

Module 2. How to develop content assets and campaigns on social media for sponsors?

Introduction

Sponsorships are most successful when viewed by both parties as a partnership. In considering the social media aspects of these partnerships, that mindset is particularly important. Brands and rights holders offer the other the ability to achieve goals they may not alone. Rights holders offer brands fans with the expectation and perception of reality. Brands can offer rights holders opportunities that may usually be unattainable alone. Consequently, social media sponsorship, and the collaboration required to launch a successful campaign, will likely produce benefits for both partners. (Tadem, 2018)

Where previously the rights offered by rights holders were linear, predictable, and largely tangible in nature, we are now fully immersed in the world of “influencers”, brandter (inter-brand banter) and measurable impressions. Advertising has become a two-way street. Rather than passively engaging with consumers through traditional methods like shirt sponsorship and product placement, brands need to be agile, dynamic, and innovative.

Social media is now often regarded as a separate category of rights which are paid for in addition to services and other rights offerings. For example, when using an athlete in ads, tweets by the athlete are often an “add on” for an additional price rather than an assumed part of the deal.

The job of a modern-day marketer is an evolving minefield. Negotiating fair terms for sponsorship which incorporate social media is complex. The following are some of the issues that are currently pre-occupying our clients.

Improved data = shorter term contracts?

A team's lucky striker will likely have more Instagram followers than the team itself, and a make-up artist may have more followers than the make-up brand they swear by, but which will more effectively inspire customers to purchase your products or services?



Brands now have access to verifiable data clarifying the impact of their ads. Social media enables impressions and click-through purchases to be counted, used to inform real-time campaign optimization and be referenced in annual reports.

Knowing your audience and understanding who that audience is listening to has always been key to a brand's strategy—while this remains the case, this new verifiable data takes the guesswork out of the equation.

Brands have started demanding shorter term contracts, enabling them to collate data and extend only the more successful sponsorship arrangements. One-off engagements relating to a specific campaign or event (or even a single tweet) are also increasingly common. In a world where an individual's popularity fluctuates as often as the wind changes, this trend seems likely to continue.

More flexibility, less control = greater impact

In traditional sponsorship arrangements, brands have required approval rights over any content disseminated by any means. As the world becomes increasingly fast-paced and responsive, advertising must keep up. Requiring approval rights over every tweet or Instagram post could seriously reduce the impact of that post.

We are now seeing a more agile framework in sponsorship arrangements that allow for reactive posts and constant engagements rather than the traditional prescribed rights and obligations of each party. In this environment, due diligence on potential partners is more crucial than ever.

Striking a balance between maintaining the reactive appeal of social media and the protection of the brand is complex. One way for brands to manage this is to set out clear parameters in terms of what is acceptable without approval and what is an absolute no-go.

Unit 2.1

Staying on the right side of the regulator

Social media sponsored advertising has been a hot topic for the advertising regulator in recent years. Consumers are also becoming more aware of the restrictions put on brands and will report those who fall foul of those obligations.

As a reminder, if an individual or entity has been paid (by money or otherwise) to post content on social media about a brand and the brand has any control whatsoever over the content of the post, it must be clear that the post is an ad.

The following tips should be contractual requirements and standard practices:



- Make the disclosure early. A consumer should know immediately they are looking at an ad. Including “#ad”, “advertorial” or “ad feature” in a social media post or video title is a simple way to ensure this.
- Make the disclosure clear. Use of phrases like “in collaboration with”, “with thanks to” and “sponsored by” should be avoided. Simpler terms like “ad” should be used, instead.

Exclusivity – What about new technologies?

The extent of exclusivity will always be a hot topic for negotiation in a sponsorship arrangement. As new modes of advertising are created, a new topic in the exclusivity discussion has emerged: to what extent will a brand have exclusivity over new technologies and platforms?

Clarity in the contract is essential. Stating that a brand has exclusivity in social media will be insufficient if the latest platform is not classed as social media. We are increasingly seeing rights of first refusal in sponsorship arrangements that cover new technologies. Whether or not this right will involve additional sponsorship fees is open for debate, but this allows both parties a degree of flexibility, which is a necessity in this ever-changing landscape.

Reputation management – Can your social media history every truly be erased?

Incorporating morality and reputation clauses in sponsorship contracts is nothing new, but many brands are becoming increasingly concerned about engaging individuals to promote their brand on social media. The reactive nature of social media means that brands often have less control over content (see above), but, in addition, terminating a sponsorship deal doesn't necessarily give brands the instant separation that they are looking for.

Historic social media posts will exist until they are deleted. Including a “cleansing” clause in your sponsorship deal which can be activated if the arrangement is terminated for certain reasons might give some comfort here.

Social media has transformed the sponsorship scene. Contracts for a single Tweet from a pre-eminent individual are heavily negotiated. Where rights and obligations have previously been meticulously described and the parameters clearly set out, we are moving to a contractual standard that is agile, responsive, and principles-based. Brands are increasingly giving up control –something that the boardroom will undoubtedly struggle with. But it's worth it; one Tweet is worth 1000 branded shirts.



Branded Content and Your Partnership

When promoting or assisting sponsors with social media content on rights holder channels, both parties should examine multiple options for collaboration. A communication and collaboration style will vary by situation. Choose the best option for you, your partner, and the audience you aim to reach. Generally, a rights holder and a sponsor will discuss three main options:

Co-branding

In this option, it will be clear to the audience the campaign is a joint effort. Logos and/or other recognition will be equally prominent (even if the level is low). Co-branding promotes a sense of unity between the rights holder and the sponsor; and portrays that unity throughout the campaign to the consumer.

Sponsor-based production and branding

This is the option for rights holders that want to give guidelines and nothing else; or for sponsors that want to create brand-based rather than event- or property-based campaigns. Rights holders should have the opportunity and expectation to approve all creative. Prior to creation and production, rights holders should offer brands a set of guidelines to set expectations.

“Stealth” branding

Many sponsors want to take advantage of the added authenticity perceived on rights holder channels. If a brand is open to more subtle messaging, the partners can work together to promote the sponsor's initiative. How does USA Softball's partnership with USSC Sports Camps allow athletes to be involved at the youth level? Do US Figure Skating athletes get ready to train with a PB&J sandwich made with sponsor Smuckers' jam? How do USA Swimming athletes have the opportunity to utilize amenities at sponsor Marriott? If the partners can work together to produce content focusing on the lives of the athletes - something real and human and interesting - that features an almost-unspoken reliance upon a sponsor contribution, that will be authentic.

Each of these options can be successful. To ensure you and your partners choose the correct option, you must mutually discuss and agree upon a strategy. Without that step, any option used will likely be unsuccessful.

Work Together to Co-produce Content

Are there existing or new opportunities available to work with your sponsors on series of social media posts? Sponsors want their social media inclusion on rights



holders' posts to be authentic, natural and above all, successful. Working together to create a cohesive vision and product will reduce the likelihood of "logo drop" or "sales pitch" style posts on the part of a brand. This will likely result in a higher level of trust for both the rights holder and brand.

Wimbledon and Evian worked together to produce a series, "Wimble Watch," as part of their partnership. The series was about more than tennis: it allowed Evian to show itself to Wimbledon fans as a lifestyle. Since the series was done at the tournament, it related back to the Wimbledon brand as well. Their successful campaign showed celebrity attendees reacting to Wimbledon: the strawberries and cream, the history, and the iconic tennis matches that happen on the only grass-court Grand Slam.

In the News

During the lead-up promotional period for the 2018 Winter Olympic Games in Pyeongchang, South Korea, the United States Olympic Committee (USOC) Twitter account (@teamusa) featured several examples of partnership-produced photo and video series. These sponsor posts were done by Hershey's, Milklife, Milk Bone and KT Tape and featured American Olympians.

.@tedligety makes his Olympic debut AND wins ☐ in this Gold Medal Moment presented by @HERSHEYS! pic.twitter.com/CNlIXq72KC

— U.S. Olympic Team (@TeamUSA) January 11, 2018

Learn why Lily and Po are more than just pets for the @ShibSibs! Brought to you by #TeamUSA and @MilkBone. #dogsinspiremore <https://t.co/onRgqauZXa> pic.twitter.com/k8HyMOQIQO

— U.S. Olympic Team (@TeamUSA) January 11, 2018

There's nothing like the focus of @JuliaMancuso when she's on the mountain! ☐ Learn more with #WorkingOutWithTeamUSA by @KTTape pic.twitter.com/RWBtq41CCr

— U.S. Olympic Team (@TeamUSA) January 9, 2018

.@milklife athlete & Olympian @mirai_nagasu shares her warrior-like mentality on the ice. #MyFocus

☐ <https://t.co/mtfQGoG2Ra> pic.twitter.com/2Q9rtdwpZ6

— U.S. Olympic Team (@TeamUSA) January 3, 2018



Each of these series offered the sponsors involved something different. For Hershey's, it is a platform to promote success and how the essence of success ties in with its new Hershey's Gold product. Milklife and KT Tape are able to showcase how their products assist athletes compete in the Olympic Games. KT Tape concentrates on the physical process and preparation. Milklife connected its product to sport in a more tangential and lifestyle-based way. Brain food and superfood are hot topics, and the brand tapped into that feeling. Milklife used its partnership with the USOC and several athletes to promote what milk can help you accomplish mentally through the #MyFocus series.

Where should the social media spend go?

When creating content and discussing promotion, it is important to evaluate where to put your spend. Both sponsors and rights holder should be cognizant of how the social media partnership can be mutually beneficial. By identifying social media goals, sponsors and rights holders can appropriately determine where is best to promote content. Should it be posted on the brand or rights holder channels? Find the best option for your partnership.

Content posted by rights holders may gain more traction than content posted by brands. Content is usually seen as more authentic and engaging when on rights holder channels. Not everyone will seek out a specific brand on their own time. Brands posting on the social media channel of a rights holder can reach much larger audiences. Even better, that rights holder audience will be less familiar and allow more room for growth in awareness than a brand's channel. That simple action can increase impressions in a more authentic and organic way.

Successful Implementation

Creating content collaboratively allows both parties in the partnership to stay true to their brand. They also have the opportunity to creatively come together to reach a broader audience. Wimbledon partnered with Evian to co-create the Wimbledon Watch series. Evian aims to be a lifestyle brand. In order to reach the audience already captured by Wimbledon, the spend was put behind the Wimbledon page to increase impressions and reach. By partnering with Wimbledon, Evian was able to reach and target specific Wimbledon attendees. Examples could be those who sit on Henman Hill or those who purchase certain types of tickets. Evian could then reach those attendees when promoting and boosting posts on Wimbledon channels. As a bonus, these followers will be more likely to post and become brand advocates. Evian's partnership with Wimbledon was better highlighted and appreciated due to these actions.



What Can Make Sponsored Posts Successful?

Sponsors and rights holders have the option on Facebook, Twitter, Instagram and LinkedIn to boost their social media posts. “Boosted” or “sponsored” posts will reach a larger audience. The fee associated with boosting posts can be built directly into your sponsorship agreement. Your boosted post will show up in the News Feeds of your chosen audience or “look-alike audience.” This can be beneficial to the brand and to the rights holder by “boosting” on each other’s pages. Cross promotion may stretch brand and partnership awareness across an even wider market.

Sponsored posts are great for lifestyle brands who want to showcase their product and the influence it has on its consumers. The Milkbone and Team USA partnership is a great example of incorporating a brand in a sponsored post on the rights holder’s page.

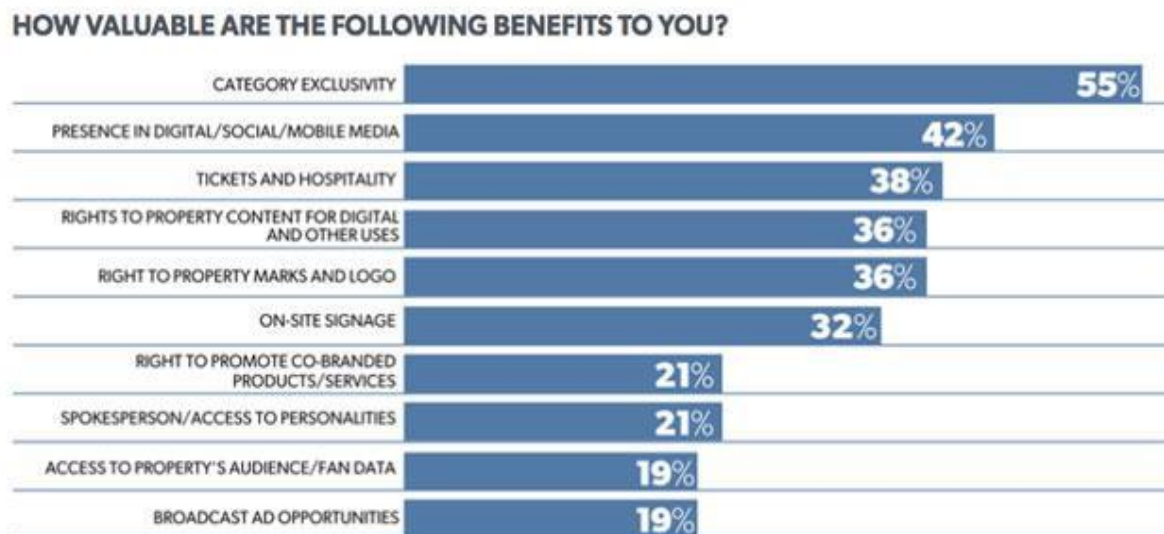
Long Term Collaboration and Success

Consider how to interest your social media following on a long-term basis through sponsorship programming. An event or season may not last the entire year, but rights holders can offer followers and sponsors opportunities to engage year-round. Sponsors signing long-term deals should be involved in a property’s off-season programming.

Sponsors want social media inclusion. Just as a venue want to hear ideas for collaboration from a sponsor, brands want to hear a venue’s ideas for partnership promotion. Social media success year-round for a specialized event is possible, and combining resources, ideas and promotion will make success more likely.



Figure 1: How valuable are the following benefits



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Percent of respondents who ranked the factor a 9 or a 10 on a 10-point scale, where 10 is extremely valuable

Source: ESP Properties 2017 Sponsorship Decision-Makers Survey

From Click: how to incorporate social media into sponsorship opportunities, by Tandem, 2018, <https://tandempartnerships.com/click-social-media-sponsorship/>

Offer Unique Assets

Sponsors are looking for partners with tangible digital and social media benefits. Your property should be one that can fulfil that requirement easily. Sponsors can easily take their money and partnership opportunity elsewhere. Include social media benefits your property can offer in your initial proposal. Also be sure to share ideas and schedule brainstorming sessions for collaboration as you fine-tune the details.

- Will a sponsor that can produce a web series with each visiting artist, athlete or even visitors to your venue?
- What brand elements do your sponsors hold that align with the social media opportunities you currently, or could, offer?

The longer a contract, the more time partners have to make a mark with their social media content. On the flip side, the sponsor will likely have higher expectations regarding both return and the servicing of its account. The International Olympic Committee (IOC) runs a highly sought after (and expensive) sponsorship program: The Olympic Partner (TOP) Programme. Included in this exclusive group



are brands like Coca-Cola, VISA, Toyota and Samsung. When launching the Olympic Channel in 2017, the IOC turned first to brands already part of the TOP program, including Toyota and Bridgestone, and brands looking to become more active, like Alibaba.

Scale to Fit

Your property or event may not be able to launch your own channel - that's definitely okay. Consider how you may be able to scale ideas:

- Would you and a partner find mutual benefit in a Facebook Live series promoted in tandem?
- Is a year-end "Most Exciting Moments" series a good fit for a partner?

Opportunities like these are an excellent way to interact with sponsors on the things that matter most to both parties. On the rights holder side, you are able to promote all the exciting things that happen at your property or event. Sponsors are able to show engagement in an authentic way that is valuable to the brand, the rights holder, and most of all, the audience. (Tandem, 2018)

As an online content creator, you'll use a combination of monetization strategies to generate revenue in your business. Regardless of your primary content format –podcast, blog, newsletter, website, etc.–, your monetization options include ads, courses and info products, memberships, subscriptions, and more.

Working with brands on sponsored content campaigns is one strategy that can help you make money as a content creator.

First, what is a sponsored content campaign?

In a sponsored content campaign, brands and businesses partner with online creators and influencers to promote their products or services. The creator or influencer develops content about the brand and distributes it through its various distribution channels: website, newsletter, YouTube channel, Instagram, Facebook, TikTok, and other social media platforms.

Wherever you've built up an audience, there's an opportunity to engage brands and businesses in sponsored content campaigns.

The benefit of sponsored content campaigns



For brands

Brands need to connect with their target market, the people who are most likely to be interested in their products or services. Therefore, these businesses will seek out creators and influencers who have built up an engaged audience that they believe matches their ideal customers.

For brands, creators provide:

creative content + an engaged audience + distribution and reach

As a creator, you have a unique connection with your audience. You know how to produce content that your readers, listeners, or viewers want to consume, and you have a variety of ways to distribute that content to them. It makes sense for brands to tap into your ecosystem to reach potential customers.

70% of consumers indicate that they'd rather learn about a product or service through content than through traditional advertising, according to the Content Marketing Institute.

When content is delivered through an independent online creator, the audience has greater trust in the information than when it comes from the brand directly.

For creators

For creators, sponsored content campaigns serve as an effective revenue stream. Working with the right brands can also add value for your audience. When you work with businesses that match your audience's interests and recommend products and services that you genuinely believe in, you have an opportunity to meet the needs of your audience.

By giving you attention, your audience is giving you their trust. Therefore, it's essential to vet the brands you choose to work with to ensure that you ethically recommend their products.

However, when you find the right brands, you can establish long-lasting partnerships that benefit everyone—the advertiser, you, and, most importantly, your audience members.

What if you don't have a massive audience?

You don't need a massive audience to begin a sponsored content monetization strategy. Yes, advertisers will want to reach a sizeable audience, but if you've got a small but engaged audience in their target market, some brands will want to work with you.



When your audience is on the small side, you need to be mindful of how you price your sponsored content campaigns. At the end of the campaign, advertisers will evaluate their return on investment. You'll want them to realize value for their dollars so that they'll want to work with you again in the future.

One way to showcase the campaign's value is to highlight the content production and assets that you can provide to the brand. If you are producing photos, written content, videos, etc., highlight these digital assets' value in your proposal. You can even offer to allow the advertiser to use these assets elsewhere.

As your audience grows, your value grows, and you can gradually raise your sponsored content rates. You can also limit the use of the assets you produce if you choose.

How to work with sponsors and monetize as a content creator

Develop your sponsorship offerings

The first thing you need to do when developing a sponsored content strategy is to define your sponsorship offerings.

First, consider your content formats.

The first step to developing your sponsorship offerings is to make a list of your content formats. Content formats may include:

- Blog posts or articles
- Newsletter features
- Videos
- Photo galleries
- Social media content
- Podcast episodes
- Banner ads

Next, take an inventory of your distribution channels.

Make a list of all of the places where you can distribute the sponsor's message. Your content distribution channels may include:

- Your website



- Newsletter
- Podcast
- YouTube channel
- Facebook page
- Facebook group
- Instagram
- TikTok
- Twitter
- LinkedIn

Once you have your list of formats and distribution channels, you can start to think about how you can use them to build out a campaign for a sponsor.

Creating a unique media kit/ asset catalogue

Whether a brand reaches out to you or you're calling on potential advertisers, you'll want to have a professional-looking media kit ready.

Your media kit should include:

- About info: information about your publication and the content that you produce.
- Audience info: a description of the people you reach with your content.
- Stats: how many people you reach through your various channels –website visitors, podcast listeners, newsletter subscribers, YouTube subscribers, Facebook followers, Instagram followers, etcetera.
- Ad packages and rates: include information about pre-set ad packages. If you don't want to have pre-set packages, you can take the approach of customizing each campaign for your advertisers. Provide some information about that process in place of the packages, if applicable.
- Testimonials: if you've worked with advertisers, include a few positive words from them. Don't worry about having testimonials right away, but plan to add them as you can.



- Contact info: provide your name, email, phone number, address (if applicable), website, and social media links.

Figure 2: Billings 365 webpage

Billings365.com
#thingstodoinbillings

WHO WE ARE
Locals promoting Billings!

WHAT WE DO
We inform our community and visitors about things to do in Billings - events, entertainment, shopping, dining, recreation, health, and beauty. We encourage them to get out and take in all that Billings has to offer.

WHY IT MATTERS
Billings365 reaches people when they are specifically looking for local events, unique shopping experiences, delicious local food, area recreational opportunities and to get out and have fun! We promote city pride for Billings!

EVENTS
We are Billings' most comprehensive calendar of entertainment and recreational events. Our calendar also feeds directly to visitbillings.com.
Submit Your Event for Free
billings365.com/submit

BLOGS, VIDEOS, PHOTOS
Our content covers local events, dining, shopping, nightlife, music, health and beauty, and area recreational opportunities.

LOCAL DIRECTORY
The Billings365.com directory highlights local businesses that offer "things to do" - places to dine, shop, relax, workout, and more.

25 - 35K
visits per month

110,000
pageviews / month

25 - 45
age

50 / 50
visitors / locals

60%
on mobile devices

9,500 (Facebook)
1,987 (Twitter)
2,000 (Email)
2,300 (Instagram)

From: Cardsetter, (s. f.), <https://bit.ly/350GH59>



Prospect

Develop a list of potential advertisers. How? Go back to your media kit. What did you write about your audience? Now, consider which brands or advertisers want to reach that audience. You don't have to work with big brands to monetize your content successfully. Think about smaller businesses that may be a good fit. They are typically easier to reach out to and are more flexible with their advertising budgets.

Reach out to potential advertisers

Send emails, reach out on LinkedIn, start interacting with your prospects' social media posts. Do what you can to get in front of them. Don't hesitate to follow up more than once. Sales requires persistence.

If you're successful at generating interest, you'll need to correspond to understand their needs and close the sale.

Meet with the brand partner

Meet in person or over a video chat to gather information and assess the brand's goals and priorities.

Here are a few things and questions you should cover in that meeting:

- Their present and future marketing priorities.
- What quantifies success for the brand? This might be email subscriptions, products purchased, registrations for their event(s), etc.
- What other marketing campaigns are they currently running? Can they share some examples of that creative with you?
- Are there other brands they follow online whose strategies they admire?
- What would be an appropriate timeline for a specific goal / campaign? What is their next goal after that, and what is the timeline?
- If you can work together, are there resources they will provide: staff to provide information for content or to appear in the content, digital assets, product as needed?




Develop a strategy to meet the brand's needs

Timeline

Some brands may want to work with you on a short-term campaign. Others may leave this open-ended, or the duration may depend on the costs. Take the timeline into consideration in your proposal. Just because a campaign is short-term doesn't mean it can't be multi-faceted. Outline 3 or more phases in your campaign. Consider the marketing stages of the brand's customer journey: awareness, consideration, and conversion.

Figure 3: Brand Campaign Worksheet

MONETIZATION ACTIVITY				
BRAND CAMPAIGN WORKSHEET 				
Use this worksheet to plan a multiphase campaign for your brand partners (over weeks or months).				
	PHASE I	PHASE II	PHASE III	PHASE IV
GOAL				
CONCEPT				
FORMATS				
DISTRIBUTION				

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From: Cardsetter, (s. f.), <https://bit.ly/350GH59>

Topics, formats, and distribution

Once you've set a timeline, develop a plan for the content that you'll produce within the brand partner's campaign at each phase. Think about their goals and how you can create content that helps them achieve their goals. Think about why this brand would resonate with your audience and develop topics that will accomplish the brand's goals.



Each piece of content that you'll pitch to the brand should include the topic, format, and how it will be distributed. You may take a single topic and produce it in a few different formats to customize it to each of your channels: website, newsletter, Facebook, Instagram, etc.

Consider taking one topic and producing it in a few different formats: a blog, a video, an Instagram Story, for example.

Perhaps you produce a blog post first and post it to your website, Facebook, Twitter, and newsletter.

Then, a few weeks or even months later (if still applicable to the brand), you release a video by uploading it to your Facebook account and tagging your brand partner. You can also include some budget to run paid distribution on Facebook to ensure the video gets reach. You'd also feature the video on your website.

Somewhere between or coinciding with the above, you can use this content to create an Instagram Story.

In each piece of content, the brand partner is clearly identified. Rather than one small amount of exposure, you're able to reiterate their message to your audience across platforms over time. Your audience becomes more familiar with the brand through each impression.

Other sponsorship opportunities

You don't always have to create custom content for every brand partner or for every line item in your proposal with a brand partner. You've got assets that can easily be sponsored. You can generate revenue, and your brand partner still gets in front of your audience in the form of brand awareness.

Your e-newsletter, for example, can be “presented by [insert brand]”. You could charge for this per e-newsletter and find separate sponsors for each time it is sent, or you could have the same ongoing sponsor for some specific duration.

Billings365, for example, has a “presenting sponsor” across all of its channels. Their sponsor gets a logo in the main menu, the e-newsletter, and the Facebook profile picture. Now, some publishers may not want to go this far in offering up their assets in fear of diluting their own brand. But for some publishers, if the revenue is sizeable, this can allow them to focus on more organic content while generating revenue from that presenting sponsorship.

You could also carry this strategy out with your special sections.



You can combine any number of static sponsorship options along with custom content to build effective and attractive campaigns for your brand partners.

The proposal

Put together a great-looking proposal!

What to include:

- An introduction: Compliment the brand and express your desire to work with them. Show proof that you can reach a key audience for them.
- Use their logo on the proposal.
- Reiterate their marketing goals and why this campaign fulfills those goals.
- Outline the campaign phases, the objective for each phase (awareness, consideration, conversion) and what content, sponsorships, or other advertising (banner ads) will be included at each phase.
- Show visual examples where you can create or create mock-ups using the brand's logo and relevant images or screenshots.
- Provide pricing information: You are providing audience + content production. Be sure to make this clear in the proposal and price accordingly. NOTE: if your audience is on the smaller side, you can play up the quality content production piece. Then, this is where it would be wise to be sure you are building in budget to ensure distribution (like through Facebook paid campaigns. This way, you can ensure views of the campaign).
- Provide three pricing options, emphasising the one in the middle (they will usually choose the middle). This is better than an all or nothing approach, and most brands appreciate having some choice.
- Include testimonials and references.
- Provide stats and analytics that show the strength of your audience.

Make it easy for the brand partner to accept your proposal. No one likes printing, signing, and scanning! Find a solution that will allow you to accept digital signatures. Adobe Document Cloud is one option. We love PandaDocs for making online proposals. They look great and will enable you to get a digital signature, and accept a down payment. There are various other proposal platforms out there at varying price points. Do some googling to find one that suits you.



References

Tandem. (2018). Click: how to incorporate social media into sponsorship opportunities. <https://tandempartnerships.com/click-social-media-sponsorship/>

