

The POWER of thinking Social, Local *and* Mobile

A VIRAL way to market and manage your business.



The Augusta Chronicle takes the CSRA SOcial!



+

Reputation
Management

- Since April, Twitter has gained 40 million users and a 62% increase in mobile use of the platform (ClickZ)
- Social networking site usage grew 88% among Internet users ages 55-64 between April 2009 and May 2010 (Pew Research)
- Facebook reports 2x more activity from mobile users than non-mobile users (The Mobile Movement: Understanding Smartphone users, Google/IPSOS OTX Media CT, April 2011)
- 97% use online media to research products or services in their local area (BIA Kelsey)

Why use Social Media to market your business?



Branding!



**More Visible
in Search!**



Increased Traffic!



**New
Customers!**



More Profits!



More Sales!



It's the *new* WORD OF MOUTH

Reputation Management?

What is it? Managing your reputation is nothing new. All businesses do it and always have. What's new is how the Internet and social applications have changed the way reputations spread. For small to medium size businesses today, **reputation is viral**.

Ways people spread the word about your business:



Any Many More...

"Dirty little coffee house."



"see why this doctor wasn't among the best, I've seen many bad reviews on this doctor. It seems every area of the body has been messed up by this doctor. I thought I was the only one"



Why is Rep. Management important? It provides marketing stability, protects against unchecked defamation, and most importantly, allows a company to "put its best face forward" in the online world. (tengoldenrules.com)

Top 3 Search Results are reviews effecting Senor Taco's reputation either positively or negatively.

It is essential for a business to be aware of what is being posted online in order to respond appropriately.

The Augusta Chronicle's Reputation Management Program will provide businesses a dashboard to help them **MONITOR, REVIEW, & RESPOND** to relevant online commentary!

[Senor Taco - Augusta, GA](#)

[www.yelp.com](#) › Restaurants › Mexican - Cached

★★★★★ 1 review

Feb 22, 2011 – 1 Review of Senor Taco "the torta Cubanos are good, I go mainly for their Queso dip and chips, Best in town! i dream of their creamy hot ...

 [Show map of 3177 Washington Rd, Augusta, GA 30907](#)

[Senor Taco Express - Augusta, GA](#)

[www.yelp.com](#) › Restaurants › Mexican - Cached

★★★★★ 1 review

1 Review of Senor Taco Express "The food is average at best, but the food ...

 [Show more results from yelp.com](#)

[Senor Taco Express - Augusta | Urbanspoon](#)

[www.urbanspoon.com](#) › Augusta - Cached

★★★★★ Rating: 100% - 3 reviews - Price range: Under \$10 per entree

May 29, 2011 – Senor Taco Express, Taco Shop in Augusta. ... (706) 434-2929. Augusta 1531 Walton Way **Augusta, GA** 30904. Send to phone. 6 people have voted ...

 [Show map of 1531 Walton Way, Augusta, GA 30904-3701](#)

[Taco John's Menu - Augusta, GA 30905 - \(706\) 772-9742](#)

[www.allmenus.com/ga/augusta/96089-taco-johns/menu/](#) - Cached

Taco John's is located in **Augusta, GA** 30905. For more info such as menus, reviews, ratings and maps visit Allmenus.com. Find delivery and takeout ...

[Senor Taco Augusta, GA, 30907 - YP.com](#)

[www.yellowpages.com/augusta-ga/mip/senor-taco-22266924](#) - Cached

Get directions, reviews, payment information on Senor Taco located at **Augusta, GA**. Search for other Fast Food Restaurants in Augusta.

[Augusta taco bell | Find taco bell in Augusta, GA](#)

[local.augusta.com/augusta+ga/taco+bell.zq.html](#) - Cached

Results 1 - 10 of 10 – **taco bell** for **Augusta, GA**. Find phone numbers, addresses, maps, driving directions and reviews for **taco bell** in **Augusta, GA**.

[Taco Sushi, Augusta GA - Restaurant | Facebook](#)

[www.facebook.com/pages/Taco...Augusta-GA/157571754254946](#) - Cached

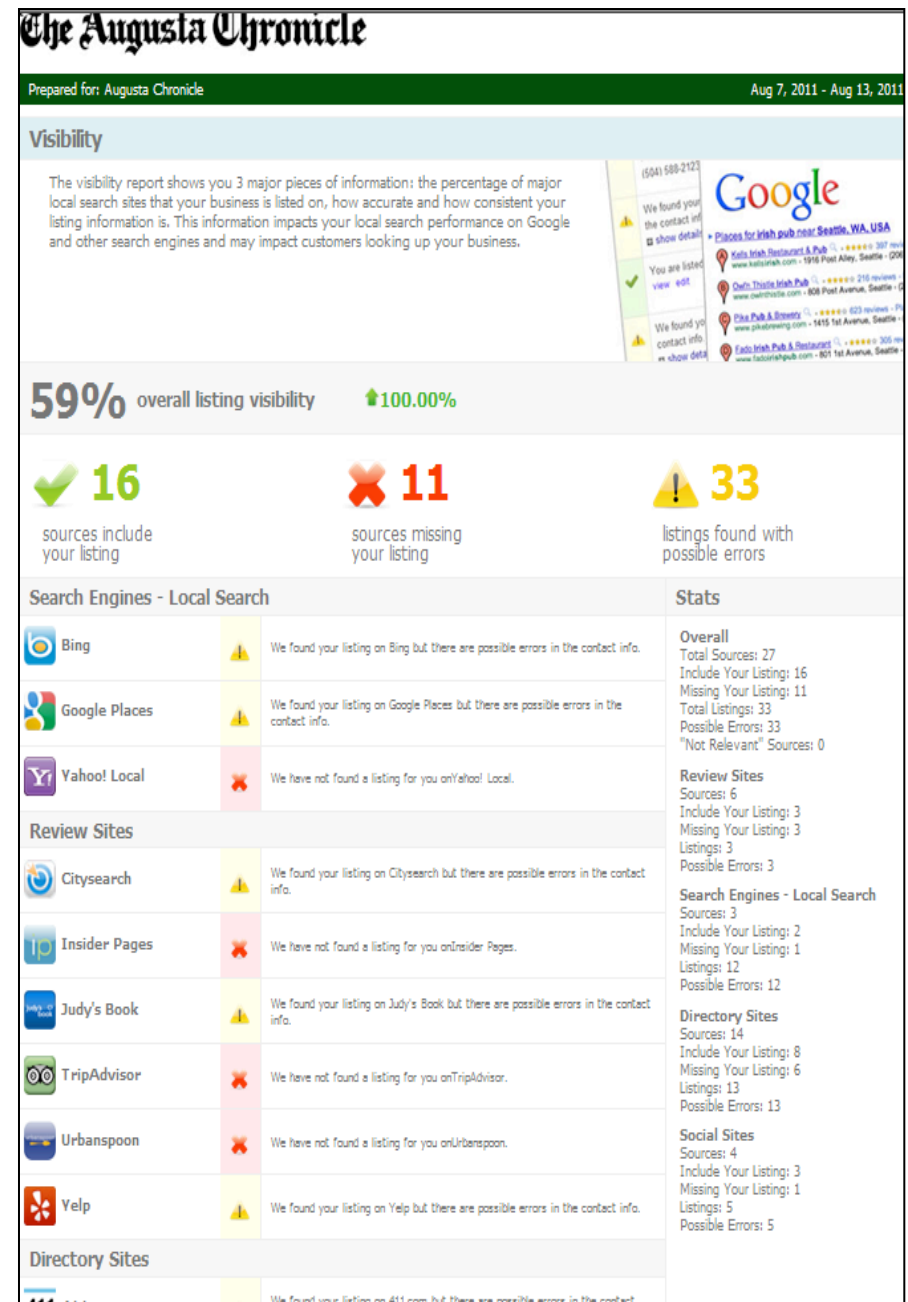
Welcome to **Taco Sushi, Augusta GA** on Facebook. Join now to write reviews and connect with **Taco Sushi, Augusta GA**.

What are people saying about your business?

Rep Management: Why is this an essential tool for my business?

According to one recent study, 97% of consumers now use online media to shop locally*. Without an online presence, you'll be invisible to many of those potential buyers!

Reputation Management from The Augusta Chronicle helps answer the question: How visible are you?. The Business Visibility report scans local business directories, consumer review sites, and social networks to determine whether you have a presence there or not as well as if there are any discrepancies and incorrect information. Search Engine directories must be current, consistent and correct!



Getting Connected!

Use The Augusta Chronicle's Reputation Management tool to TRACK your Social Media Accounts

With the same tool, use Social Media to GROW your business!

Use the Status Updates Publisher to simply enter your latest news once and it will be posted immediately!



The Augusta Chronicle takes the CSRA Location-based (Local)

- 86% have used a search engine to find local businesses from which to shop*
- 97% use online media to research products or services in their local area**
- 88% of all local information seekers take action within a day***

The CSRA has a wide variety of restaurants, doctor's offices, attorneys, pest control specialists, HVAC contractors, Real Estate professionals, etc. By using a location-based search (Google or Y!) or service such as Four Square, our city becomes much "smaller". It is vital for area businesses to have a prominent local presence.

The Augusta Chronicle has the ability to help you do just that!



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*Nielsen/Net Ratings

**BIA Kelsey

***The Mobile Movement: Understanding Smartphone users, Google/IPSOS OTX Media CT, April 2011

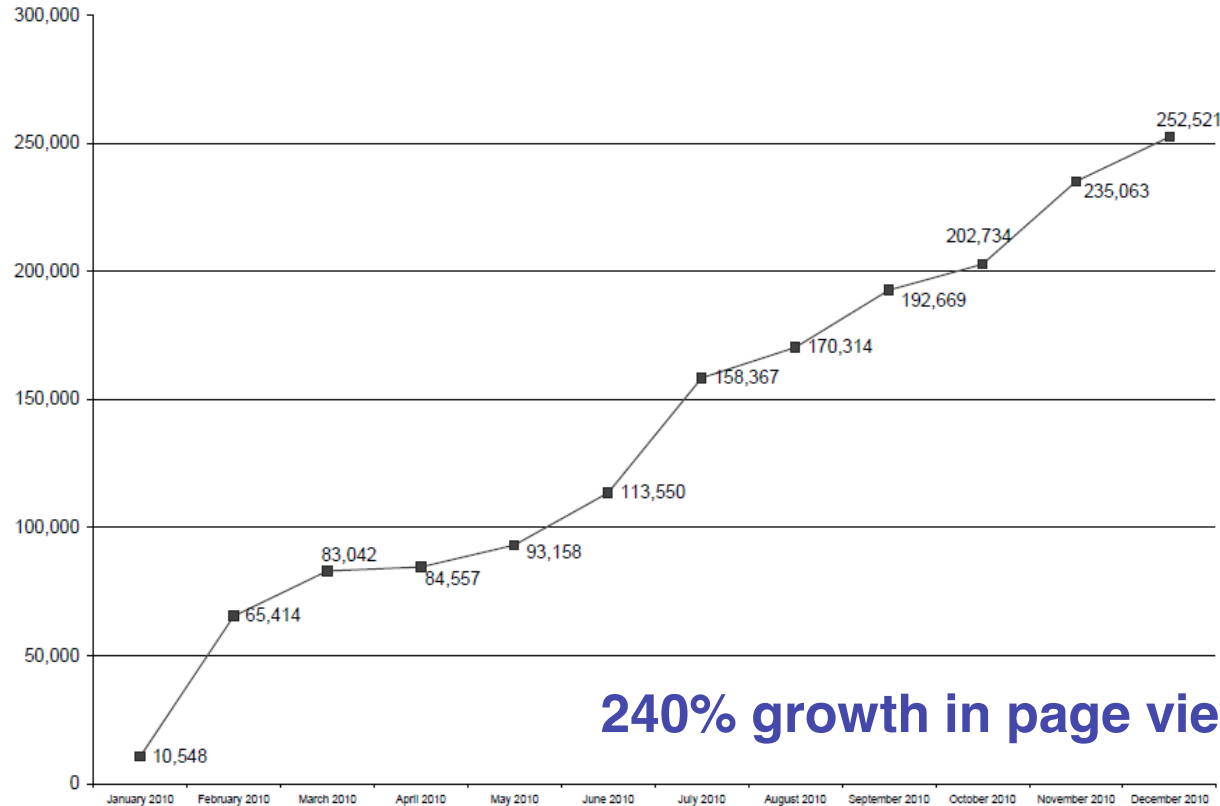
The Augusta Chronicle takes the CSRA MOBILE!



Mobile is becoming the number one screen for news and advertising!

- eMarketer estimates 9.7 million US consumers owned a tablet device by the end of 2010, and that 24 million will have one by the end of 2011.
- There were over 415,000+ page views in July 2011 on the mobile augustachronicle.com site

Mobile Page View Growth for The Augusta Chronicle mobile site



240% growth in page views in 2010

And it continues...July 2011 page views = 415,000

Mobile users click on banner ads

How Often Do You Click On A Mobile Ad To Get More Information About A Product Service You Saw On Your Phone?

Click Frequency	% of Respondents
Several times a day	19%
Around once a day	15
Several times a week	14
Around once a week	12
Several times a month	8
Around once a month	6
Less than once a month	10
Never	16

Source: Mojiva Mobile Audience Guide, May 2011

- 60% of respondents click on a mobile ad for more information at least once a week
- 19% click on a mobile ad for more information several times a day

The key communication tool of the modern era- TEXT



- A new ABI Research study shows that **SMS messages** will hit **7 trillion messages this year** from **4.2 billion subscribers worldwide**.
- 72% of mobile subscribers send and receive 664 texts a month vs. making/ receiving only 176 phone calls*
- 45-54 year olds are texting friends and sending and receiving 272 a month**

*Deloitte: State of Media Democracy, Fourth Edition

**Nielson Messaging Report, Q1, 2010

It is not just teenagers using SMS text!

Use TEXT to communicate with your customers



A simple, fast and affordable way for businesses to reach their target audience

- Send your customers special offers
- Provide product or service updates
- Increase repeat business
- Drive traffic to your business
- Remind customers about appointments and upcoming events

Simple

Fast

Affordable

The Mobile Site



Tabs:

- Information
- 2nd Tab Customizable
- Photos
- Events
- Comments

Contact and
Address
information

Customizable
Content

Choice of 4
WAP theme
Colors

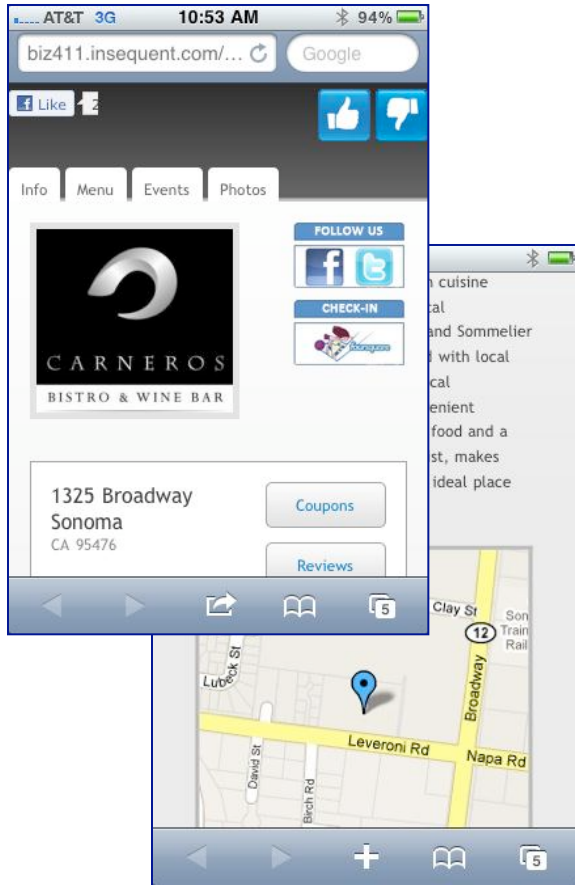
Follows/Check-Ins
for your social
outlets

Reviews and
Guest Feedback

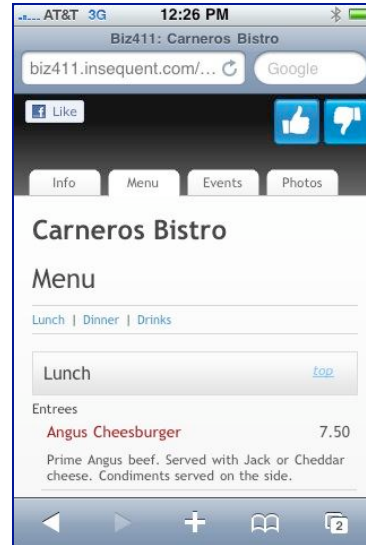
Simple, Easy to alter, User-friendly and Informative

The Mobile Site

Home Page



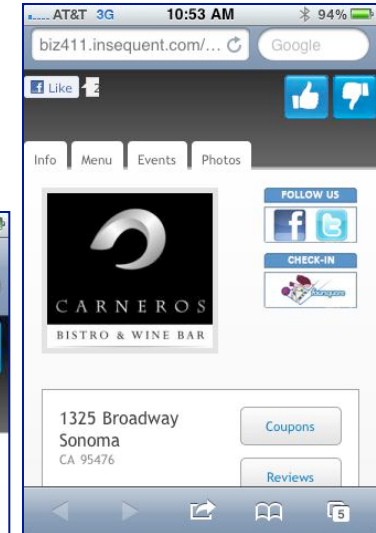
Services



Events



Social



Small but POWERFUL!

How to Market Your Keyword

Market your chosen keyword as often and in as many formats as you possibly can by simply adding a tagline onto any current advertising you are doing.

- Newspaper print ads
- Augustachronicle.com banner ads
- Email campaigns
- Augusta Magazine or Skirt ads
- Billboards
- Social Media
- TV commercials
- Radio spots
- In store/location signage
- Registration forms
- Word of Mouth



Promote

Promote

Promote

Starter Package

Social

- Set up on Facebook (including 'facelift', Twitter, LinkedIn, and foursquare
- Social Media dashboard-ability to update multiple networks in one place
- Reputation monitoring and alerts

Local

- Search Engine optimization
- Google, Yahoo! and Bing map and pages registration
- Augustashopping.com profile page

Mobile

- Unique promotional keyword for text promotions
- Mobile micro-site for your business
- 400 monthly text messages



Total Monthly Investment: \$337

Preferred Package

Social

- Set up on Facebook (including 'facelift', Twitter, LinkedIn, and foursquare
- Social Media dashboard-ability to update multiple networks in one place
- Reputation monitoring and alerts
- Weekly FB and Twitter posts on augustashopping.com to promote your business

Local

- Search Engine optimization
- Google, Yahoo! and Bing map and pages registration
- Augustashopping.com profile page

Mobile

- Unique promotional keyword for text promotions
- Mobile micro-site for your business
- 1600 monthly text messages



Total Monthly Investment: \$497

POWER Package

Social

- Set up on Facebook (including 'facelift', Twitter, LinkedIn, and foursquare)
- Social Media dashboard-ability to update multiple networks in one place
- Reputation monitoring and alerts
- Weekly FB and Twitter posts on augustashopping.com to promote your business

Local

- Search Engine optimization
- Google, Yahoo! and Bing map and pages registration
- Augustashopping.com profile page

Mobile

- Unique promotional keyword for text promotions
- Mobile micro-site for your business
- Unlimited monthly text messages
- 10,000 banner impressions on augustachronicle.com mobile site

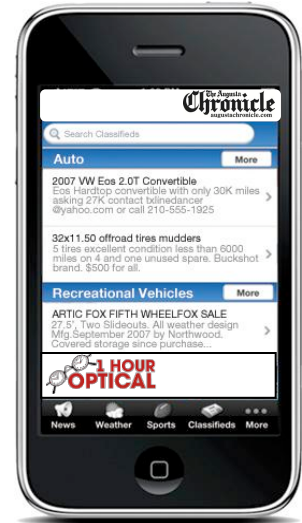


Total Monthly Investment: \$647

5 billion apps downloaded from Apple App store since 2008



Borrell Associates forecasts that U.S. spending for ads delivered by mobile apps will explode from \$305 million this year to \$685 million next year and more than \$8 billion by 2015 – with \$1.2 billion of that coming from local advertisers.



The Game Changer

“The iPad is actually under hyped as a device that will transform media consumption. I think, thanks to the forthcoming wave of tablet devices ... the consumer PC is basically dead within the next three years (not so PCs for business).”

- David Pakman, Business Insider



The Augusta Chronicle's Replica++

... a replica version of our print product, with a lot of pluses

- **More than print:** Stories & advertising can be enhanced with video, audio, URLs or slideshows
- **Not just editorial:** Ads can have rich media components layered on top
- **Dynamic:** Breaking and updated news appear in their own section, keeping subscribers up-to-date throughout the day
- **Untethered:** Read online or offline and fully Searchable



Up-sells

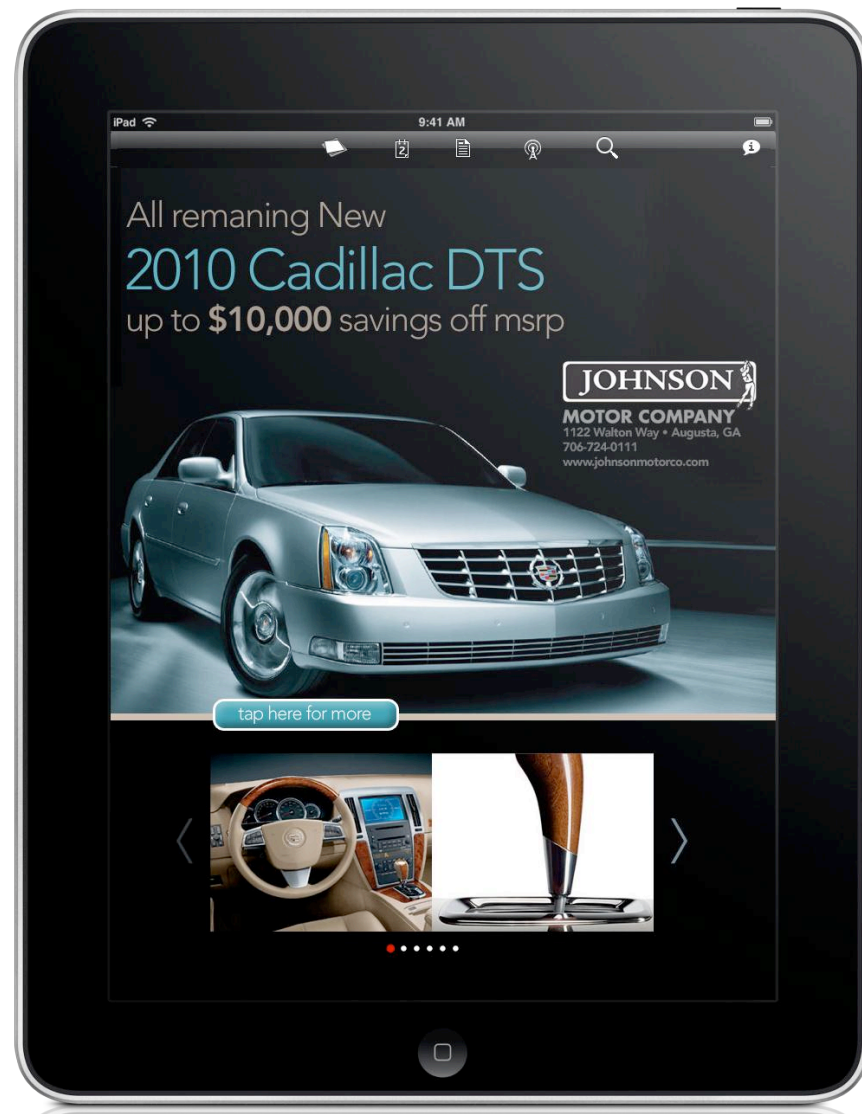
- Ads in the newspaper can be enhanced on the tablet with video and URLs. Viewers can click to email, watch the video or view website/landing page
- An icon will appear on the static ad, letting the reader know that more information will appear when the icon is touched
- Prospects are heavy print customers interested in an interactive up-sell so tablet users can link to website, landing page or watch a video (\$79/month)



Print Ads become INTERACTIVE

Interstitials and Banner Ads

- Interstitials are defined as an advertisements that load between two content pages. They are full-page ads that interrupt sequential content, forcing exposure to the advertisement before visitors can continue on their content path.
- Interstitials will be displayed after every fifth page swipe (\$299/month).
- Banner ads are graphical web advertising units that will be displayed at the story level. These will be sold using a share of voice model until we build page views (\$199/month)





Not just iPad... we have an iPhone and Android app

iPhone and Android app content wells

- Home-Sold
- Latest News-Sold
- Local News-Sold
- Editorial-Sold
- Sports-Sold
- Obits-Sold
- Daily Deals-Sold
- Business-Sold
- Things to Do-Sold
- Life
- Weather –Sold
- Classifieds
- Video
- Databases
- Calendar

