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Social Program Features

<p>Setup on</p> <ul style="list-style-type: none"> o Facebook o Twitter o LinkedIn o foursquare 	<p>Facebook, Twitter, LinkedIn are the TOP social media sites.</p> <ul style="list-style-type: none"> ➤ Facebook and Twitter are great for communicating and getting to know your customers. ➤ LinkedIn is an excellent tool for staffing and communication with communities of people. ➤ Foursquare is a great way to build customer loyalty by offering discounts for check-ins.
<p>Social media dashboard</p>	<p>Many small businesses with a social media page will have to login to twitter, post and then Facebook to post. Time Consuming!</p> <p>We set it up so that the business has 1 easy place to post from.</p>
<p>Reputation monitoring and alerts</p>	<p>We alert the business via email immediately when someone on the web places an extremely good or extremely bad review.</p> <p>The business will also receive weekly updates on an changes to their business including:</p> <ul style="list-style-type: none"> ➤ # of new Facebook likes, Twitter followers, and foursquare check-ins. ➤ All the new mentions on the web about the company in directories, search portals, reviews, social media posts, and news.
<p>Competitive monitoring and alerts</p>	<p>The business will receive weekly alerts showing how they rank against the local completion online.</p>
<p>Social Media Support Helpline</p>	<p>Businesses will have access to 1-800-676-7950 giving the business direct access to The Florida Times Union internet marketing technical team. These folks are <u>NOT</u> sales people, they are a technical resource specifically trained to answer questions about the business online presence, the businesses current campaign, and assist in optimization. (AND you can call this number anytime too!)</p>
<p>Social Media Best Practices Manual</p>	<p>Along with direct access to the technology experts, the customer will be given a best manual to help guild them on how to user the tools and best market and engage their customers.</p>

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Program Management

Internet Marketing Account manager	The business will have direct access to a personal Internet Marketing Account Manager. The Account Manager will help define and execute the customers marketing strategies. The Account Managers are evaluated directly on the business success in implementing the marketing plan so they have a vested interest in the success of that business.
Marketing help	The Account Manager will help the business develop a marketing strategy based on the business primary goals and objectives. Monthly, marketing touch points to setup pre-schedule events, posts, etc.
Training	Besides the basic setup the business will receive "one on one" training with the reporting tools and posting technologies. They will give additional training as needed.
Customized Communication	Each business is different and their time is precious. Our Account Managers will create a customized communication plan based on the customers needs.
Establishing ROI	Account Managers will be responsible for evaluating and optimizing marketing campaigns. The account manager will report on the progress of the campaigns and marketing efforts.

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Local Program Features

<p>Google, Yahoo! and Bing map and place pages optimization</p>	<p>With verification from the business owner, we can claim and flesh out the business' place pages on the major search engines. Consistent data + robust and relevant content + geo-tagged + inbound links = Optimized</p>																																														
<p>Entry and hygiene of your business listings on 25+ online directories to maximize your local exposure</p>	<p>Incorrect or inconsistent business data hurts business. It is a huge hassle to correct and maintain this. Just ask any business owner that has had to change their number, address, or god forbid, web address. It is like fighting a hydra monster. We go to battle for you with lasers blazing. And everybody knows lasers are awesome.</p>																																														
<p>Premium placement on Jacksonville.com's local directory (local.jacksonville.com)</p>	<p>Check out our new http://local.jacksonville.com site! Premium placement is just that. Premium. Here are the bullets:</p> <table border="1" data-bbox="537 695 1360 1583"> <thead> <tr> <th colspan="2">Feature List</th> </tr> </thead> <tbody> <tr> <td>Premium Placement :: Local.Jacksonville.com</td> <td>YES!</td> </tr> <tr> <td>Top-of-results featured listing</td> <td>X</td> </tr> <tr> <td>Address</td> <td>X</td> </tr> <tr> <td>Digits</td> <td>X</td> </tr> <tr> <td>Map</td> <td>X</td> </tr> <tr> <td>Web</td> <td>X</td> </tr> <tr> <td>Email</td> <td>X</td> </tr> <tr> <td>Logo</td> <td>X</td> </tr> <tr> <td>Photos</td> <td>X</td> </tr> <tr> <td>Video link</td> <td>X</td> </tr> <tr> <td>Special Offers</td> <td>X</td> </tr> <tr> <td>150 Business Description</td> <td>X</td> </tr> <tr> <td>Specialities</td> <td>X</td> </tr> <tr> <td>Ratings and reviews feature</td> <td>X</td> </tr> <tr> <td>Hours of operation</td> <td>X</td> </tr> <tr> <td>Brands carried</td> <td>X</td> </tr> <tr> <td>Products, services and discounts</td> <td>X</td> </tr> <tr> <td>Payment options</td> <td>X</td> </tr> <tr> <td>Number of locations and employees</td> <td>X</td> </tr> <tr> <td>Year established</td> <td>X</td> </tr> <tr> <td>Languages spoken</td> <td>X</td> </tr> <tr> <td>Associations</td> <td>X</td> </tr> </tbody> </table>	Feature List		Premium Placement :: Local.Jacksonville.com	YES!	Top-of-results featured listing	X	Address	X	Digits	X	Map	X	Web	X	Email	X	Logo	X	Photos	X	Video link	X	Special Offers	X	150 Business Description	X	Specialities	X	Ratings and reviews feature	X	Hours of operation	X	Brands carried	X	Products, services and discounts	X	Payment options	X	Number of locations and employees	X	Year established	X	Languages spoken	X	Associations	X
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Mobile Program Features

Mobile micro-site for your business	The mobile “micro-site” is like a mini website for the business that is specifically designed to look good and work on mobile devices.
Unique promotional keyword for text promotions	Each business will have a specific keyword that they can market to their customers. le) Text the word “Augustinos” to 70720 to receive special offers from the Augustinos Italian bakery.
Unlimited text messaging	Many text services charge per text sent. This can get EXPENSIVE and very difficult to track! The Florida Times Union Service will allow the business to send unlimited text with no extra or hidden charges.
Mobile subscriber database and Management	We handle the database of the business subscribers to ensure that all the data is safe and secure. The business will have access to view the # of new and removed subscribers.
Set up appointment reminders and calendar events for subscribers	The business has 2 ways to use the texting system. <ol style="list-style-type: none"> 1. Send bulk text to all the subscribers with special offers, events, or updates. 2. Send an individual a text with appointment information or reminder. <p>All the messages can be pre-scheduled a head of time and will automatically go out on the due date.</p>
Social media integration — follow on Facebook Twitter, check-in on foursquare	If the business has a Facebook, twitter, or foursquare account the mobile micro-site will have those links to help build those communication channels.
Guest feedback, reviews	Mobile micro-site can include feedback, reviews, photo gallery, menu of products or services, driving directions and more!
Mobile Support Helpline	Businesses will have access to 1-800-676-7950 giving the business direct access to The Florida Times Union internet marketing technical team. These folks are <u>NOT</u> sales people, they are a technical resource specifically trained to answer questions about the mobile administrative tool, the businesses current mobile campaigns, and assist in optimization and best practices. (AND you can call this number anytime too!)
SMS Texting/Mobile Best Practices Manual	Along with direct access to the technology experts, the customer will be given a best manual to help guild them on how to use the tools and best market and engage their customers.

⚠ CAUTION



LACK OF AN
ADVERTISING STRATEGY
COULD RESULT IN NO
ROI AND POSSIBLY
GODZILLA ATTACKING
YOUR BUSINESS.

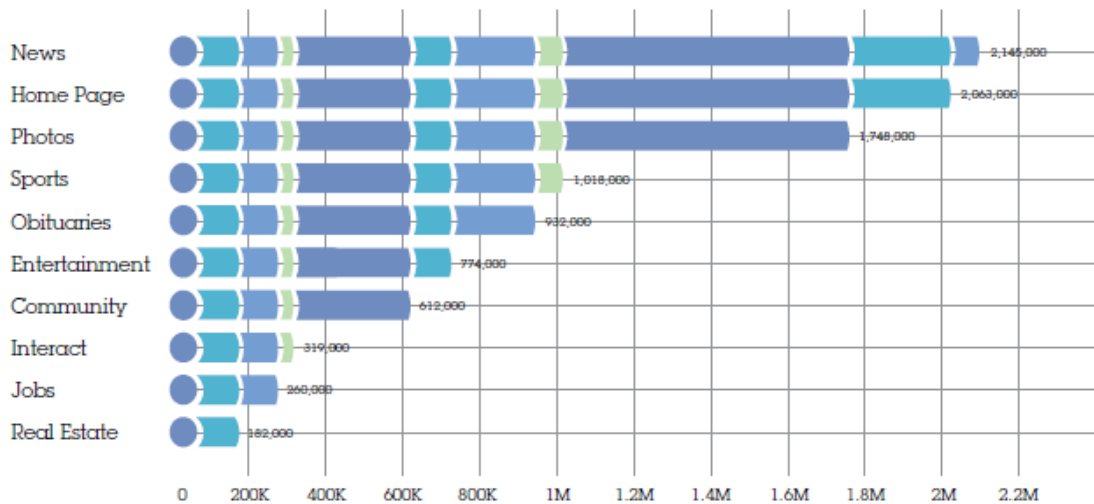
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JACKSONVILLE.COM STATS



jacksonville.com

Top 10 Sections Monthly Page Views:



Source: Omniture Site-Catalyst, averages between April 2010 - March 2011

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RICH MEDIA

Need immediate response?

Jacksonville.com's rich media solutions are your answer. Ideal for events, sales promotions, limited time offers, or whenever you want to stand out from the crowd, these high-impact products are designed to generate large volumes of interaction with your message.



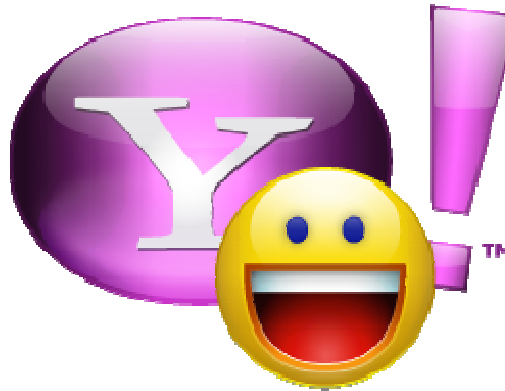
Sliding Billboard

- Sliding Billboard ads expand and slide the page content downward.
- Sliding Billboards collapse into a "pencil" ad and remain at the top of the page.
- The ads remain on the website for 24 hours, giving you 100% share of voice on your chosen section.
- High-impact advertising to users on entry to the home page or other sections, such as News, Sports and Entertainment.



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Yahoo! - The Premier Digital Media Company

Top Ten List

May 2011

1. Yahoo is the **#1 site** in the US, reaching more than 187 million unique users in April. *Yes, that's more than Google. More than Facebook.*
2. Yahoo reaches almost **9 out of 10 Internet users** in the US.
3. Yahoo! is home to **twelve #1 properties** in the US - including the Yahoo! News Network, Yahoo! Sports, Yahoo! Finance, and omg! (and eight others). Yahoo! has three times as many #1 properties as the next closest competitor – and being #1 matters!
4. Yahoo! has the top **9 out of 10 original video programs** on the web, and more people watch Yahoo! original video programs each month than visit Hulu.com.
5. The **Yahoo! News Network** is the News category leader with more than 88 million users – it has been #1 in the category for 10 consecutive months. Over CNN!
6. **Yahoo Finance** is the #1 finance destination on the Internet with 43 million users – more than double the next-closest competitor online. It also attracts a larger monthly audience than the CNBC television network.
7. **The Royal Wedding** was the largest one-day event in Yahoo!'s history, with 26 million video streams globally and a record number of requests per second (50,000/second). The Royal Wedding microsite on Shine was by far the #1 Royal Wedding site on the Internet with over 15 million Unique Users in April per comScore. Since March 10, the global Royal Wedding microsites have driven more than 400 million pageviews. Tentpoles matter!
8. Following the death of **Osama bin Laden**, Yahoo! News experienced a record traffic week, reaching more than 47 million unique users, according to our internal data.
9. **Yahoo! Sports** leads the sports category with 45.9 million unique visitors, more than 5 million more users than the next closest competitor. It has been #1 in the category for 37 consecutive months. Yes, over ESPN!
10. **omg! from Yahoo!** is the #1 entertainment news site on the Web with more than 29 million monthly users, nearly twice as large as the #2 site in the category. It has been #1 in the category for 36 consecutive months. Over TMZ!

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Local News Network sites
Extend your reach across a network of high-quality newspaper, broadcast, radio, and magazine sites.

Chicago Tribune

Detroit Free Press

NYDailyNews.com

DAILY NEWS

philly.com

- Hundreds of news outlets across America
- Targeted to their audiences in the Jax DMA.
- Clean, well-lit environments for advertising
- News consumers are:
 - Educated
 - Affluent
 - Home-owners
 - Employed
 - Did I mention they have money?

Sites such as:

New York Times

New York Daily News

Chicago Tribune

Boston Globe

San Francisco Chronicle

Los Angeles Times

New Orleans Times-Picayune

Denver Post

Miami Herald

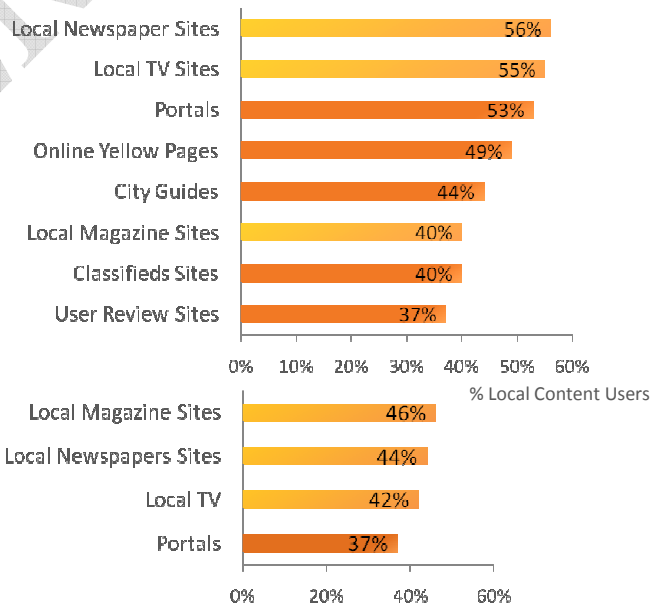
The Oregonian

Why Use The Local Content Network?

Local media sites represent the most valuable environment on the web for consumers' trust in advertising.

Consumers are more likely to take action after viewing advertising on local media sites.

% Trust Ads by Local Site



Source: OPA Study by Jupiter Research, Updated 2009