

EUROPAGES



EASY BLOGGING SOLUTION: YOUR COMPANY NEWS



CREATE A NEWS FEED FOR YOUR COMPANY ON EUROPAGES AND GET PEOPLE TALKING ABOUT YOU!

The **NEWS SPACE** on your E*Page, allows you to promote the latest news about your company and build your reputation -- **SIMPLE** and **FREE**.

You can use your latest news as a quick and effective tool for livening up your company page and creating a positive and dynamic image.

STAND OUT FROM YOUR COMPETITORS!



Use posts to share your history, values, expertise, innovations, success and goals -- or simply the dates of upcoming events.

All these elements help to boost **your profile** and your company's **credibility** among members of the B2B community who visit EUROPAGES every day.

By regularly sharing news, you are giving potential customers another way of finding out about your brand and establishing a relationship with them based on **proximity and trust** that can really make you stand out from your competitors when the moment comes for them to select suppliers.

NEWS FEED

Find your news stacked as they are being published on your NEWS tab.

COMPANY DETAILS PRODUCTS **NEWS** DOCUMENTS

- News in English (3)
- News in German (1)
- News in Spanish (1)
- News in French (2)
- News in Italian (1)

Type of news

Date updated LV

Your news will make more impact with a photo.

ARTICLE TITLE

Url of the site featuring the full article

.....

.....

.....

Category

Tag # Tag # Tag

You can publish your news in several languages. They will be visible on all versions of your E*Page.

Type of news

Date updated LV

Colored labels allow you to quickly identify the type of published news.

ARTICLE TITLE

Url of the site featuring the full article

.....

.....

.....

Category

Tag # Tag # Tag

Your event date is highlighted.

Type of news

Date updated LV

ARTICLE TITLE

Url of the site featuring the full article

.....

.....

.....

Category

Tag # Tag # Tag

Link to the full article and more news.

THE NEWS SPACE: YOUR **EASY BLOGGING** SOLUTION ON EUROPAGES

Whatever your level of involvement in communicating your company news, the Your News solution on EUROPAGES is for you!

SHOW THAT YOUR COMPANY IS DYNAMIC

RELAY YOUR COMPANY NEWS

You don't have a website or you don't have access to your site to add regular updates?

Difficult then to publish news when you want to. Your myEUROPAGES space provides you with the flexibility you need to communicate effectively. You can talk about your company, expertise, customers, industry and plenty of other subjects without having to worry about technical issues.

You already have a blog or you publish your news on your own site?

Use the NEWS tab on EUROPAGES to spread the word even further and create links back to articles on your website.

Your news is not necessarily available in several languages, so why not take advantage of the EUROPAGES multi-lingual platform to publish the information in all languages you are familiar with.

In a nutshell: communicate your ideas to a much larger audience.

MULTIPLY

ENTRY POINTS

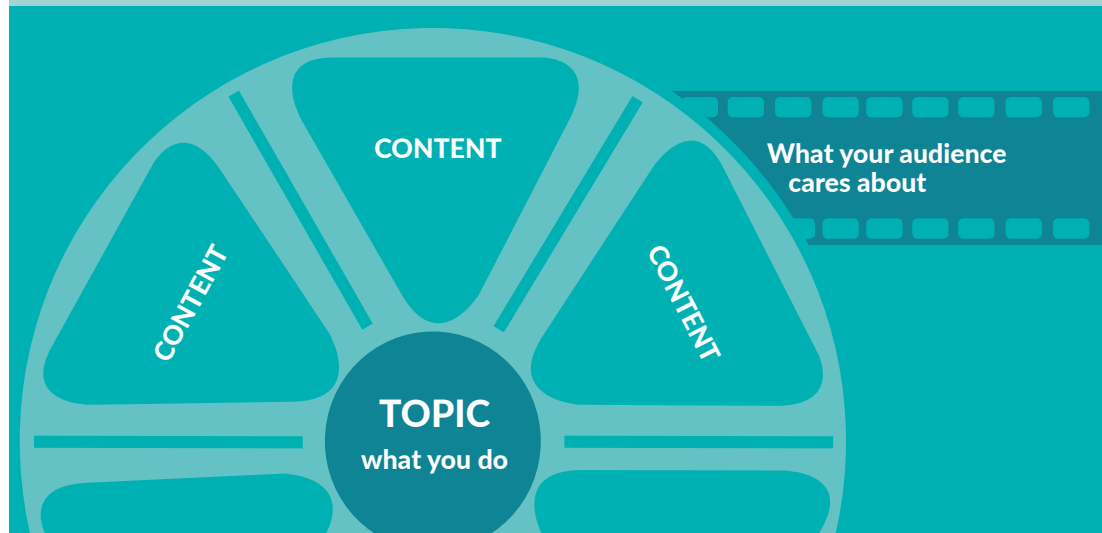
TO YOUR WEBSITE!

5 PRACTICAL TIPS

FOR MANAGING YOUR PUBLICATIONS EFFECTIVELY ON YOUR NEWS TAB

#1

ESTABLISH AN EDITORIAL LINE



Find content that is **substantial, original** and of interest to existing or potential customers, covering your company, your activity or your expertise.

If you are not used to communicating information, then stay as factual as possible. **Monthly events** is a section featuring all the events you are associated with, a good way of showcasing your activity.

A press review is ideal for showcasing your press coverage.

An innovation can be announced in just a few lines.

Follow the guide below to find your editorial line.

#2

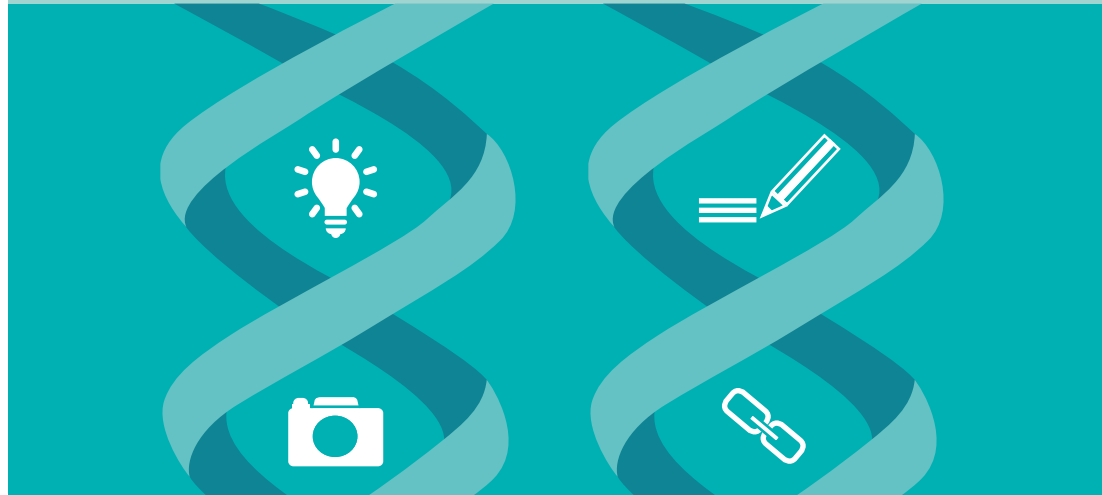
KEEP UP THE PACE



Publish news posts regularly to ensure your information is always fresh, showing that your company is dynamic.

#3

DESIGN YOUR NEWS POSTS CAREFULLY SO SPARK READER'S INTEREST



Title: carefully choose the article's title; an effective title will draw the eye of visitors and ensure they read your news. Get them interested and they will start clicking!

Visual content: find a good quality, descriptive photo/illustration to make your post more attractive (avoid photos that are fuzzy, pixelated, overloaded with text or badly exposed).

Text: add a text that makes visitors want to go to your site and find out more.

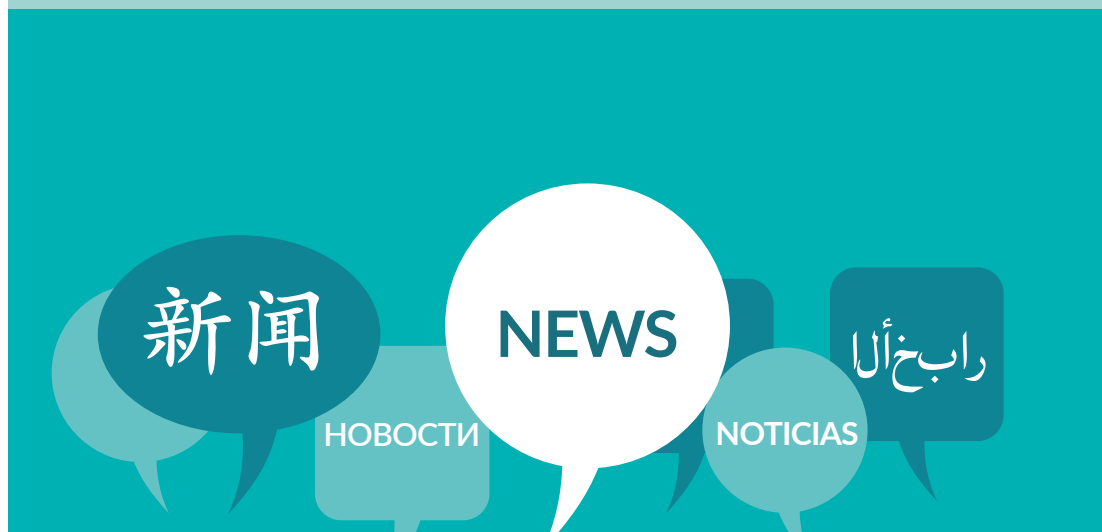
Category: check the business sector where your news is saved. This section allows us to send your posts to a targeted audience.

Tags: add keywords by following our suggestions or entering your own tags. When you choose the suggested expressions, you benefit from the keywords being translated in several languages, making it easier to index your news on our search engine.

Link: don't forget to enter the link to the full article and the original content (e.g. on your site or blog, in the specialist press, etc.).

#4

TARGET THE BIGGEST POSSIBLE AUDIENCE



Publish your post in your language and in English. If you have the necessary resources, broaden your posts to other languages so you can reach as many visitors as possible or to target a specific market.

#5

SHARE AND ENCOURAGE OTHER PEOPLE TO SHARE



Once your news is on your E*Page, and to ensure that the word continues spreading, share it on social media and ask your partners and colleagues to do the same.

FOLLOW THE GUIDE FOR NEWS POST IDEAS TO PUBLISH



Event

- Communicate your **upcoming events**.
- Publish a review of **past events**.
- Announce your presence at a **trade show**.
- Announce the organisation of a **conference** or your contribution to a **conference**.
- Share the **training** sessions you are organising.
- Publish the launch of a **competition**.
- Promote the events** you are sponsoring.
- Publish a link to selected **highlights** of your event.
- Communicate news about your company's **anniversary dates**.

Award/Distinction

- You have been **nominated** in a competition.
- You have received a **prize, distinction** or **trophy**.
- Your company has **won a competition**.
- You have just obtained a **label**.
- Let everyone know!

Certification

- Tell the world when you have obtained a quality label.
- Share your local, regional, national and international certifications.

Latest project

Maybe you have just finished a **work site, innovative product, operation, service or project**? This is where you can talk about it, giving a brief overview of the goal, resources used to implement it and results obtained.

For example, you can provide before and after information for a work site.

Add a link to a page with more details and photos of your project.

It's a good way of promoting your **portfolio** and showcasing your **expertise**.

Customer

Show that your company has proven experience by listing the customers you work with.

You can announce a new **and prestigious customer** in just a few lines.

Or why not publish the **testimonial of a customer** satisfied with your services or products?

Or a **case study**?

Product launch

Use this space to promote your **range of products** and **services**.

You are working on the design of an **innovative product**?

You have just launched a **new product on the market**? Or in a specific market?

You are **extending your range**?

You are adding a service to your range of services?

You are launching your **new website**?

Remember to talk about it in this space.

Recruitment

You're looking to recruit **new staff**? **Experts** to help you grow your business? You're looking for a new **distributor, representative or partner**?

Expand your search to a wider audience and post your job offers in the Recruitment section **for free**.

Other

You can let yourself be guided by the non-exhaustive list provided, but you can also choose the Other option at any moment and invent your own news section. You might, for example, want to talk about one or more of the topics below.

Your Expertise

- A white paper available to download
- A new activity
- Scheduled training sessions

Your press/media review

- You have been cited in a press article? Put together a press review
- You have sent out a press release
- Announce a TV report/interview that talks about your company
- You have been cited in an expert report

Your communication/advertising

- A new advertising campaign
- A new promotional film
- New graphic design
- A new brochure
- A new corporate film

Your development

- A new business partner
- A new representative/distributor
- A new market
- A new office
- Opening of a new factory
- An inauguration

Corporate life

- Investments
- An acquisition
- Signing of a partnership
- A new website
- A new appointment in a key position