

# QUALITY DIGITAL CONTENT BASED ON YOUR ANALYTICS



THE  
ADVOCATE  
TheAdvocate.com

The Times-Picayune  
THE NEW ORLEANS ADVOCATE



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THE ACADIANA  
ADVOCATE  
TheAcadianaAdvocate.com

SEPTEMBER 2019



## Jill Dryden - The Advocate

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.



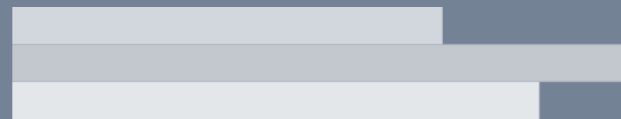
local news.  
local expertise.  
local ownership.  
**local matters.**

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



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# Print | tried and true



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.\*

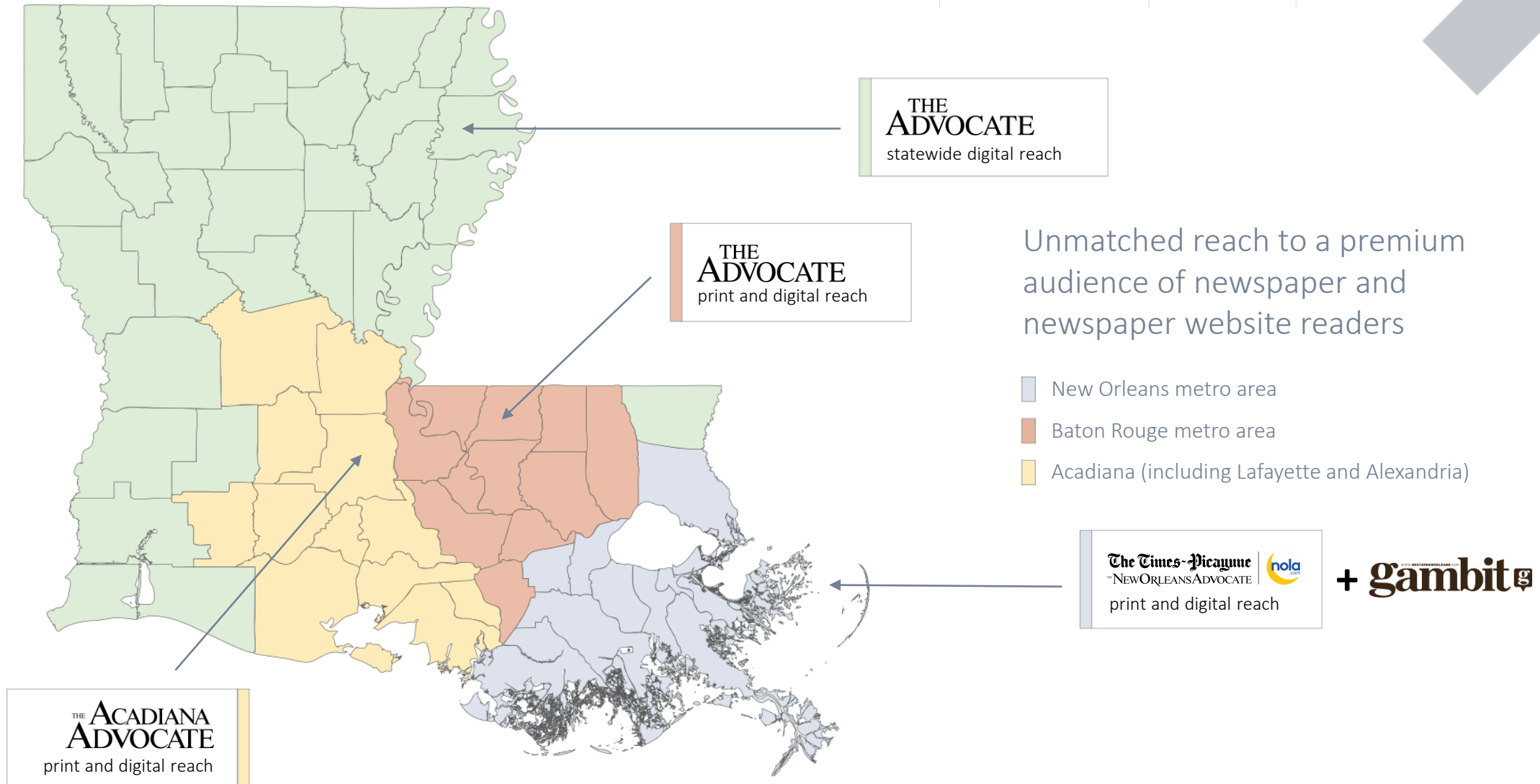
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# Our digital reach is strong.



Total Website Reach\*

**8.5** MILLION  
UNIQUES

60 MILLION  
PAGE VIEWS

New Orleans DMA\*

**1.9** MILLION  
UNIQUES

17.5 MILLION  
PAGE VIEWS

Baton Rouge DMA\*

**786,000** UNIQUES

8.6 MILLION  
PAGE VIEWS

Acadiana DMA\*

**244,000** UNIQUES

1.5 MILLION  
PAGE VIEWS

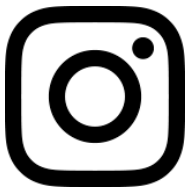
# We're pretty **social** too.



1.14 million followers



470,000 followers



268,000 followers

**NEARLY 2 MILLION FOLLOWERS**

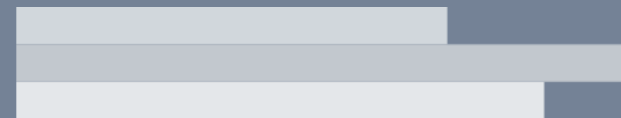
\*September - 2019

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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**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!

**Y'all 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.







Photo Credit: David Grunfeld

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Breaking: ESPN is switching away from the new Down-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.



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# Questions?

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

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thank you

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