360° Marketing Solutions

Provided by Beacon
About The Beacon

When the DeLand Sun News closed in 1992, newspaper veterans and DeLand residents Barb Shepherd, Joann Kramer and Eileen Everett recognized that the community needed a newspaper of its own — as it had had for more than 100 years.

They founded The DeLand Beacon to shine an independent light on the community.

As Volusia County’s population grew (by nearly 18 percent in the decade after the newspaper’s founding), so did The Beacon. In the early 2000s, The Beacon merged with the Southwest Volusia Reporter, owned by Elaine Thompson, to form The DeLand-Deltona Beacon, to serve the growing Deltona community. By this time, The Beacon was also publishing twice a week.

With the collapse of the real estate market and ensuing recession in 2008, times were uncertain and information and hope were needed more than ever. While daily newspapers were cutting back, The Beacon would expand its coverage to all of West Volusia and offer a third, free edition called The Beacon EXTRA! Like the other Beacons, EXTRA! would be delivered by mail.

Now called The West Volusia Beacon, the homegrown
company has continued to expand its services. The Beacon publishes residential newsletters for housing communities, visitor maps for DeLand and West Volusia, and specialty publications highlighting topics that include health, Social Security, lifestyle and entertainment. The Beacon’s Voter’s Guides are the region’s best source for information about local elections.

While The Beacon started life as a print product, it has been on the leading edge of the digital revolution. In 1997, The Beacon was online when most houses were not yet on dial-up. Digital publishing allows The Beacon to reach West Volusia with breaking news 24 hours a day and to serve our clients on their own schedules on a desktop, laptop, tablet or smartphone.

Our knowledge of the community positions The Beacon to enhance your business in many ways. If you want to increase sales, drive foot traffic, enhance your visibility, or establish your brand, we have a product or service to fit your needs and budget.

Our two newspapers — each with its own readership — offer display advertising, classifieds, and advertorial programs that feature a story highlighting what makes your business special.

Insert your postcard or flyer to reach households by direct mail, at a price much less than mailing it yourself.

Our special publications provide access to focused markets based on topic. If you specialize in health and wellness, we have a special section for that. If you offer lawn service, remodeling, solar power installation, or other home-related service, then our housing community newsletters are the perfect spot for you to reach your ideal customers.

If you are looking to expand your presence on the internet and social media, we offer advertising opportunities on our website, which has more than 210,000 unique visits from your potential customers each month. We offer social-media management to grow and engage followers and keep your business top of their minds.

We also offer design and print services. If you need business cards, flyers, or a presentation created, we do that, too.

The Beacon’s mission is to inform, empower and strengthen our community. Helping your business grow stronger is an important part of that.
Our audience...

is people who are well-educated, active voters, mostly homeowners, who are interested in local businesses and have money to spend.

52% are college-educated
94% vote in elections
64% earn more than $50,000 a year
47% earn more than $75,000 a year
29% earn more than $100,000 a year

The two most popular topics of interest to our audience are local politics and local business.
Holistic approach

Marketing experts Millward Brown Digital recommend a marketing mix of:

- Website / content development
- Online advertising
- Traditional advertising
- Search
- Social
- Email marketing
- Mobile advertising
- Events / Conferences
- Direct-mail marketing

We can do that! Our experts help you craft effective messaging and deliver it across a variety of platforms to drive sales, increase foot traffic, and grow your brand.

*That is 360-degree marketing.*
Our Products – Newspapers

Our flagship paid-subscription newspaper, the Beacon, is delivered into the mailboxes of 5,000 households in West Volusia whose family members love reading their local newspaper and sharing it with friends and neighbors.

Our total-market coverage newspaper, the Beacon EXTRA!, is delivered by mail to 17,000 select households and is inserted into The West Volusia Beacon so you also reach our subscribers.

Arrange for placement near these popular features to enhance the value of your marketing:

• Front Page • Calendar Of Events • Opinions • Arts And Entertainment • Obituaries
• Religion News • Area History • Comics • Crossword Puzzle • School News • Photo Features
• Chamber Of Commerce News • Rotary Club Page • And more!

Your message will also appear in the online versions of the newspaper!
Advertorials

What better way to inform our audience about your business than with a story highlighting what makes your business unique?

Our Business 411 and Out & About programs are the most popular programs with new advertisers and a favorite of readers. These 6-week programs pair a custom-designed advertisement with a compelling feature article.

Your article can run either in The West Volusia Beacon in the Out & About or in the Beacon EXTRA! in the Business 411. With either option, a writer will interview you and create an amazing story you and our audience will love.

Expand the reach of your story with a selection of digital upgrades.
Our Products – Inserts and Direct Mail

Inserts

Do you have a flyer, postcard or small publication you need distributed? By inserting it in our newspapers, you get a quality audience and save money versus open postage rates. Want to target certain ZIP codes? We can do that, too.

Direct Mail

While the newspaper is the best way to have your flyer, postcard or small publication distributed, we can also assist with direct mail – from choosing an audience to best mailing practices.

To get your message in the mail, call 386-734-4622 or email adsales@beacononlinenews.com.
Our Products – Special Sections

Special Sections

Ready for something special? Our special sections deliver potential customers focused on a variety of topics, from health and wellness, to fun and entertainment, upcoming elections, and so much more.

We feature business-locator maps, programs for events that have thousands of attendees, newsletters for homeowners associations, special features honoring local heroes, a Christmas songbook and more. Choose the ones that will help your business grow.

For the “special” treatment, call 386-734-4622 or email adsales@beacononlinenews.com.
Our Products – Website

Website

Reach a worldwide audience! People are checking news on their phones, tablets, and computers throughout the day.

With thousands of visitors each day, our website is the ideal place for your brand message.

Drive people to your product page, landing page, website or Facebook page, or start them into your sales funnel. A variety of placement and frequency options guarantee there is a place for your business message.

Connect with our digital audience! Call 386-734-4622 or email adsales@beacononlinenews.com.
Social Media Management

Almost everyone is on some sort of social media — Facebook, Instagram, LinkedIn, etc. It may seem easy to be an expert at making profiles and posts. You (or the person handling your social media — in addition to their other daily responsibilities) may be wonderful at engaging with customers, but your company time is valuable, and good social media takes time! Our team has a proven track record of increased engagement and unparalleled client satisfaction. We can handle your whole social media campaign or give you tips on how you can do it yourself with better results.

Get help with social media: Call 386-734-4622 or email adsales@beacononlinenews.com.
Search Engine

How often do you search online for information? A lot. Your customers and potential customers are searching, too. Do you want your business to appear at the top of searches for relevant keywords for your business? Our team of experts can review your website and make adjustments to get your site ranking higher.

Search no further for help with making search work for your business. Call 386-734-4622 or email adsales@beacononlinenews.com.
Looking to expand your business by demographics, psychographics, or geographics? Email blasts can help get you the exact audience your business needs. We will help you define your audience, tweak your message, and choose when to deliver your message so you get the most response from an email blast.

Deliver your message to their inbox. Call 386-734-4622 or email adsales@beacononlinenews.com to get started.
Our Products – Digital Advertising

Digital Advertising

The multitude of ways to reach your new clients via digital advertising can be confusing, but with our help you can reap the rewards of a digital world. Whether you want to reach clients on Facebook, Instagram, other social networks or websites, we can be your trusted adviser in digital advertising.

Start reaching new clients through digital advertising. Call 386-734-4622 or email adsales@beacononlinenews.com.
Business Services

Business cards, flyers, brochures, stickers, letterhead, envelopes and so much more!
Whatever you need, our team of designers can create and make your business look its best in all formats.
Let us be your design department.

Call 386-734-4622 or email adsales@beacononlinenews.com and let us know what we can design to help your business look great.
Our Products – Contact Us

Make sure your next marketing campaign is complete with a 360° Marketing Solution. We are ready to elevate your marketing plan for you and your business. Please call 386-734-4622 or email adsales@beacononlinenews.com for a FREE, no-obligation consultation.