

## Content marketing for social media impact: Internet marketer's posting of local news stories boosts site traffic and sign-ups

### Challenge:

Quantum Sponsor sought to increase the number of Instagram influencers in its advertising and promotion network.

### Solution:

Quantum Sponsor collaborated with NewsUSA on a national feature news story, "Payday for Instagram Users," to explain how easy it is for Instagrammers – even those with small followings – to leverage the platform to endorse some of their favorite products and make money.



### Results & Impact:

2,400 media placements of mat release, with a link and screengrab for every placement. 170 million average monthly audience reach across the syndication network.

Quantum Sponsor then began sharing many of its local media placements via social media, engaging with Instagrammers, Facebookers and other social media users and building trust via the localized news stories. When they kick-started social media conversations with shares of their articles, they saw those posts drive traffic to their website...and triple new-user sign up rates!

**"NewsUSA provided near-instant media credibility to the achievements my team has earned, both for investors and potential customers. When we distributed the endorsement strong media placements (St. Louis Post Dispatch, Intl. Bus Times, Philadelphia Weekly) through social media our website traffic jumped 94% and our new-user sign up rate tripled within a few hours."**  
- AJ Silverman, CEO, Quantum Sponsor

### As seen on:



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