

# PATH FORWARD



Reopen • Reimagine • Recover

A webinar series by the Rochester Area Chamber

## **Marketing Innovations: Digital Tools & Techniques**

Thursday, May 14



**POST  
BULLETIN**  
POSTBULLETIN.COM ▶▶▶

# MARKETING INNOVATIONS DIGITAL TOOLS & TECHNIQUES

PREPARING TO CONDUCT BUSINESS IN A POSTWORLD

# What will be different in your organization?

Your online presence is more important now than it's ever been!

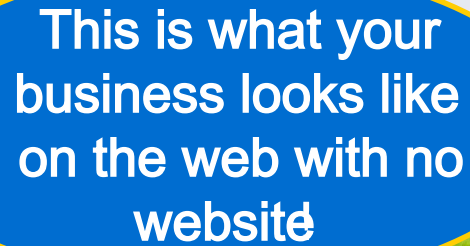
Consumers will eventually go back to brick & mortar stores, but they will continue to do research online.



# NO WEBSITE?

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With no website your business doesn't exist to potential customers who are online doing research and looking for your goods and services!



**This is what your  
business looks like  
on the web with no  
website**

# GREAT WEBSITE, NO MARKETING!

It's like building a big beautiful home in the middle of no where, with no roads or sidewalks for consumers to get to you!



# The Funnel

Right Message at the Right Time

## AWARENESS

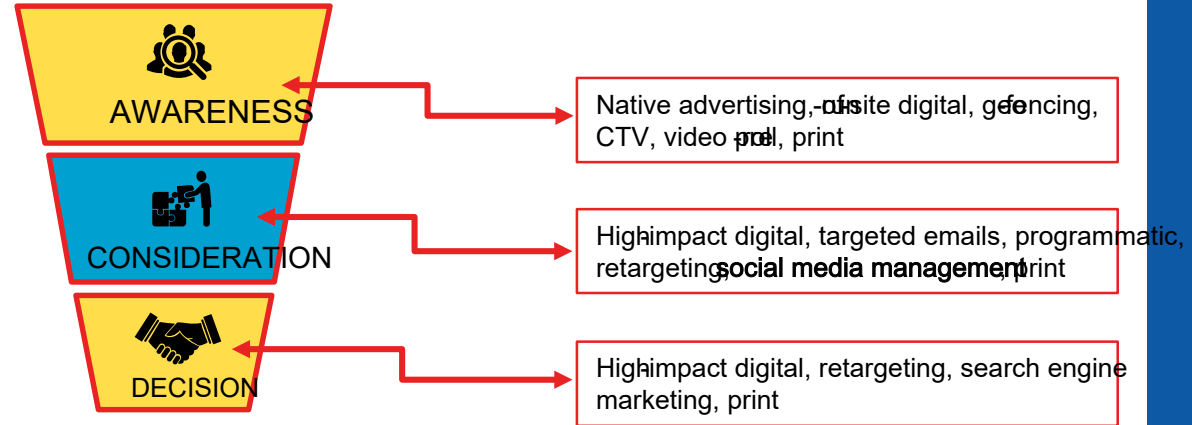
Consumer is thinking about a purchase and doing research, brand awareness

## CONSIDERATION

Consumer is closer to making a purchase, ensure messaging

## DECISION

Consumer is ready to make a purchase, make sure you're an option



# Native Advertising: Content Marketing

Strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience

Relevant Appeal to the interest of your audience, not the goals of your business

Valuable Critical information that makes your audiences' lives easier

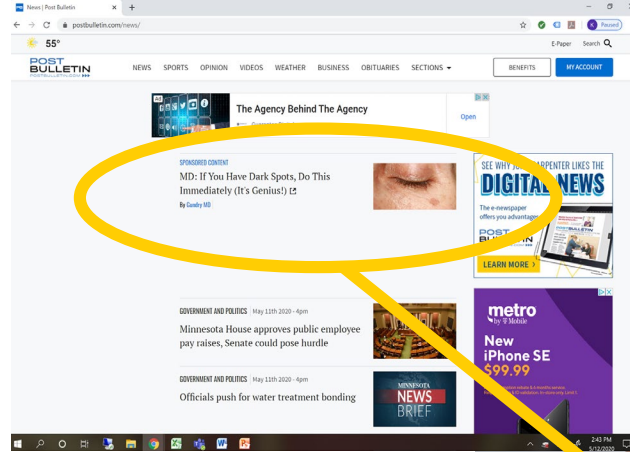
Consistent Ongoing basis, reliable schedule, consistent quality and value

***“The Best Marketing  
Doesn’t Feel  
Like Marketing”***

- Tom Fishburne

# Sponsored Content: What does it look like?

Educate your best potential customers for free, and they'll remember you when they're ready to make a purchase



Doctor shares little-known method for reducing dark spots

Renowned cardiovascular surgeon, nutrition expert, and New York Times bestselling author Dr. Steven Gandy is credited with debunking some of the world's biggest health myths.

His findings have helped millions of people lose weight, feel more energized, and live happier, healthier lives.

But Gandy — a personal physician to Tony Robbins and Fortune 500 executives — said his work isn't done.

Now, he's tackling a common (and frustrating) skin issue that's stumped experts for years.

During this [free #smallbusiness presentation](#), the doctor will reveal the truth about **dark spots**, common skin signs that can add years — even decades — onto your appearance.

According to a recent study, these markations (which are also known as age spots, sun spots, and liver spots) can make you look up to 20 years older.



# YOUR AUDIENCE?

- Mayo Clinic and Smarlys Hospital employees
- Business professionals who work and possibly live downtown
- Location: Rochester + 15 miles
- \$70kplus household income
- New Movers



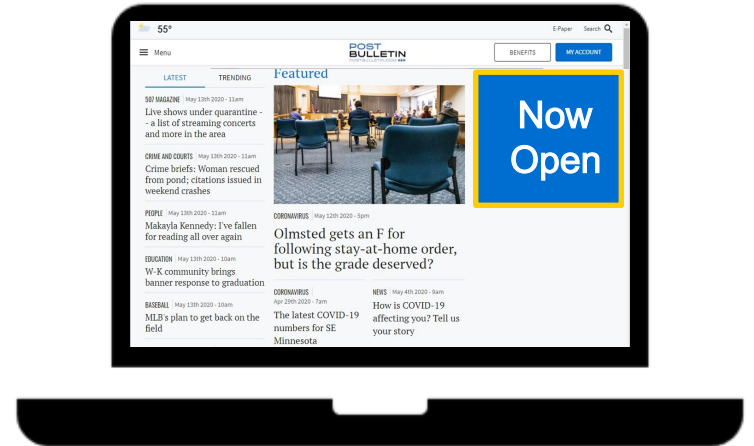
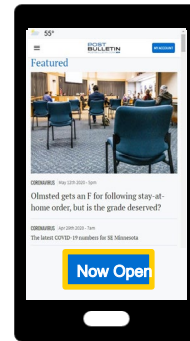
# Online Digital Ads

Powerful, valuable tool to engage  
web users

“Being there” is critical in today’s  
online environment



## Run of Network (RON)



# Example: High Impact Digital Ads

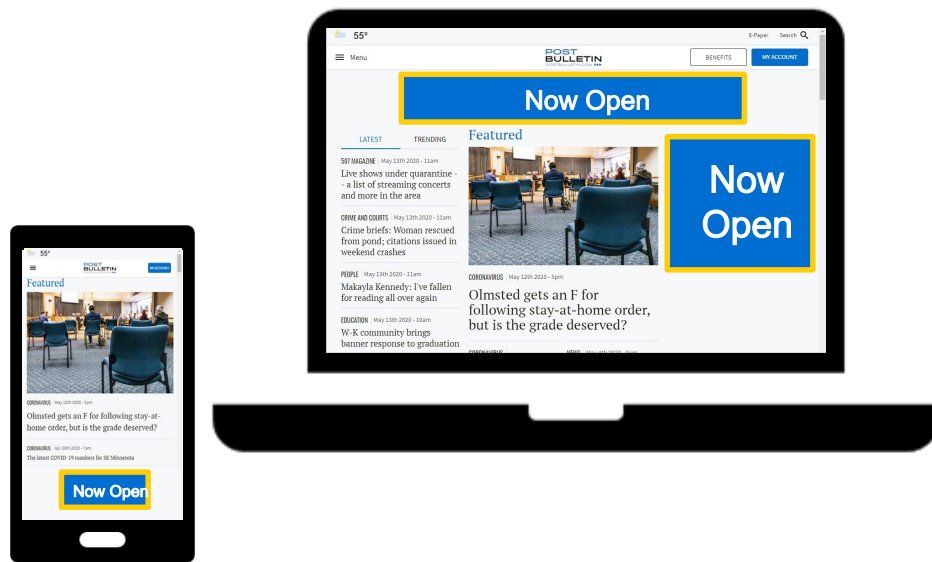
Reach 100% of visitors who come to postbulletin.com “page”

Average monthly visits:

- 3.5 million pageviews monthly
- 600,000 unique views monthly



## Roadblock



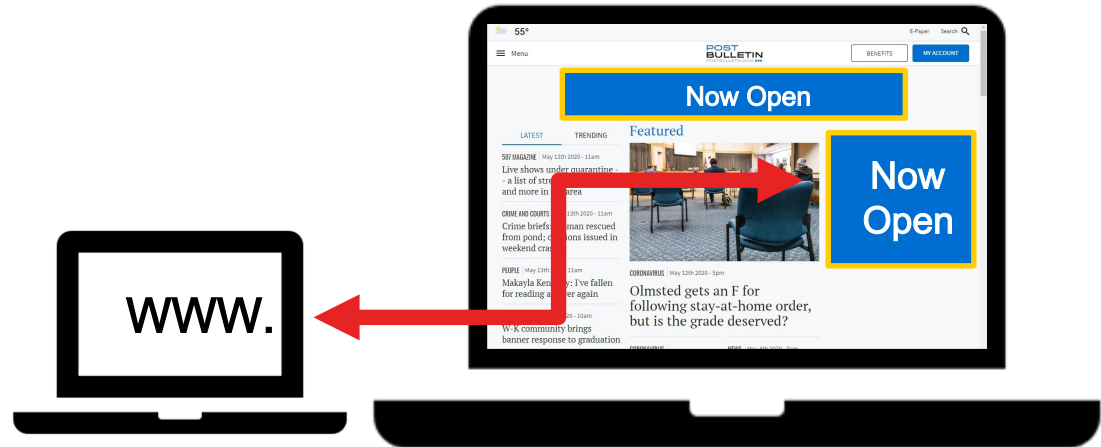
# Retargeting Digital Display Ads

Targeted digital ads delivered to users based on previous behavior including:

CONTEXT - read articles about similar services online

SEARCH - searched for similar services online

SITE - visited your website

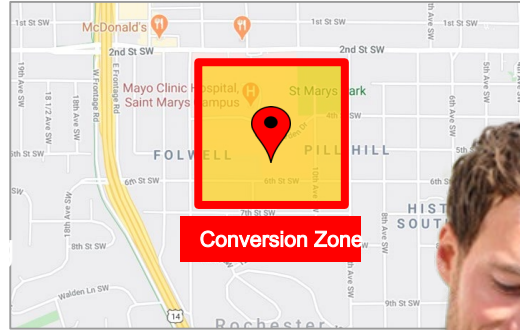


# Geofencing: Location-based Targeting

## How it works:

Targeted ads are delivered to Mobile devices in set radius around business location

Conversions can be measured by tracking website clicks from devices served ad and by how many customers enter your establishment (conversion zone)



**Conversion zone:**  
Business address

**Fencing Locations:**  
Business address  
Competitor address  
Competitor address  
Competitor address

# Geofencing: Addressable Targeting

The perfect option/compliment to direct mail campaigns.

How it works:

Each residential street address is converted to a geofence conforming to its plat line data. Then, devices seen within each household or business can be targeted with mobile, video, and/or OTT/CTV (streaming TV) ads.

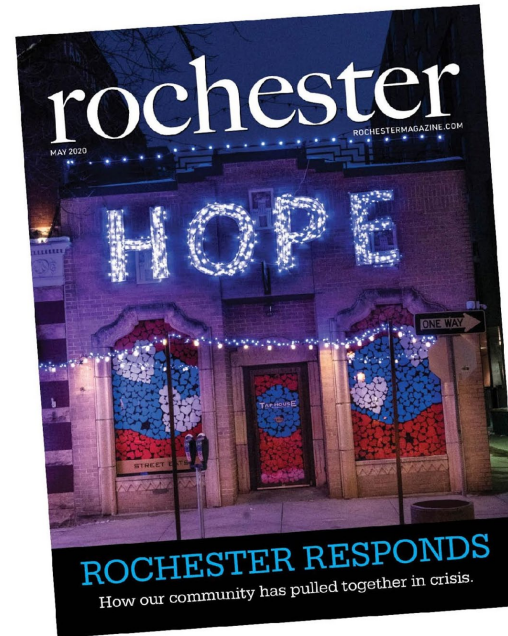


# ROCHESTER MAGAZINE

In this time of uncertainty, Rochester Magazine is committed to covering the stories of the city and helping your business not only survive, but thrive.

We're still printing and stocking issues of Rochester Magazine all around town.

And while some of our distribution locations are temporarily closed, people can still pick up Rochester Magazine as fast as they can stock them in our current locations.



# ROCHESTER MAGAZINE



We are all in this together!  
Now's the time to tell your story—  
about what you bring to the  
Rochester community and about how  
you're taking care of your customers.

To help you tell your story, we're  
offering special advertising  
packages—both in print and digitally.

With a variety of price points, we can  
help keep your business in front of  
your customers when it matters most.

**IN THE PAST 12 MONTHS:**  
**76%** of readers have used Rochester  
Magazine to choose a restaurant\*\*\*  
**65%** of readers have visited a business  
because they saw it advertised in  
Rochester Magazine\*\*\*

Average **56,000** print readers per month x 60 minutes per reader =  
**3,360,000** minutes per month.

**3,000** DIRECT MAILED to high-end homeowners  
**PRINT CIRCULATION**  
**15,000** MONTHLY UNLIMITED ONLINE

**200+** distributed where  
**RACK LOCATIONS** Rochester residents  
and visitors congregate...

Restaurants 	Coffee Shops 	Retail 
Medical District 	Visitor District Skyway/ Subway System 	Hotels 

**ROCHESTER MAGAZINE READERS  
ARE AFFLUENT, WELL-EDUCATED,  
AND LOVE THIS CITY.\*\***

**57%** FEMALE **43%** MALE

**INCOME**  
More than **\$75K**  
annual household income

\* MPA - Magazine Media Factbook 2019-20  
\*\* 2015 SNG Market Study  
\*\*\* 2018 Reader Study





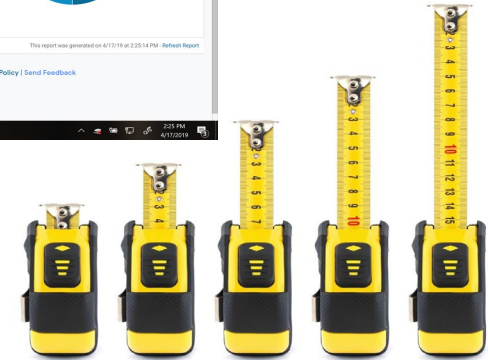
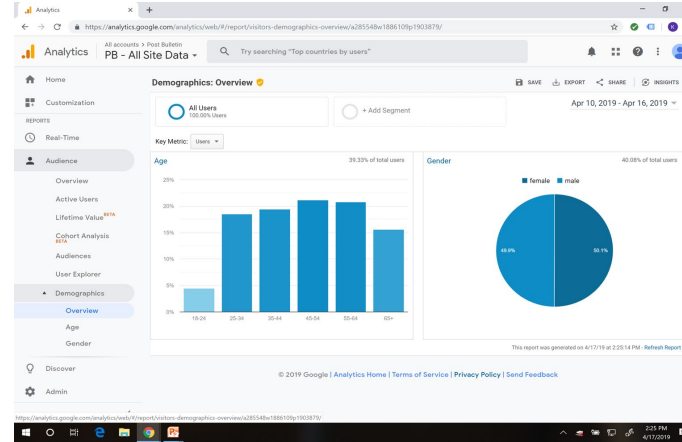
# Measure Twice, Cut Once

## Key Performance Indicators (KPIs)

Data rules available & accessible  
track progress measure results  
modify as necessary

What we already monitor closely:

- Google Analytics
- FCC Digital Dashboard



# What's different in our organization?

Being prepared and nimble

Working remotely

Collaborating and communicating  
with team members and clients via  
Google Hangouts and Zoom.

Reporting via phone, email, video.



# New Website postbulletin.com

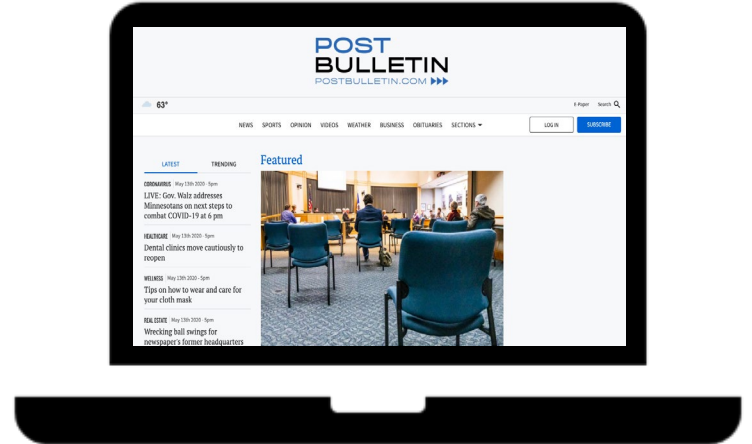
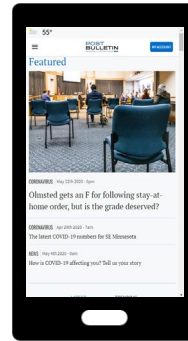
Recognition of the power of digital

Improved reader experience for login and story presentation

Customizable newsletters

Power of a larger network

Better analytics and insights



# ALL NEW: Friday Edition:

Post Bulletin Monday, Tuesday, Saturday  
 Rochester's Daily Newspaper  
 Reach 52,000 consumers who read the  
 Post Bulletin for their news and  
 information

- Distributed to subscribers throughout Rochester and SE MN
- Also available in single copy locations in high traffic areas throughout the market





# \$1 MILLION COMMUNITY COMMITMENT GRANT

To show our support, Forum Communications has established a one million dollar matching grant fund to assist locally-owned businesses during this most challenging time. We are committed to helping our locally-owned businesses reach their customers. We invite all to apply today for a matching marketing dollars grant.

GROW YOUR BUSINESS & Reach Customers

## WE STAND WITH YOU!

LEARN MORE BY VISITING: [REGISTER.FORUMCOMM.COM/GRANT](https://register.forumcomm.com/grant)

# Questions?