
Your Product On



Geekflare offers unparalleled expertise in showcasing your brand, products, tools, and services to diverse audiences, ensuring maximum exposure and engagement.

Who Are We?

Geekflare is your trusted platform for business tech resources, insights, services, and tools tailored to your needs.



CONTENTS

We'll be letting you in on a ton of not so general knowledge

- **The Power Of Advertising**
- **Targeted Advertising**
- **Our Case Study**
- **Measurements and Analytics**
- **Next Steps**

ADVERTISING IS LIKE GORILLA GLUE

If you've ever had to use some Gorilla Glue to patch up that old shoe you just can't part with, you'll understand its remarkable strength.

Just when things seem impossible, it miraculously saves the day.

In the world of business, advertising plays a similar role to Gorilla Glue for your shoe, holding everything together and ensuring success, even when challenges arise.

Without an effective advertising strategy, your business is busted!



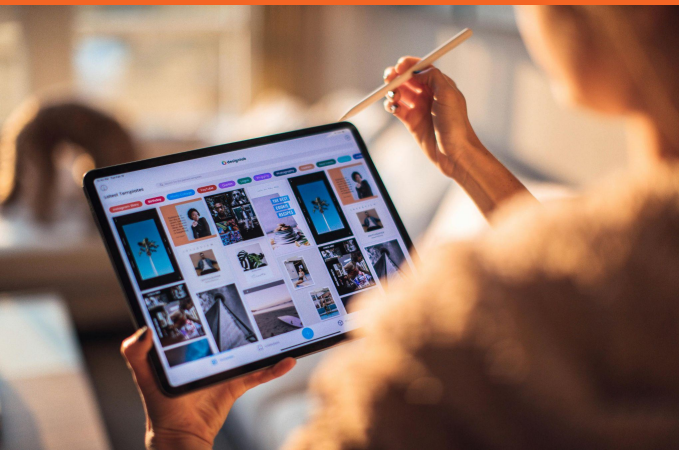
Pro Tip

Keep your ad copy concise and focused on the key message to ensure it's easily digestible for readers who are quickly scanning through the content

TARGETED ADVERTISING

Think of how easy it is for you to click on a McDonald's ad while reading an article about junk food.

Targeted advertising allows brands to reach specific demographics, interests, behaviors, and locations, ensuring that their message resonates with the right audience segment.



Pro Tip

When consumers see advertisements that align with their interests and preferences, they are more likely to perceive the brand positively.

GEEKFLARE'S ADVERTISING SOLUTIONS

We offer multiple ways to help you make your brand stand out on the net:

- **Display Ads**
- **Brand Placement**
- **Sponsorship**
- **Newsletter**



Pro Tip

Offer valuable content or incentives in your ad to entice readers to engage with your brand, such as discounts, freebies, or exclusives.



DISPLAY ADS

Showcase your brand or product sitewide:



Side Bar

You can showcase your product site-wide as a banner or text. A sidebar is shown on every Geekflare article.



Above Featured Image

Get your product or brand noticed by showing a banner or text on every Geekflare article above the article.



BRAND PLACEMENT

Showcase your product on Geekflare blog posts:

→ **Product Placement**

We value our readers, and it is our responsibility to include only relevant products and services that solve a purpose. There are various assessment criteria we apply to approve the products to be shown on Geekflare.

→ **Brand Publishing**

Publish quality articles related to your brand on Geekflare. Build authority by publishing under your brand name as an author. You can publish up to 10 articles in a year.



SPONSORSHIP

Present your brand to millions by sponsoring Geekflare. There are two possibilities:

→ **Logo Display**

Show your brand on every Geekflare article. Your logo will be displayed after the post content in the "Thanks to our sponsors" section.

→ **Sponsored Post**

Let's produce content that helps users and creates a long-lasting brand impression.



NEWSLETTER

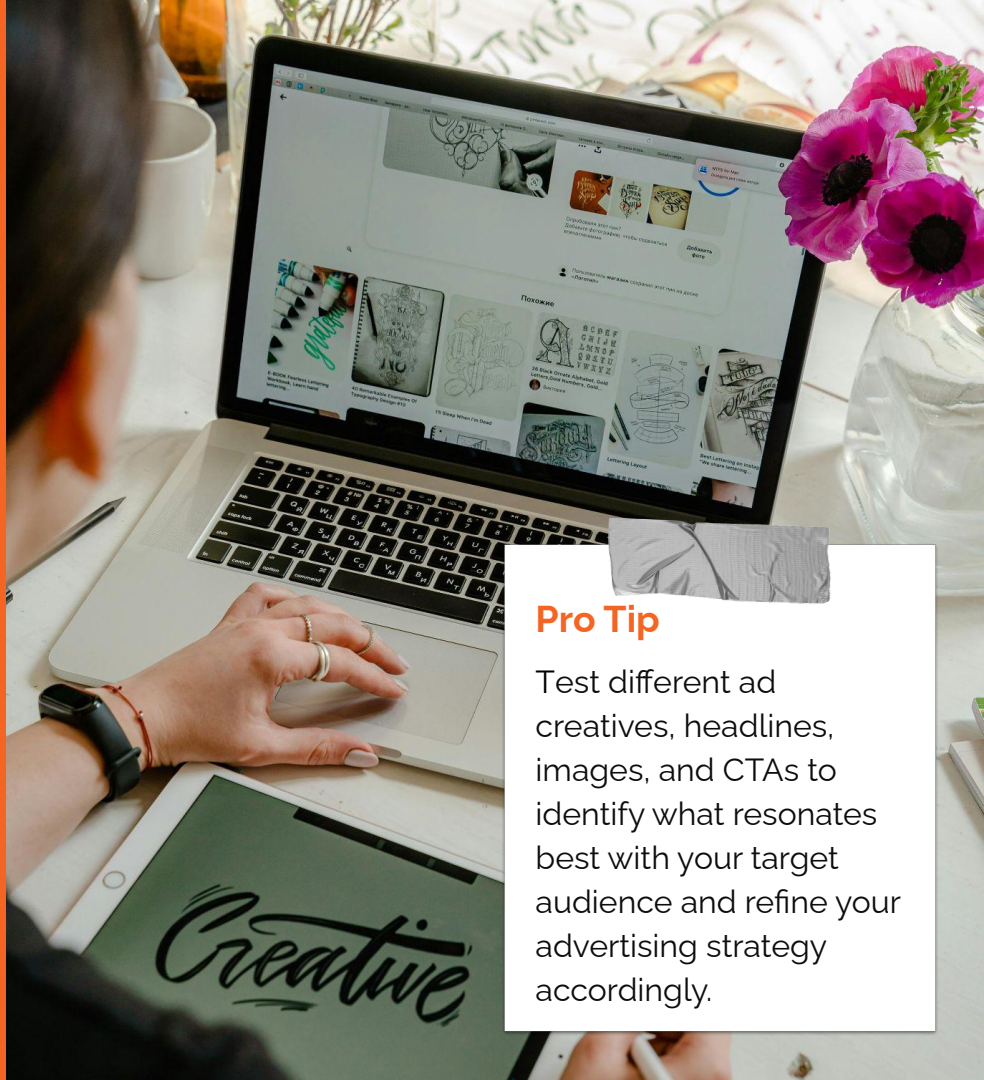
Boost your brand's visibility through our newsletter:

- Bring your brand closer to our audience through the power of **ByteBrief** newsletter advertising.
- **Subscribers: 48,000+**
- **Open rate: 22%**
- **Click rate: 5%**

CASE STUDY

KEAP.COM

Keap is an email marketing and CRM software, and our industry experts published a sponsored post about leveraging lead conversion to get more clients.



Pro Tip

Test different ad creatives, headlines, images, and CTAs to identify what resonates best with your target audience and refine your advertising strategy accordingly.



We helped KEAP gain massive engagement for their software using a **sponsored post**.

OUR STRATEGY:

We utilized a combination of logo display, brand publishing, value-based content, and retargeting audiences across search and all social channels to promote the software's various offerings.

We achieved amazing results.



5.8M+

PAGE VIEWS



79%

AGED 18-44



71%

MALE READERS



65%

DESKTOP USERS



03:25

AVG TIME ON SITE



18% from USA



6% from India



9% from France



10% from Germany



6% from Spain

Read full article here:

www.geekflare.com/lead-conversion-with-keap/

MEASUREMENTS AND ANALYTICS

Tracking and measuring advertising performance is crucial, as it provides actionable insights into the effectiveness of campaigns.



Because the post was sponsored by KEAP, we used their platform to gather analytics on the article using their multiple CRM features.

Pro Tip

Track the performance of your ads using analytics tools to measure metrics like click-through rates, conversion rates, and return on investment (ROI) to optimize your campaigns.

A large, hand-drawn speech bubble is centered on a background of vertical wooden planks. Inside the speech bubble, the words "LET'S GO!" are written in a thick, black, hand-painted font. The speech bubble has a thick black outline and a tail pointing towards the bottom right.

YOUR NEXT STEP:

**PRESENT YOUR BRAND TO
THE WORLD**

CONTACT US TODAY AND LET'S
UNLEASH THE FULL POTENTIAL OF
YOUR ADVERTISING STRATEGY.
DON'T MISS OUT ON THE
OPPORTUNITY TO
BOOST YOUR VISIBILITY
AND INCREASE REVENUE.
REACH OUT NOW!!

Thank you for taking the time to learn more about
Geekflare and what we do.

We're excited about the opportunity to partner with
you and help you achieve your marketing goals.

Get in touch with us today, and let's embark on this
journey together. Here's to your success!

For inquiries and consultations
please contact us at:

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Website: www.geekflare.com/contact

Pro Tip

TAKE ACTION!



GEEKFLARE