

IT'S ALL ABOUT STRATEGY WHEN COMPETING IN TODAY'S MARKET!

HAGADONE MEDIA GROUP | WASHINGTON



DIGITAL PORTFOLIO



813 WEST THIRD AVENUE
MOSES LAKE, WA 98837
509-765-4561



DIGITAL DISPLAY



Fishin' Magician

DAVE GRAYBILL

THE OUTDOOR INSIDER

Watch videos, read stories, and find the BEST fishing spots!



FISHIN' MAGICIAN
CHECK IT OUT IN FRIDAY'S
Columbia Basin
Herald
ON THE OUTDOOR PAGE

BANNER ADS

Tap into an enormous online audience and reach more shoppers with Hagadone Media Group | Washington's digital advertising solutions to **compliment your print campaign.**

79% AND **95%**

of your customers are using an internet connection*

of those are using mobile devices*

AND are shopping at an increasing rate.

Get in front of this online audience by targeting your messaging to specific audiences...target specific geographies, behaviors and/or content sections. Use A/B testing and regular reporting to try different messaging to optimize your digital advertising mid-campaign. Have your banner ads display next to high-quality, relevant local news content that is read thousands of local shoppers every month.

Build: 24-48 hours / **Launch:** within 24 hours of client approval
Investment: Prices vary based on size of ad, volume of impressions and targeting requirements

*Source: Pew Research Surveys conducted 2002-2018



RICH MEDIA

Banner Ads on steroids. Shoppers are attracted to these ads because of their unique display as well as the animation that can be employed. Own an exclusive premium position on our site for a day, week or month. The delivery of these units makes them impossible to ignore. The larger size allows for multiple calls to action as well as more visually appealing graphics. The animation and ability to add video to these ads provides for more engagement metrics to be tracked. Perfect for events, grand openings, big sales, product launches or anything that lends itself to a big impact in a shorter amount of time.

Build: 24-48 hours / Launch: within 24 hours of client approval

Investment: *Prices vary based on size of ad and number of days selected*

GEO TARGETING

We know local readers not only visit our sites but also access many other sites. We will get you in front of those consumers with geofencing...even when they are not on our sites.

This location-based digital marketing tool allows you to send messages to smartphone, desktop, and tablet users in a defined geographic area. You can also reach 'lost' shoppers by re-targeting them with special offers or separate calls to action to re-acquire their business after they have left your site without purchasing.

Build: 24-48 hours / Launch: within 24 hours of client approval

Investment: *Prices vary based on size of ad, length of campaign, and optimization strategies employed*

NATIVE ADS

Responsive ad units built to match a publisher's content and design. Native offers improved user experience and greater performance than traditional display ads by providing users a cohesive browsing and ad experience

SOCIAL MEDIA DISPLAY

Reach potential new customers where they spend a lot of time...on social media. Target your sponsored posts to reach local shoppers via their distinct interests and drive social engagement to your brand and products. Start with Facebook and also reach audiences on Twitter and LinkedIn. You can choose to pay by the click or for a specific number of impressions on one or more platforms.



Hagadone Media Group | Washington has the ability to customize audiences to local needs, providing superior performance on high volumes of localized campaigns and deliver efficiently to drive higher ROI to your digital business using cross-channel capabilities (mobile, video, display, native, social)



VIDEO MARKETING PRE-ROLL

If you already have a video (or TV commercial) produced for your business, make the most of it by reaching local shoppers reading relevant local content on our trusted news websites. If you need a video, we can produce one for you. Your branded message can be played before news video content on desktop and mobile devices. Consumer video consumption has more than tripled in the past year which has prompted our organization to ramp up video content creation to meet local reader demands. Get your message in front of one of the fastest growing audiences on the web with video pre-roll advertising. Video ads have been proven to drive sales while shoppers also share relevant videos with friends and family. Pre-rolls have proven to be an effective educational tool for businesses because you can present a great deal of information in a short time.

Build: 24-48 hours / **Launch:** within 24 hours of client approval

Investment: *Prices vary on a case-by-case basis*

FACTS:

- 64% of consumers make a purchase after watching branded social videos
- Customer testimonial videos under 30 seconds, and product videos at 1-2 minutes, get the most engagement
- Global internet traffic from videos will make up 82% of all consumer internet traffic by 2021
- Nearly 50% of all video is watched on a mobile device

Source: www.wordstream.com, Animoto online and BrightLocal, cisco.com

VIDEO DISPLAY

Instead of using a static image for your banner ad, take your video and spice up that banner ad to help draw attention to your message. Your video will loop within this in-unit position on desktop and mobile devices and will provide the same engagement metrics as our other video products to help you analyze the success of this video advertising solution. These video ads can be targeted to the specific geographic & behavioral groups where your customers reside.

Build: 24-48 hours / **Launch:** within 24 hours of client approval

Investment: *Prices vary on a case-by-case basis*

INBOARD

Your video does not only have to run in pre-roll positions. InBoard video ads will display within stories on our site by themselves without preempting video content.

As a reader scrolls down a story, your video commercial will play once during that reader's visit. Your results will not only include clicks on your ad but also engagement metrics like shares and completion percentage which will help you analyze the performance of the campaign.

Build: 24-48 hours / **Launch:** within 24 hours of client approval

Investment: *Prices vary on a case-by-case basis*

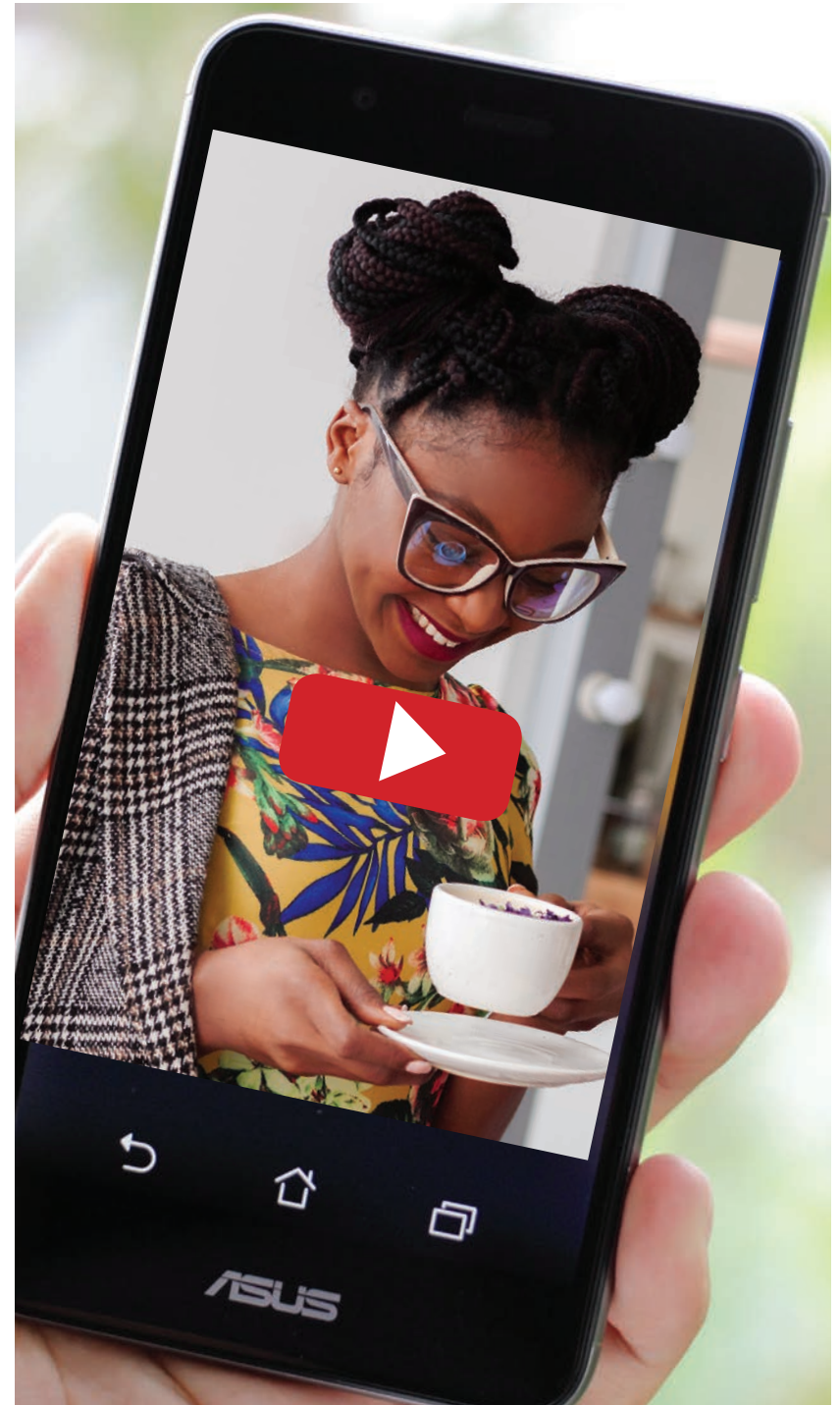
TARGETED PRE-ROLL

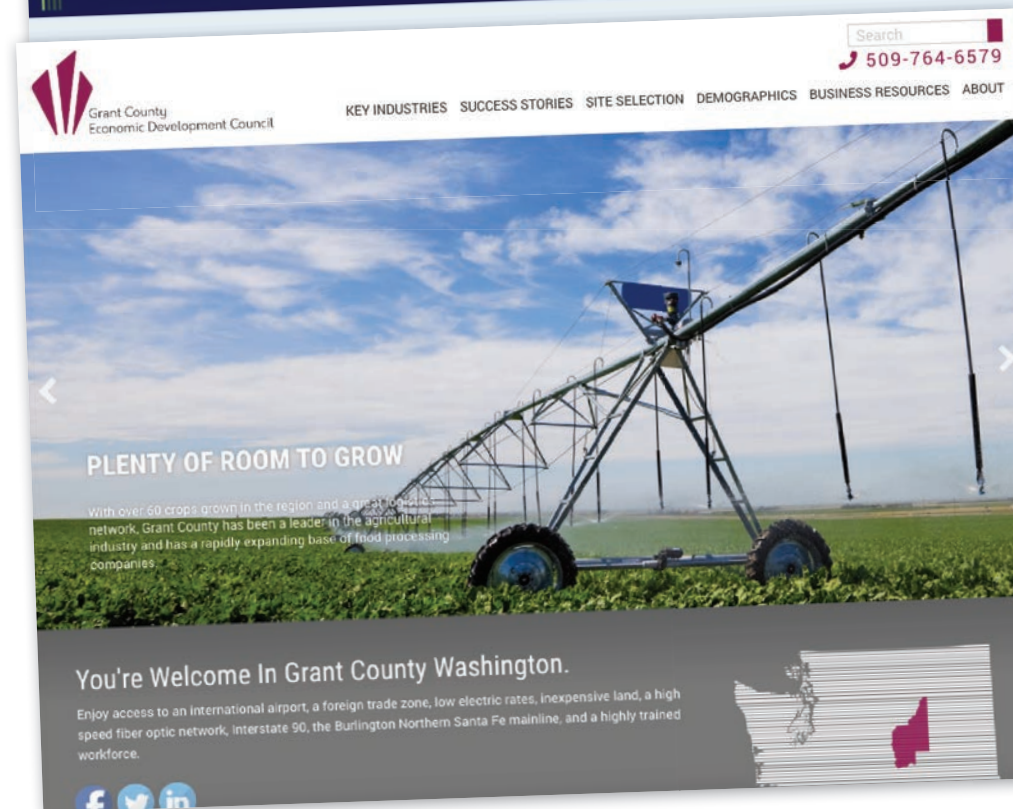
Take that video (or TV commercial) and extend your brand's reach to a myriad of sites that local shoppers visit. Have your video displayed to local customers before video content on national, regional or local sites play. Presenting your message on all sites accessed your targeted shoppers will place you at the top of the list when they are ready to buy.

Build: 24-48 hours / **Launch:** within 24 hours of client approval **Investment:** *Prices vary on a case-by-case basis*

Views on branded video content have increased 258% on Facebook and 99% on YouTube as of June 2017

Source: tubularinsights.com





CONTENT SOLUTIONS

RESPONSIVE WEBSITES

Effective and intuitive web design doesn't just happen. It's created. That's why we are so good at what we do. We don't build websites, we create them. How important is a properly designed responsive site? You have 10 seconds to make a first impression on a shopper before they leave your site. On average, people check their phones 150 times per day. 60% of time spent on websites occurred on desktop while 40% occurred on mobile devices (and the percentage is growing). Don't make local shoppers pinch and zoom to read your site. Image is everything, especially in the digital world. Entice customers and express your core business values in one beautifully effective website.

Build: 30-120 days (depends on type of site and customization)
Investment: Prices vary on a case-by-case basis

FACTS:

- Nearly 8 in 10 customers would stop engaging with content that doesn't display well on their device
- According to Google, 61% of users are unlikely to return to a site on mobile if they had trouble accessing it and 40% visit a competitor's site instead

- 83% of mobile users say that a seamless experience across all devices is very important
- In 2017, 60% of time spent on websites occurred on desktop, while 40.1 occurred on mobile

Source: www.sweor.com/responsivewebdesign

SEO/SEM

Whether you are looking to optimize and/or enhance your site to be more readily & easily found in organic search results or you want to pay to place yourself in premium positions, we can help you. Our web design and content experts will work to improve your search engine optimization (SEO) and provide you with reports that detail the improvement. Our programs are developed to foster steady improvement to search results over time. Getting to #1 doesn't happen overnight. Our SEO methods are built on a foundation of sound technical fundamentals which have proven results. We don't cover up the problems. We fix the foundation elements and then allocate our optimization resources where they will have the most impact. We also help our clients find that perfect balance between organic and paid search advertising. As a leading SEM agency, Hagadone Media Group | Washington knows firsthand the benefits of adding a PPC campaign to your digital mix. Whatever your specific online goals, we can design a PPC plan that delivers optimal ROI.

Build: 15 days

Investment: Prices vary on a case-by-case basis

CONTENT CREATION

When it comes to your content marketing strategies, it really is all about what you say and how you say it. Don't have the time or know-how to create content wanted by shoppers? Our team of content marketing specialists have one primary focus: to help our clients generate online buzz that builds momentum until it becomes an effective marketing roar...all without ever having to raise our online promotional voice. In the U.S. the number of bloggers is expected to reach 31.7 million in 2020 (Source: Statista). Companies who blog receive 97% more links to their website (Source: blog.hubspot.com). Just over half (51%) of business owners report that content management is "very important" or "absolutely critical" to creating a cohesive buyer journey (Source: www.slideshare.net).

Build: 20 days

Investment: Prices vary on a case-by-case basis

SPONSORED CONTENT

PROFESSIONAL PROFICIENT EXPERTS

Present yourself as a local expert in your field or industry by tapping into our Hagadone Media Group | Washington digital audience with your own content that can educate and inform shoppers about your business. You can maintain category exclusivity while posting a new article to our site every month. Let our trusted brand present and promote your article via Facebook posts to drive awareness of and engagement to your business as well as traffic to your articles. As an added benefit, your business will be presented in weekly print ads. You control the content/messaging and we help you with the audience engagement and reach.

Build: 1 week / Launch: within 24 hours of client approval

Investment: Prices vary on a case-by-case basis

91% of marketers say they use content marketing to promote brand awareness. Whether it's blogging, producing videos, or writing in-depth whitepapers and case studies, content marketing has become a pillar of branding in the digital world.

Source: www.contentmarketinginstitute.com



MARKETING AUTOMATION

MAXIMIZE LEAD OPPORTUNITIES

Today, your customers “pull” information when they want it, how they want, and from the device most convenient...phone, tablet, laptop, or desktop. We see this as a great opportunity to push you ahead of the line. Through Hagadone Media Group | Washington, you will be able to control the journey of your customers by staying with them every step of the way and smoothly “guide” them to their next level of interest and or action.

The good part is, you are just giving them what they want! When they want it! With our extremely effective Automation & CRM tool Hagadone Media Group | Washington can help manage your entire lead management system eco system. Our Advanced User Behavior analytics allows you to access each individual’s behavior giving you the knowledge on how to engage with them every step of the conversion cycle.

This is guaranteed to drive results.

The best part is...we manage everything if you want us to!!!

ENGAGEMENT - CONVERSION RETENTION!

SITE TARGETING / REMARKETING

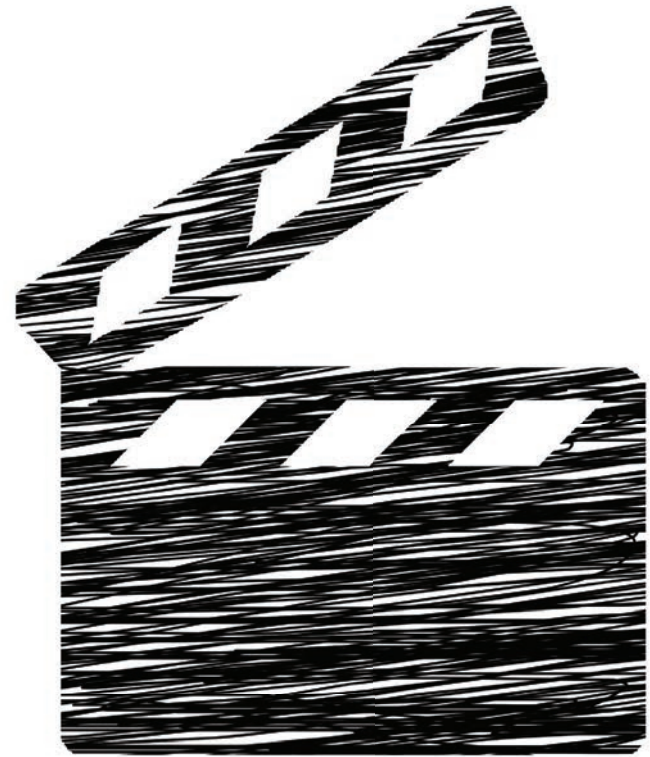
Site retargeting is a highly effective method of converting site visitors into purchasers, by serving ads to users who have already visited your site and are visiting other sites across the web. Reengaging with previous visitors helps increase brand awareness and will help drive better conversions.

Here is how retargeting works:

A user visits a website and looks at various products and/or services. However the user leaves without converting.

While surfing other sites on the web we show an ad based on the pages they viewed previously as they perform other online activities. The user clicks on the ad and returns to the advertiser’s site and converts.

OTT & CTV SOLUTIONS



OVER THE TOP (OTT) and CONNECTED TV (CTV)

Unmatched audience targeting utilizing three different methodologies:

- Addressable, Behavioral, and Demographic.
- The ability to target both the big screen and small screens.
- Vast, accurate reach.

ADDRESSABLE GEO-FENCING

Addressable Geo-Fencing brings a powerful, efficient, and accurate new way to target specific households and businesses with digital advertising. Hagadone Media Group | Washington can curate an address list for those advertisers who do not have their own. Choose from 12 demographic categories like age, income, gender and over 1500 intent/behavioral categories to find the exact right audience for and advertiser.

REPORTING CAPABILITIES

- Hourly Reporting: Breaks down performance metrics by hour
- Zip Code Reporting: Breakdown of performance metrics by zip code
- Domain Reporting:
 - Breakdown of performance metrics by domain
 - Specific ConnectedTV devices and publishers can be extracted from the domain report
- Device Type Reporting
 - Breakdown of performance metrics by device
 - For large screen: we only show “ConnectedTV” as the device type.
 - OTT device breakdown is coming in a future release.**
 - For small screen: break down to “Desktop/Laptop, Mobile, Tablet”
- Video Reporting: Shows video events such as mute, pause, resume, completion rate, pre-roll, mid-roll, and post-roll



SOCIAL MEDIA



LISTINGS

Get found. Generate traffic. Grow revenue.

Establish accurate business listings and appear in more places across the web. Packed with three powerful presence management tools...this is the most comprehensive business listing solution on the market.

- Listing Sync: Quickly establish accurate business listings on dozens of reputable sites. Plus, sync to Google My Business, Facebook, and Twitter for no additional charge.
- Listing Distribution: Build accurate business listings on the four major data aggregators—Factual, Acxiom, Infogroup, and Neustar Localeze. These aggregators are referenced by over 300 websites.
- My Listing: Create a mobile-responsive business listing that is optimized for local search.
- Google Insights: Understand how your business is performing on Google Search and Maps. Google Insights in Listing Builder provides a valuable glimpse into your customer's activities.



LISTING
BUILDER

DIY REPUTATION TOOL KIT

Today, the online reputation of your business is defined by your customers.

Reviews, accurate business information, and social media activity impacts your reputation and whether a consumer decides to do business with you. You need a way to manage all of these factors in a scalable way. We can help!

Monitor what people are saying about you online and improve your visibility in local search. See how you stack up against the competition, stay in the know with automated alerts and get progress reports to see how your reputation has improved.

Take control of your online reputation today!



REPUTATION
MANAGEMENT



LISTING
BUILDER



CUSTOMER
VOICE

Small Business:

LISTINGS & REPUTATION

- Manage your online reputation from one place: Compile reviews from dozens of sites so you can easily see what's being said about your business online. Plus, use competitive benchmarking to see how you stack up to the competition.
- Show up where people are looking: Improve your search rank by identifying online business listings that are inaccurate or missing from essential directories like Google, Facebook, and Bing.
- Hear what customers are saying all over the web: Monitor when your business is mentioned in a variety of sources, including news sites, blogs and social networks. Plus, highlight the most positive and negative mentions using automated sentiment analysis.
- Stay informed with automated reports and alerts: Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.



SIMPLY SOCIAL: POSTING 2X/WEEK

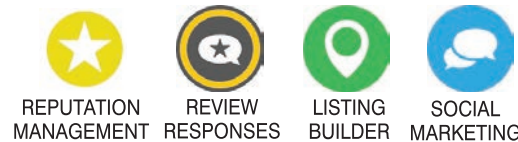
Boost brand awareness and generate buzz with weekly social posting!

People follow their favorite companies on social media to discover entertaining content, give feedback, and get a first look at new products/services. With your help, our Marketing Services will keep your followers engaged with regular social posts to grow your audience and build brand loyalty.



LISTINGS, REVIEWS, REPUTATION MANAGEMENT

- Listing Distribution & Listing Sync
- Easily request reviews from clients
- Be notified of new reviews
- We respond to all of your reviews
- Helps you rank higher in search



- 90% of consumers read online reviews before visiting a business.
- 84% of people trust online reviews as much as a personal recommendation
- 74% of consumers say that positive reviews make them trust a local business more.

Source: www.forbes.com

LISTINGS, REVIEW, & SOCIAL MANAGEMENT

Online reviews are critical to the success of a local business. In fact, nearly 90% of consumers say they'll only consider using a business if they have an average rating of 3-5 stars. Smart business owners are getting serious about soliciting feedback, but asking customers for reviews can be time-consuming. We offer a business tool that does the heavy lifting for you, so you can gather customer experiences to boost online star power and drive more business. Win the trust of new customers, collect valuable feedback, and show up where people are looking. Unlock a powerful feedback tool that will have you seeing stars!



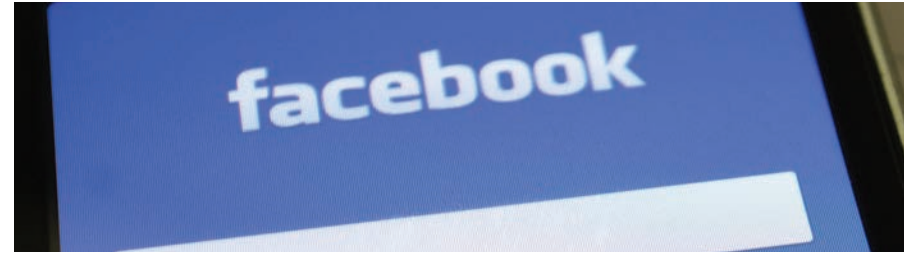
FACEBOOK ADVERTISING



Harness the Power of Facebook and Instagram with Pinpoint Precision

Take advantage of Facebook and Instagram's extremely diverse user-base to find the exact demographic you're looking for. With Digital Ads: Facebook, our talented team will create and build the newsfeed ad for you to draw in the customers you desire.

We make targeting on Facebook and Instagram simple. With technology like the Facebook Pixel, custom conversion, site retargeting, dynamic retargeting, and custom audiences at our demand, our team will put your products and services in front of those who are interested in them most.



FACEBOOK ADS W/REP. MANAGEMENT TOOL

Contact a sales representative today!



SOCIAL PAGE BUILD



Putting your best foot forward starts with a beautiful social media presence. With this service, our in-house agents will help you build any one social profile for your business. Available for Google, Facebook, LinkedIn, Twitter, Foursquare, YouTube, Instagram, and Pinterest. Professional page setup with logo, and if applicable, company images, hours of operation and business profile. User credentials are required.

WHAT'S INCLUDED:

Facebook Business page:

Claiming of the Facebook page, Update user photo & cover photo (if provided), Business description, and add business owner as an admin / owner of page

Google My Business page:

Claiming of Google My Business listing, Update name, address, phone number, and any other relevant information, Creation of a Google+ profile, Update business logo, profile picture, and Google+ header (if provided), Connect and update a YouTube channel (if desired), and Add business owner as an admin / owner of page

Instagram Business profile:

Creation of an Instagram account, Addition of a profile picture, Edit & update business information: website, biography, and phone number, Conversion of the account to a business account (business.instagram.com), Connect the Instagram account to the corresponding Facebook Business page (if applicable), Live walk through of how to access the iOS or Android app, Walk through on how to manage the Instagram account going forward, Post 5 images - with filters, hashtags, and description spread out within the first two weeks of the account being created, and Follow 20 local accounts, either sent by the business or picked out by the agent

LinkedIn Company page:

Provide you with insight in creating a LinkedIn Company page and outline steps required to create a page, Claiming and set up a LinkedIn Company page, Add a business description, website, industry keyword, and company size, Add the businesses address and contact information

Pinterest for Business page:

Claiming of a Pinterest for Business listing, Creation of 5 boards with 5 pins each, Addition of a profile picture, "about you" description, and location information, Setup of notifications, Setup of Home Feed - selected on behalf of the business, Connection of social networks - Facebook, Twitter, and Google+ (if applicable), and An explanation or discussion about what the business should do once we have the account set up, to promote success

Foursquare for Business page:

Claiming of a Foursquare for Business listing, Creation of a Foursquare account for the client, Update user photo & cover photo (if provided), and Polish the listing to look professional



EMAIL EMAIL REACH EXTENSION

Via a partnership, we can get your email message out to thousands of opt-in addresses locally, and tens-of-thousands regionally. This volume of addresses also provides the capability to hyper-target your message to shoppers in specific geographies, demographics and those that have been tracked as exhibiting certain behaviors with the content they read and products they purchase online.

Build: 4 days / **Launch:** within 24 hours of client approval
Investment: Prices vary on a case-by-case basis

LET US SHOW A BETTER WAY

We continue to invest in technology, people and methodologies with the basic principle that no matter how great our results are we need to try and improve. It is this need for continued improvement that drives us to be the best we can be for our clients. We have proven systems, with proven technology with proven methodologies. This process continues to drive results 3 to 4 times the industry average.

LEAD LIST

Do you have your own email database that you use to communicate with customers? If so, would you like to add to that database? If not, would you like to start one? After running an Email Reach Extension campaign, you can receive a report of the names, email addresses and other contact information from the recipients that showed interest in your message by either opening or clicking on the email they received about you.



80% of retail professionals indicate that email marketing is their greatest driver of customer retention.
 Source: www.wordstream.com