



AN AMAZING DISPLAY OF INFORMATION
LG Commercial Display Blog

Benefits of Contributing To Our Blog

- 1 EXPOSE YOUR BUSINESS TO A WIDER ARRAY OF INDUSTRY CATEGORIES AND DRIVE MORE PEOPLE TO YOUR OWN WEBSITE.**
 It will help you drive new and incremental traffic to your website.
- 2 IT CAN HELP ESTABLISH YOUR AUTHORITY.**
 The best business blogs answer common questions their leads and customers have. If you create content that's helpful for both our target audiences, it'll help establish your company as an authority in their eyes.
- 3 ABILITY TO JOIN A RAPIDLY GROWING SOCIAL EXPERIENCE; MORE RE-TWEETS AND SHARED ENGAGEMENTS.**
 The effort you put into yesterday can turn into hundreds of thousands of views and leads in the future.
- 4 ANALYTICS ENABLED VIEW PERFORMANCE TO HELP YOUR STRATEGIC DECISION MAKING.**
 Find out what works, what topics are hottest and help get the pulse of what industry members find important.
- 5 CREATE EVEN MORE DEEP LINK CAPABILITIES TO HELP IMPROVE YOUR OWN SEO.**
 Drive more long-term results. In the following days, weeks and months you can continue to receive traffic and leads from that blog post.

For inquiries please email Laura Cohen at Laura.Cohen@lge.com

Should you decide to write a post specifically for our LG Commercial Displays blog, here are the benefits your company will receive:

EXPOSURE. LG Commercial Display blog traffic is supported by paid social and active engagement practices that continue to escalate visitation and readership. Participating with new content that you develop will increase exposure for your business as we drive more viewers to our blog.

CREDIBILITY. Our blog gives you an opportunity to deliver your objectives, your mission and how you see the business of digital display shaping up. Offer your company's perspective to our audience.

Should you decide to let LG Commercial Displays link to a current post on your company's blog, here are the benefits your company will receive:

SEO. Our goal is to extend the reach of every piece of content and/or communication we publish. Through our blog, we'll work to connect more unique viewers to your content on your own properties and help your own organic search as well.

BENEFITS OF BACK LINKS. As search algorithms become more advanced, the most interconnectedness you have the better. Our blog adds more back link capabilities to help improve your company's traffic.