



# Promoted Answers Playbook

---

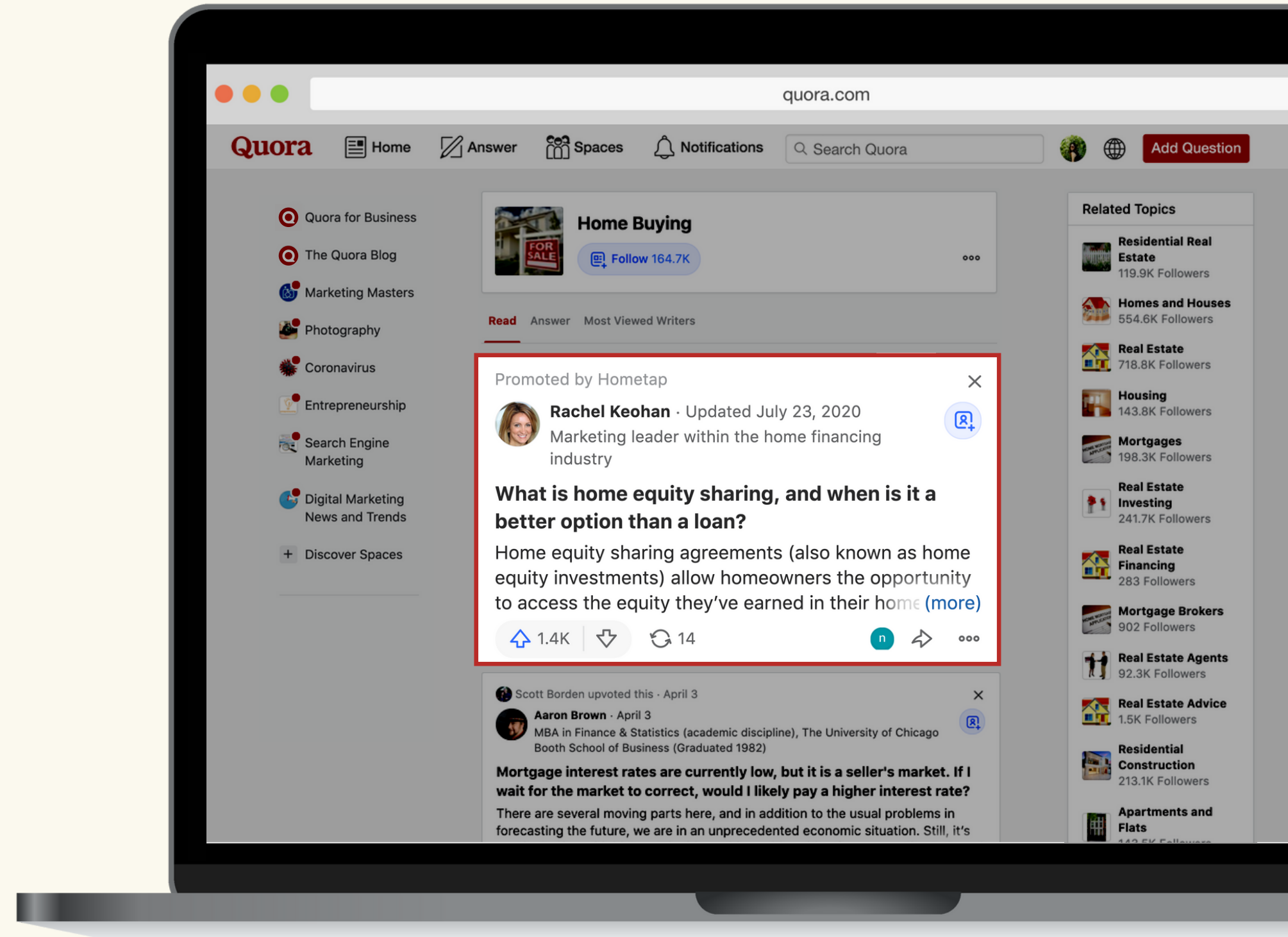
**Quora** for Business

# Promoted Answers Overview

**Businesses and individuals often want to reach a larger audience when they write on Quora. With Promoted Answers, you can use existing answers as your ad copy to tell your brand's story in a native, scalable format.**

Anyone with a Quora Ads account can use Promoted Answers to extend the reach of their Quora content. Promoted Answers can be paired with the entire Quora Ads targeting suite, along with our Lead Gen Forms. This lets businesses build a following, communicate with customers, and achieve marketing goals all at once.

Aside from the “Promoted by” label, Promoted Answers function just like other answers on Quora — you can still upvote, downvote, share, and comment on Promoted Answers.



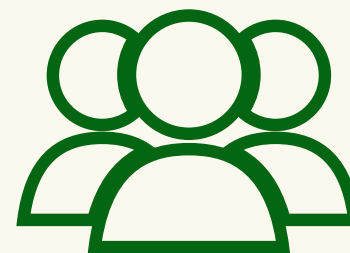
# Benefits of Promoted Answers

---



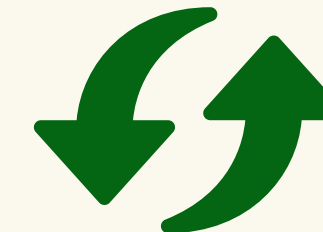
## Establish thought leadership

Demonstrate your expertise and gain credibility as a thought leader. Have a voice in questions being asked about your organization or products.



## Answers are evergreen

Quora ensures that knowledge is available and easily accessible for the long term. Content on Quora is evergreen, delivering leads and driving influence even years after being written.



## Amplify existing content

Use previously written content to get more mileage out of it. Use content that you've already written on your blog/website that you think would be a helpful answer to a question on Quora.



## Ample real-estate for discussions

Share detailed information about your brand that goes beyond the characters limits of a normal ad. This is a great way for businesses to join and steer conversations about their brand in an evergreen format.



## Prime and remind

Prime your audience by introducing the problem and your brand in detail with Promoted Answers. Then, retarget users who read the original question ([Question History Targeting](#)) with down-funnel CTAs from Image and Text Ads.



## Build brand recognition

Answering questions as a brand can position your company as a domain expert in the Quora community. You can also engage with users directly to perform market research, get their input, or determine pain points.



# Best Practices for Writing Answers

## 1. Quality over quantity

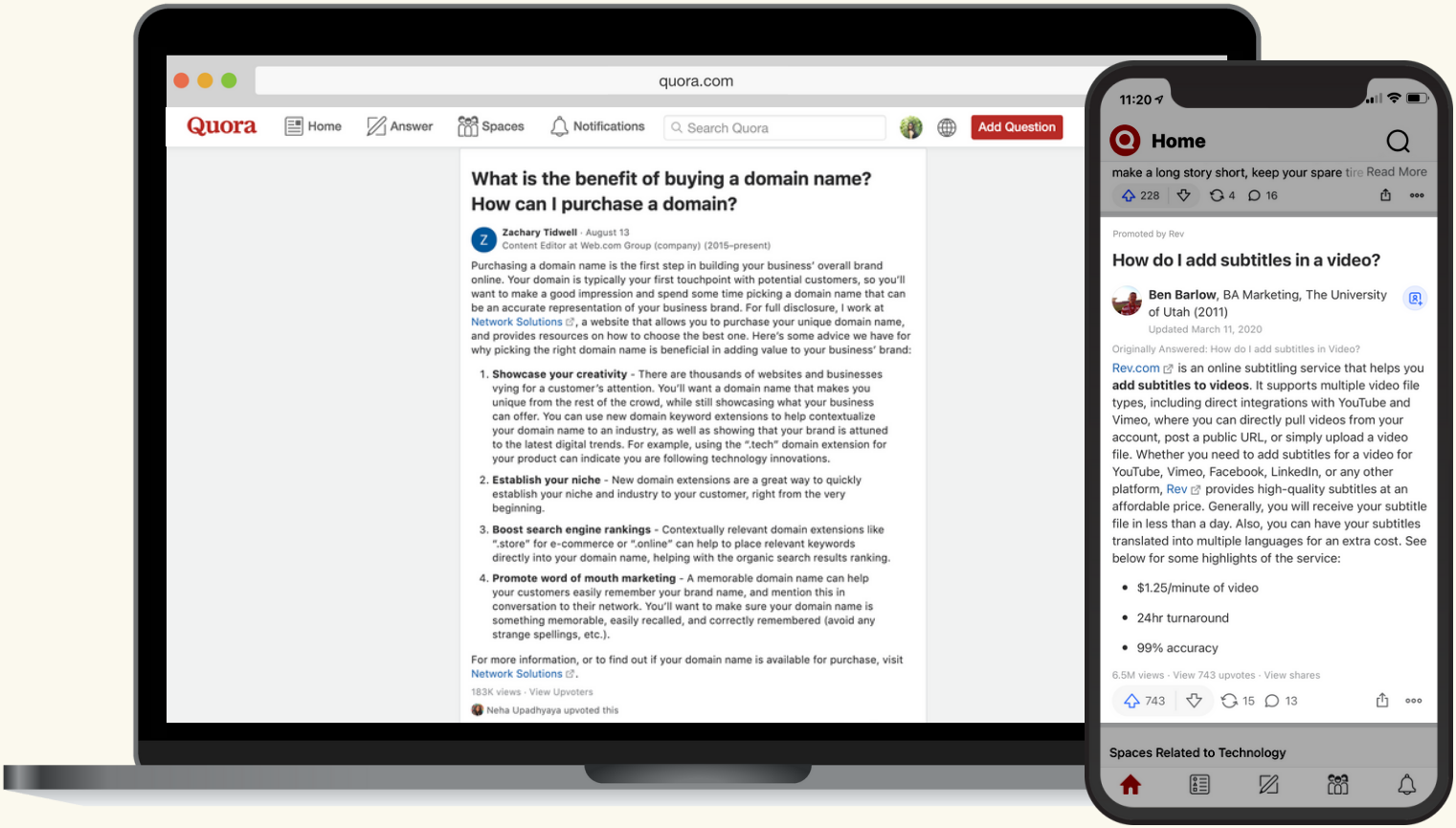
Quora answers do not need to be long. In fact, we distilled insights from hundreds of businesses across verticals and found that short answers (<200 words) had the highest clickthrough rate on links within answers. Medium-length content (200-600 words) came in at a close second.

It is still recommended to test varying answer lengths to determine what's best for your business and audience. The quality of your content will also be a determining factor in your Promoted Answer's success.


## 2. Provide value (don't be overly promotional)

Quorans respond best to authentic answers. To ensure you're adding value with your answers, follow these tips:

- Don't try to force your answer into an existing question if it's not a good fit.
- Demonstrate credibility and make sure you are factually correct.
- Answer thoughtfully and provide rational or experience to support your statements.
- Disclose any affiliations that might inform the answer's interpretation.
- Avoid adding self-promotional links that are not relevant to your answer or the question being asked. These links may be flagged as spam.




### Does anyone actually succeed to be fluent in new language using apps like Duolingo or Babbel?

 **Babbel** · Updated November 20, 2018

Learn any one of 14 languages at Babbel



Real fluency takes years and ample opportunity to use a new language in an intensive way – usually by living in-country for at least several months. However, a dedicated user can complete a Babbel course of study over a period of 1-2 years and achieve a high degree of competence in his or her new language.




At Babbel we believe that learning a language is still a worthwhile task, [even if you don't master every single aspect of fluency](#) . Often, fluency is the ultimate goal for language learners because everyone wants to be able to speak their second language effortlessly. But the whole idea of becoming fluent can be a bit ambiguous. Do you have to know every word in a language to be fluent? Are you not allowed to make mistakes? Do you need a flawless accent?

The answer to all of these questions is no. You don't even know every word in your native tongue, and everyone makes mistakes. Fluency is a fairly subjective way to think about language, and it's not particularly useful when you're just starting out.

Getting to a place where a new language feels intuitive is probably a more effective way of thinking about the language journey. What's most important is to be able to speak with confidence, which is what Babbel focuses on enabling. The only way to get there is to begin.

3.8M views · View Upvoters · View Sharers

 Upvote · 652  Share · 7

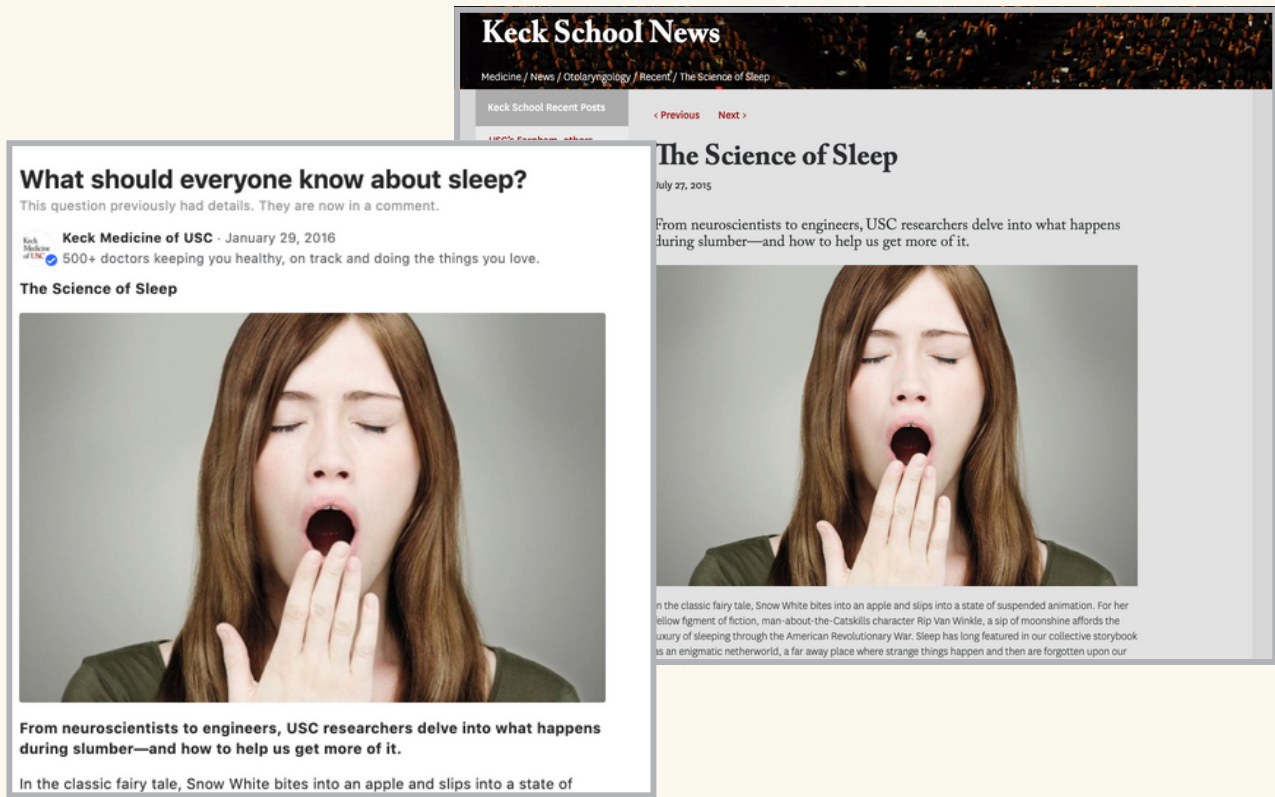
  



### 3. Repurpose content

Sharing previously written content gives it more mileage. All while contributing to your audience and influence on Quora. Plus, you can advantage of the strong SEO and evergreen lifecycle of Quora's content distribution.

- Do not simply link to an external page. Users should not have to leave Quora to find the answer to their question.
- Use block quotes for verbatim content, or simply site your blog at the bottom of your answer.
- Add UTMs to any hyperlinks that lead back to your blog or website.
- Ask your own question if you cannot find one that fits your content.



### 4. Ask and answer your own question

Have something specific you want to write about? You can add content that you want to share by answering the questions you add.

When you post your own question, it’s important to understand a question's intent as it relates to the buyer's journey. For most marketers, intent falls under one of three categories:

- 1. Top of the funnel (ToFu)**
  - Brand awareness, site traffic
  - "What is"...questions
- 2. Middle of the funnel (MOFU)**
  - Lead generation, education, & nurture
  - "How to"...questions
- 3. Bottom of the funnel (BOFU)**
  - Conversions
  - Questions that review & compare products

The middle stage of the funnel is the best place to influence and shape the buyer’s journey. Which is why Quora is such an attractive platform for marketers.

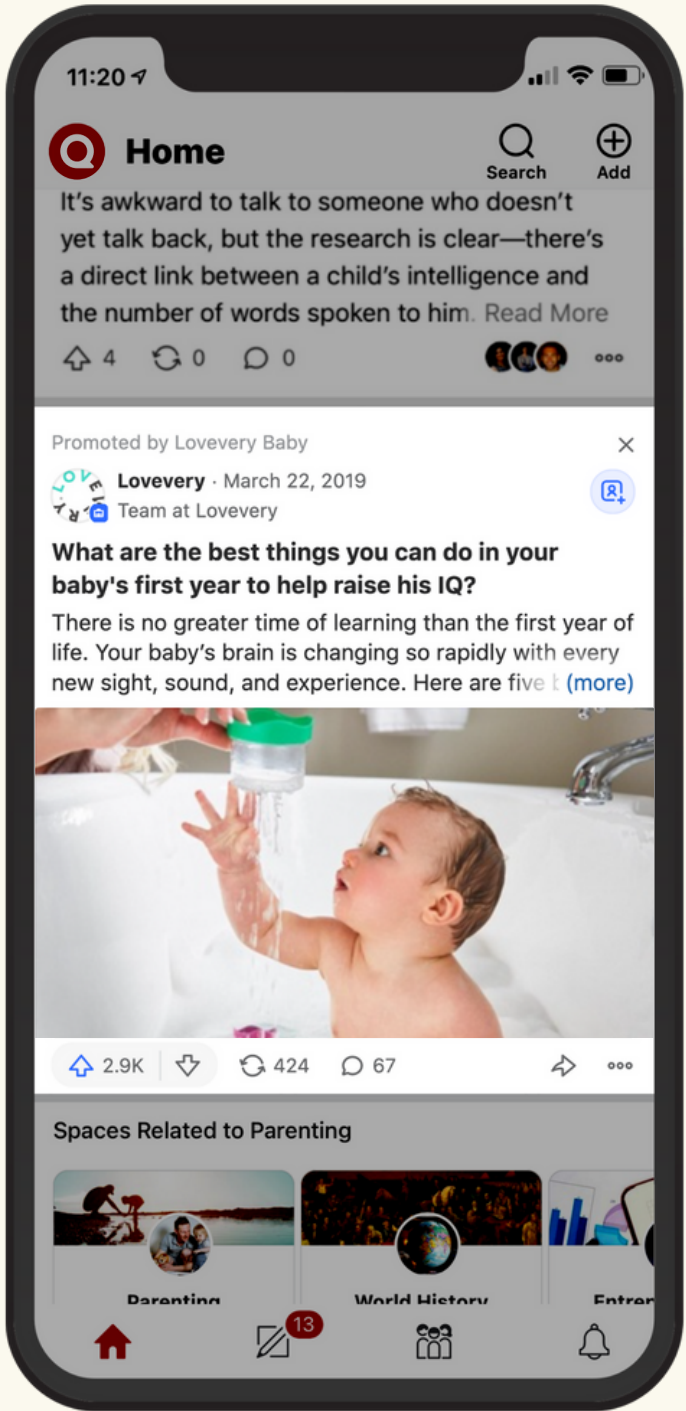


## 5. Include images and videos

Promoted Answers appear with the first image or video thumbnail included in your answer. This helps your answer stand out on users' feeds, in addition to the following:

- Grow top of funnel awareness.
- Build trust with customers as a credible source or expert.
- Add supporting evidence or value to your answer.
- Earn views on Youtube videos for cross-channel marketing.

Keep in mind that your images videos should add value to your answer and be helpful to someone interested in learning the answer to the question.

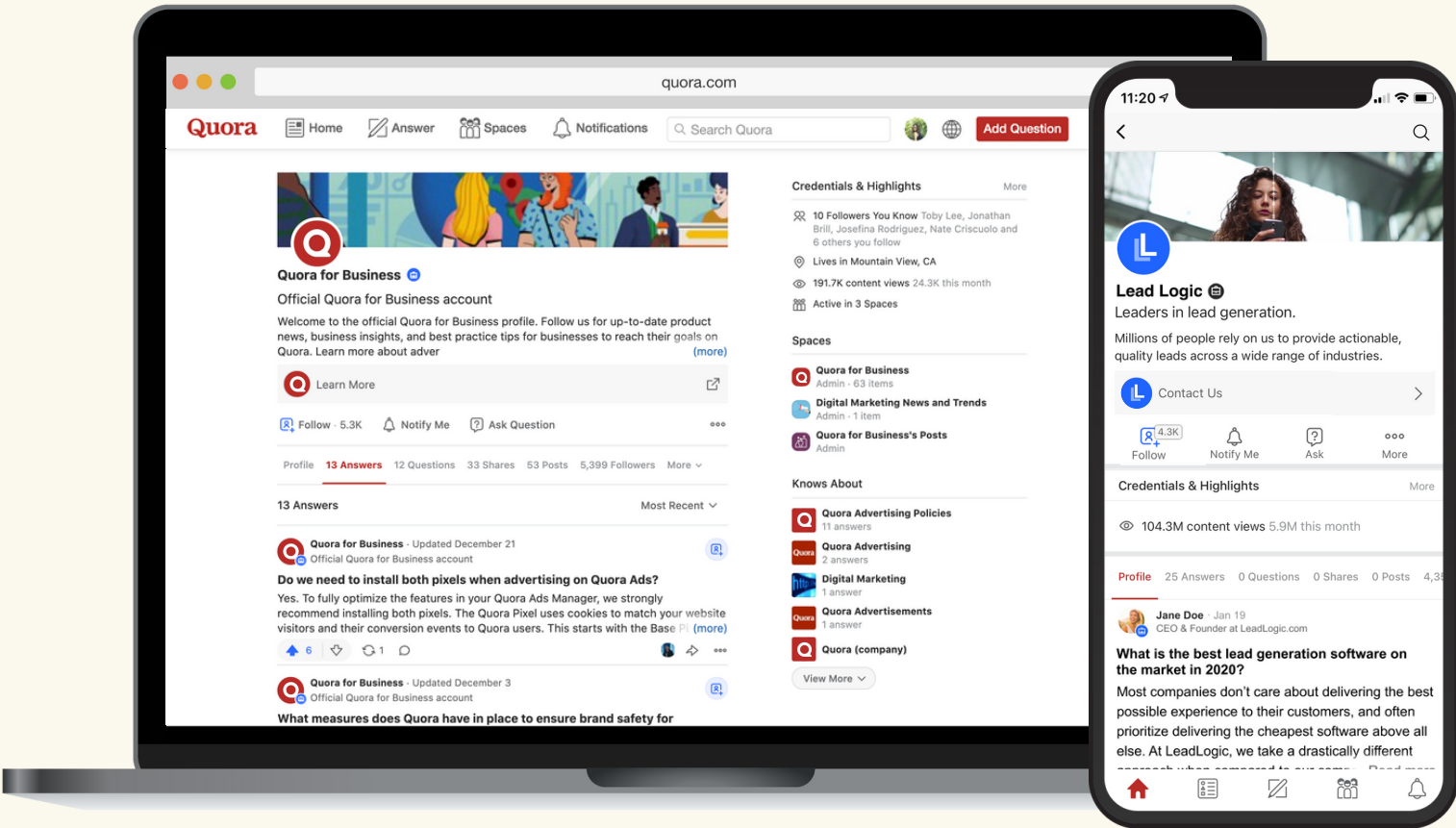


## 6. Write from a Business Profile

Business Profiles empower your brand to join conversations around your industry, and uplevels your Promoted Answers by delivering trusted brand content to users. Consider writing from a Business Profile if one or more of the following apply to you:

- Your goal is to build brand awareness
- You want to build your brand's authority as an industry thought leader
- You want to engage with Quorans under your brand name

To get started with a free Business Profile, click "Business Profile (Beta)" at [quora.com/business/create](https://quora.com/business/create), or contact your Quora Ads representative for more information.





# DuckDuckGo uses Promoted Answers to reach millions of users on Quora

## About DuckDuckGo

DuckDuckGo Search allows you to search the web without being tracked by providing privacy protection as you browse the web including seamless tracker blocking and increased web encryption.

## Their Strategy

DuckDuckGo chose to promote answers that they predicted would resonate most with Quora’s 300+million unique monthly visitors to drive awareness about their search engine. The team found that their answers on Quora conveyed their message with a genuine tone that can be difficult for businesses to achieve on their own website.

## Their Results

Gabriel’s answer about DuckDuckGo versus Google garnered almost 6 million views. On average, DuckDuckGo’s promoted content was viewed over 200 times more than their non-promoted content. DuckDuckGo also drives traffic acquired on other paid social channels to their answers on Quora because the format has been so successful.

*“Quora has proven to be a valuable channel for us to connect and engage with a broad audience.”*

Gabriel Weinberg,  
CEO & Founder at  
DuckDuckGo

1.7B  
Views

9%  
CTR

82k  
New Followers



# Lovevery promotes answers on Quora to educate and convert their target audience



*“Quora’s Promoted Answer solution has enabled us to tell our unique story in front of a targeted and highly-engaged audience of parents. As costs continue to creep up on other platforms, our CPCs on Quora have maintained their efficiency and are some of the lowest in our marketing mix.”*

Emily Tetz,  
Director of Marketing  
at Lovevery

## About Lovevery

Lovevery is an early childhood learning company that has created subscription toy boxes aimed at fostering children’s cognitive development at the appropriate stages.

## Their Strategy

The Lovevery team noticed that millions of people were reading and writing about parenting-related topics on Quora. Because a large volume of new parents turn to Quora for advice on caring for their new baby, Lovevery decided to join these conversations by writing helpful answers in related topics. Then, they promoted those answers to a targeted audience of parents to ensure that they could get the right eyes on their content at scale.

## Their Results

Promoted Answers give the Lovevery team the ability to get more mileage out their existing content library. Their Promoted Answers have reached millions of Quora users and are viewed 4,000 times more than their organic content, with click-through rates of approximately 4%.

**3M**  
Views

**4%**  
CTR

**\$0.09**  
CPC

# Monday.com uses Promoted Answers to capture high-intent audiences



*“With Quora, we saw that Promoted Answers give us much higher educational content and more real estate to give people a full understanding of the product. With Promoted Answers, we don’t feel like we interfere with the audience in their search because it looks so native.”*

Ido Kirshenboim,  
Programmatic Specialist  
at Monday.com

## About Monday.com

Monday.com is a Work OS that connects people to workplace processes and existing tools, for companies of all sizes, across any industry.

## Their Strategy

Many companies use Promoted Answers to raise brand awareness or drive traffic to their site. As a company that is focused on driving performance, the team instead chose to utilize Promoted Answers as a way to acquire signups that would eventually convert into customers. Promoted Answers are answers on Quora that an individual or business can promote to reach a wider group of people who may be interested in a particular answer or the product or service it describes.

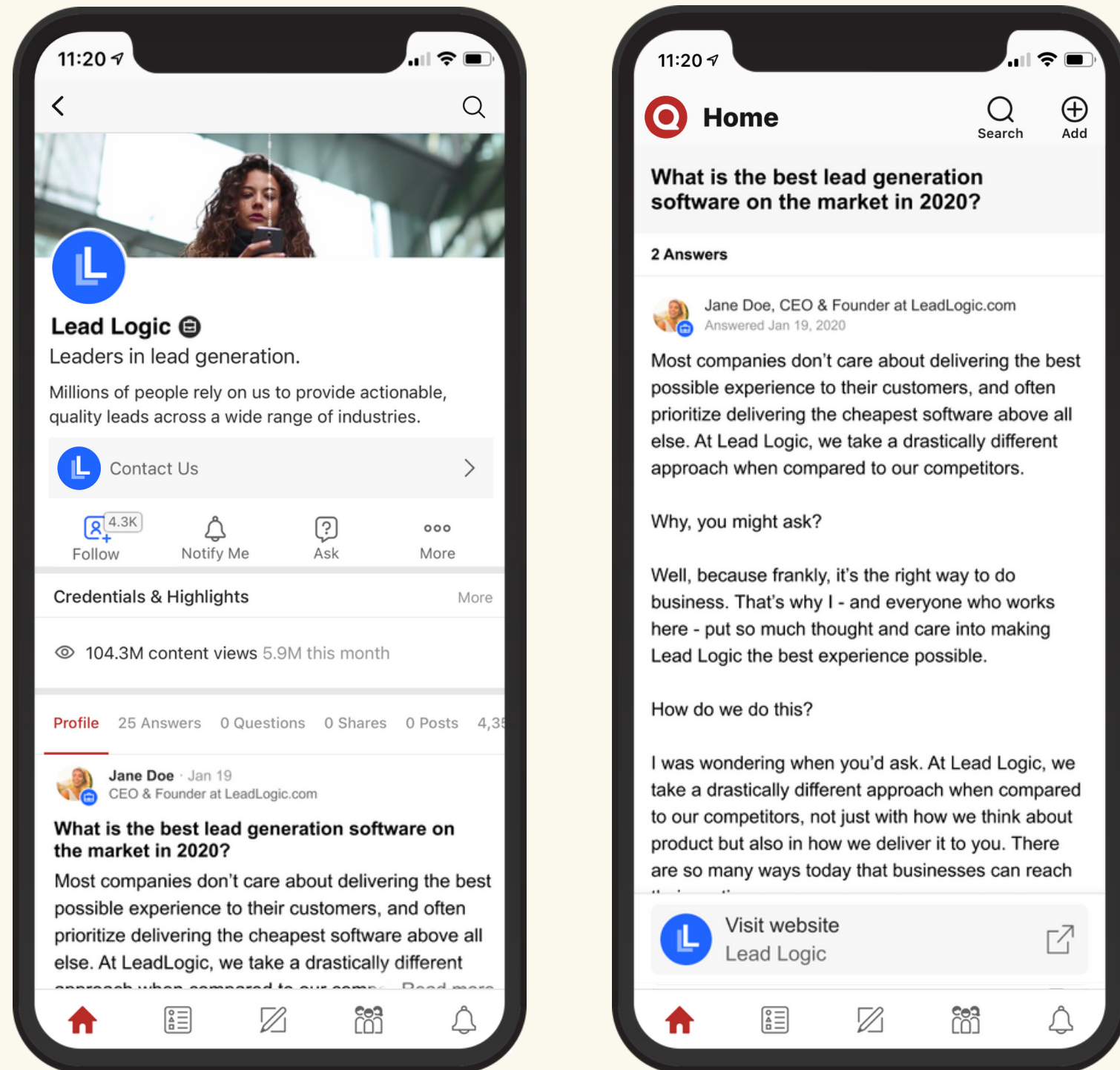
## Their Results

The team is seeing great results with Promoted Answers on Quora, reporting conversion rates between 15-20% from people who click on the answer to their landing page. On average, they see around 10M impressions a month for their promoted content.

**10M**  
Impressions  
per month

**15-20%**  
Conversion  
rate

# Creating a Business Profile



Get more from your content with a Quora Business Profile.

Business Profiles empower your brand to join conversations around your industry, and let you organically connect with your audience. Write as your business and uplevel your Promoted Answers by delivering trusted brand content to users.

Brands with exclusive access to Professional Business Profile can unlock additional features such as profile design tools, built-in Lead Gen Forms, and the ability to connect individual users to your Business Profile.

Contact your Quora Ads representative for more information, or click "Business Profile (Beta)" at [quora.com/business/create](https://quora.com/business/create) to get started with a free Business Profile.