QUALITY DIGITAL CONTENT
BASED ON YOUR ANALYTICS

SEPTEMBER 2019
A content-driven travel enthusiast, I have been working to help build out successful marketing strategies in Louisiana over the last five years. The best part of my job is that I get to couple my passion for travel and adventure with helping people achieve their business goals and objectives.

Trust matters. Relationships matter. And ultimately, results matter. That’s what I bring to the table. Have a seat. Let’s get started.
Any media company can reach a large audience.

With us, you’re leveraging the power of a locally owned company that listens to and understands the communities it serves.

What sets us apart is the quality of the audience that consumes our content.
who we reach
Newspapers remain a superior option for advertisers who want to reach a qualified audience of consumers with means.

58% of consumers trust print media. Meanwhile, print advertising has a 45% likelihood to influence a purchase.*

*Clutch - 2017
Unmatched reach to a premium audience of newspaper and newspaper website readers

- New Orleans metro area
- Baton Rouge metro area
- Acadiana (including Lafayette and Alexandria)
Our digital reach is strong.

<table>
<thead>
<tr>
<th>Total Website Reach*</th>
<th>8.5 MILLION UNIQUES</th>
<th>60 MILLION PAGE VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans DMA*</td>
<td>1.9 MILLION UNIQUES</td>
<td>17.5 MILLION PAGE VIEWS</td>
</tr>
<tr>
<td>Acadiana DMA*</td>
<td>786,000 UNIQUES</td>
<td>8.6 MILLION PAGE VIEWS</td>
</tr>
<tr>
<td>Baton Rouge DMA*</td>
<td>244,000 UNIQUES</td>
<td>1.5 MILLION PAGE VIEWS</td>
</tr>
</tbody>
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*August 2019 – Google Analytics
We’re pretty **social** too.

Engaging with our readers on a personal level is an essential part of our jobs. Accordingly, we’re extremely proud of the robust social media presence we have. It helps us understand what’s happening in real time and it gives us a platform that we can leverage for our advertisers.

Aligning a brand with our social media pages allows advertisers to reach an attentive audience while simultaneously linking itself with a trusted local news organization. **That’s the power of local.**
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DATA DRIVES STRATEGY
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WEBSITE TRAFFIC
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WEBSITE TRAFFIC
SOCIAL ENGAGEMENT
DATA DRIVES STRATEGY

WEBSITE TRAFFIC
SOCIAL ENGAGEMENT
RETURN ON INVESTMENT
Leave a good **impression**

At home or at work. On their phones. On their laptops.

**Reach your customers.**

- Branding Messages
- Sponsor Content
- Branded Content
- Social Media
- Search Engine Optimization
Y’all come back now!
Y’all come back now!

Y’all all come back now!
Y’all come back now!
You all come back now!
Native Content. Sponsor Content.

Sponsor content is generated to look like an editorial piece of content. A news article.

Having a piece of content produced in editorial fashion gives your brand an authoritative presence.

Your business is written as the thought-leader or industry-expert in your field or area and pushed out across premium publisher sites.
Native Content. Branded Content.

Create content to boast about yourself. This is a place to publish promotional content.

- Blog posts
- Infographics
- E-books
- E-newsletters

Monitor this content to ensure your audience is paying attention. This is often a strong conversion tool as well as a lead generator.
Don’t be anti-social with your customers

Simply put, if your social media presence isn’t active and robust, you’re missing out on a large swath of potential customers.

Build a team that executes cross-platform social media management from A-Z including relevant content for your brand.

Make sure to stay top of mind with your current customers and those that you haven’t attracted yet.
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Breaking: ESPN is switching away from the new Down-And-And-Distance graphic it debuted in the first half of Monday Night Football. ESPN heard the fans’ feedback and acted, quick.
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It pays to be social.

With **paid social media advertising**, you’re able to tap into a relevant audience of engaged users that use Facebook and Instagram. Ads can be built based on multiple personas allowing for each audience segment to be messaged with advertising that is relevant and resonant.

Monitor campaign performance as it happens to ensure peak performance and a maximized ROI.

**How it works**

1. Identify the right consumer personas to target
2. Choose ad types more relevant to those consumers
3. Monitor and optimize performance with transparent and actionable reporting
Don’t be lost. **Be found.**

Relevant and fresh content on a business’s website means increased visibility to its customers.

- Content Marketing
- Reputation Management
- Local Listings

A typical increase in organic search traffic occurs in months 3-4 with a steady increase overall peaking at 80-90%.

90% of users don’t go past the first page of a Google search.
DATA DRIVES STRATEGY

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SOCIAL ENGAGEMENT
RETURN ON INVESTMENT
Questions?

Connect with us...so you can connect with them.

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Thank you