to market where the competition isn't?

The Flipboard Solution!

If you're looking for ways to diversify your marketing strategy and gain a new qualified stream of site traffic, here are a few powerful reasons your publication should be utilizing Flipboard:

- Flipboard is a digital magazine with 145 million highly engaged readers who spend several minutes on a site on average as compared to much shorter visits on other platforms.
- Flipboard Magazines curate articles from your company blog, social media posts and public relations reviews to build an audience, gain authority recognition, and tell your brand story.
- In a Flipboard “magazine,” you can create magazine topics, populate each targeted magazine with curated content, manage influencers, create your own verified publication, and so much more.

- The Flipboard content is portable and sharable. You can send it in an e-mail blast, use at trade shows or share via your social media posts. Each "Flipboardmagazine" curates from the web and accepts videos, voice-over sound and most blog articles and social media posts.

- The objective is to boost SEO on Google search, showcase and share your publication in an environment that has a highly engaged and motivated audience.

Marketing Thru Flipboard

Hot Ice Media is the only digital marketing agency that offers a Flipboard Marketing program.

We will help you create a strategic Flipboard profile, build your Magazines, increase quality traffic to your website, and bring more attention to your online publication.

Our Flipboard Marketing Program Includes:

- Creating a branded profile and building magazines that will drive traffic to your online publications

- Assisting you in getting your RSS feed published by Flipboard

- Helping you promote your Flipboard publications by sharing and leveraging Flipboard influencers

- Assisting you in getting more views and readership on Flipboard by using advertising and social media

- Organizing your publication content, articles, images and pull quotes into elegant magazines that readers will want to read and share

- Creating media and promotional magazines

- Creating video watching magazines using your YouTube channel

- Helping create a Flipboard advertising program

- Populating relevant topics for your publication on Flipboard