For global content that gives you an edge

Enhance your website and marketing materials with valuable Financial Times content

www.ft.com/syndication
Drive traffic and **social media**

Your website needs valuable, high-quality content that attracts more visitors. It also needs new, dynamic content that keeps those visitors coming back.

Financial Times content helps to drive traffic and social media, and to build your business by giving your customers genuinely useful information.

**Why choose Financial Times content?**

- Fulfil the growing demand for impartial, authoritative and trustworthy information
- Enhance your own communications with high-quality content and an international perspective
- Capitalise on respected FT content, known for its authority, objectivity and integrity
- Choose relevant information for your audience – from business to lifestyle content
Offer your customers **valuable expertise**

Your readers want to know what’s happening in the world, and what it means for them.

By publishing FT news and analysis on your website or newsletter, you can give them the reliable information they’re looking for in order to stay on top of events and make the right decisions.

- Show your understanding of your customers’ needs
- Be seen as a knowledge leader – informed, current and relevant
- Provide information that your readers know they can trust
- Build customer loyalty
You can also use FT content to add substance and flair to pitch documents and presentations. The FT is a rich source of background information, industry and company data, and comment from leading figures in business and politics.

Upgrade your pitches and presentations

Back up your ideas with independent, authoritative information

Demonstrate your awareness of issues and events

Make pitches and presentations more engaging and convincing

Show that you value trusted insight
Highlight your successes and generate valuable PR, by republishing FT coverage of your business – not only on your website and in your newsletters, but also in presentations, promotional materials and annual reports.

- Create brand stand-out against the competition
- Build awareness of your organisation’s successes
- Align your business with a highly trusted publication
The importance of **content marketing**

In a digital world, content marketing is essential. Relevant, high-quality content offers your customers agenda-free value, increasing their engagement and creating a more collaborative relationship. It can position your organisation as an expert, generate leads, win and retain customers, attract investors and raise brand awareness.

But producing enough quality content to feed 24/7 social media channels and to keep generating website traffic is a real challenge. That’s why many organisations worldwide source their content from the Financial Times.

- A global editorial network of 600 journalists in over 53 countries, providing local expertise with a global perspective
- Internationally-renowned for authority, accuracy and integrity
- Wide-ranging content, from definitive news and comment on global business, finance and politics, to intelligent coverage of leisure and lifestyle topics

With FT Syndication, you can republish and host this content – enhancing your own communications with premium content and an international perspective, fulfilling the demand for trustworthy information, and capitalising on FT journalism.
Choose from a wide range of content

- Authoritative, impartial and accurate **news coverage**
- **Agenda-setting views and analysis**, from world-renowned commentators
- **Videos** on a wide range of topics, including interviews with leading global figures
- Insightful reporting on **companies**
- Global news and data on the **financial markets**

**How FT syndication works**
Choose the content that best meets your needs, then publish and host it – on your website, in newsletters and magazines, or in educational and marketing materials.

**To talk to the Financial Times about how FT Syndication could help your organisation, please call +44 (0)20 7873 4001 or email syndication@ft.com or visit us at www.ft.com/syndication.**