



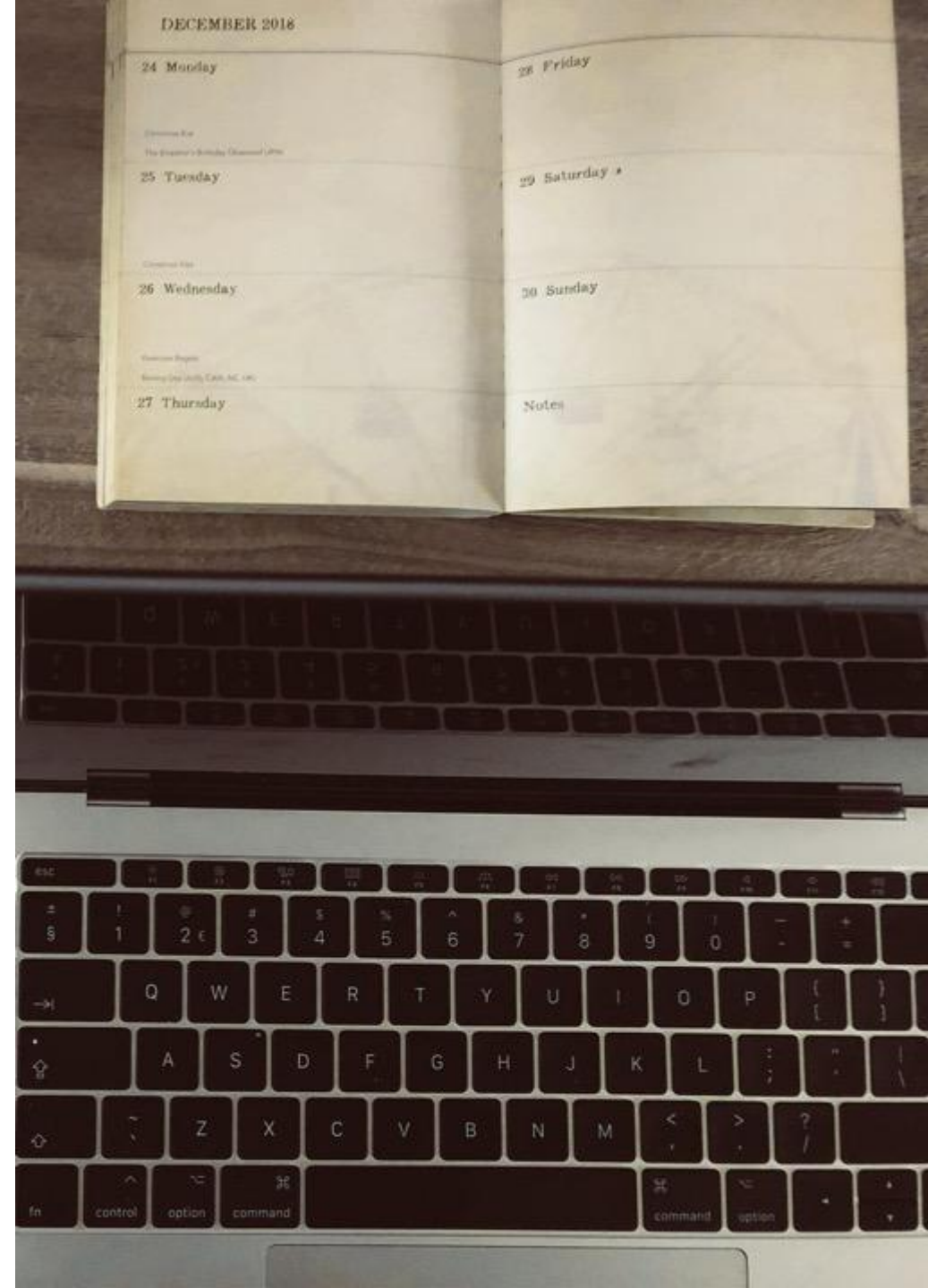
LPA
Louisiana Press Association



The Importance of Local Media Websites

Agenda

- Introduction to AdCellerant
- The Importance of Local Media Websites
- How the Pandemic Has Changed Media Consumption
- Why Your Local Audience is Important to Local SMBs
- Ways to Drive Traffic to your O&O Website
- Yield Management, Local News Retargeting, & Digitizing Your Audience



AdCellerant



is a **technology** and **digital advertising** company focused on making **quality digital marketing** accessible to every business.

About AdCellerant

AdCellerant is an **award-winning technology and digital marketing company** focused on bringing Madison Avenue level digital marketing solutions to Main Street businesses.

COMPANY

AdCellerant has a **proprietary total-digital agency software solution** that helps our partners scale sales, operations, and reporting within a single toolkit.

TECHNOLOGY

AdCellerant was recognized as the **83rd fastest growing company in the US** on the Inc. Magazine "Inc 5000" list and we are proud to be the preferred programmatic solution of the Local Media Consortium.

ACCREDITATIONS

TEAM

AdCellerant's team is made up of **98 individuals who are purposeful in their execution of the company's mission.** The makeup of the team is 6 Executive Positions, 5 Business Development, 14 in Account Management, 12 in agency services, 14 in Product and Technology, and 29 in Operations.

PARTNER NETWORK

AdCellerant's products and services are being leveraged by over **350 Local Media Partners and Ad Agencies** in 5 countries and 400+ cities around the country and we are currently executing 50,000 digital advertising campaigns on behalf of our partners



We Stand With Local Media



In this unprecedented business environment the best thing we can do is stick together, support each other, and create opportunities that are sustainable in an unpredictable market.

Local, trusted news and information is crucial during a crisis.

We've never been more proud to be an extension of your teams. Thank you.



Reaching the community

Multiple platforms have increased due to the Coronavirus crisis:



LOCAL NEWS SITES

People are more accessible than ever, reach them through targeted display with a message that's tailored for the times



FACEBOOK

Social media allows you to extend your personal messaging into your communities.



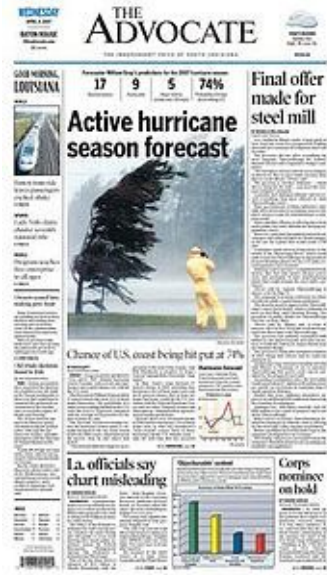
VIDEO

These new models are hard to understand, video allows you to share that same content with ease of understanding for the consumer.



Why Local Media and NOT National Outlets?

More than ever before, Local Media is considered more factual and less diluted than what national outlets are providing. It's about the content – not the ratings.



LOCAL NEWSPAPERS

The tangible critical friend of all our communities, celebrating the good and highlighting the bad; crafted by those who LIVE in the local area and who care passionately about what they do.



LOCAL MEDIA WEBSITES

The same journalism and sharing of news is consumed in new ways that our people want to consume content.



LOCAL MEDIA CONSUMPTION

LOCAL MATTERS! The content on your sites are more relevant, engaging, and tied to what your community is interested in learning more about.





How the Pandemic Changed Media Consumption



A surge of digital usage

Traffic

Overall **internet traffic is up 90 percent** in The United States.

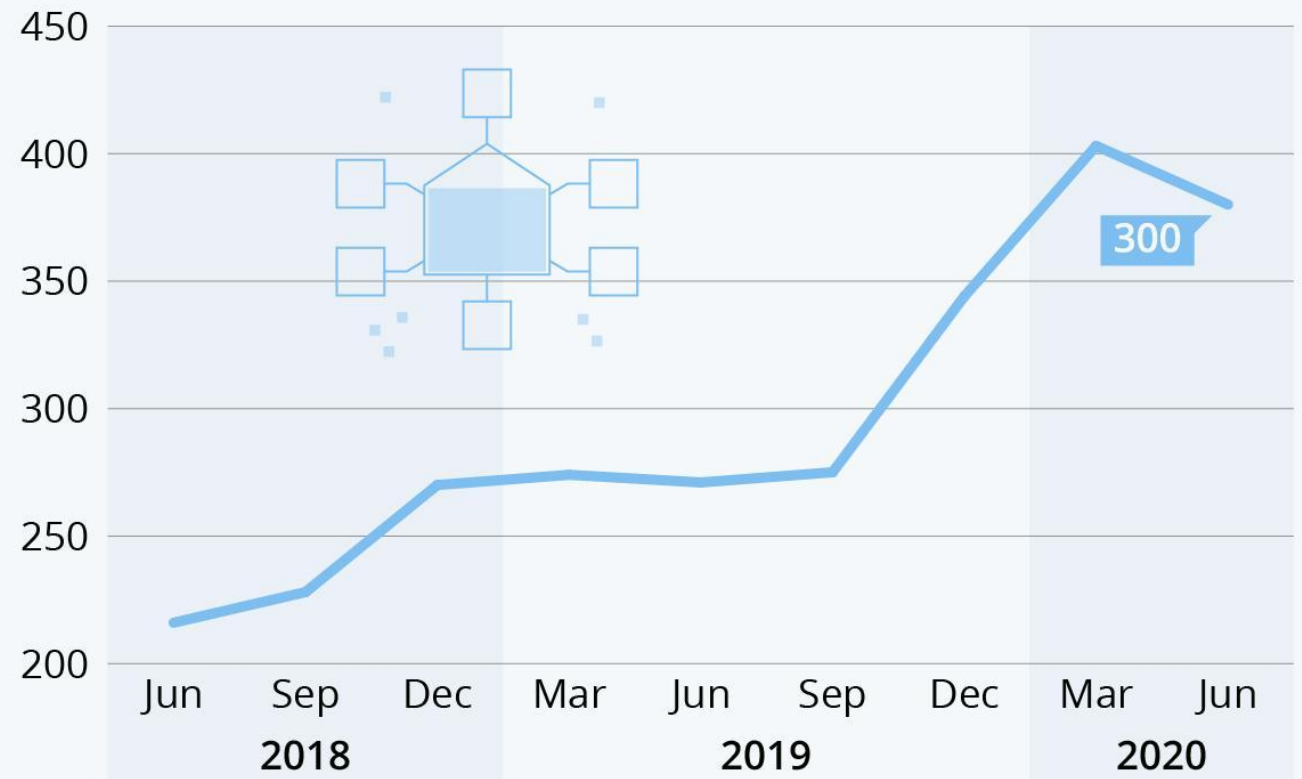
Readers

In the last 11 months, local media websites have seen up to **250% increases in readership.**



Internet Data Spikes in U.S. Households

Average monthly internet usage in the U.S. (in gigabytes)



Sources: OpenVault, Wall Street Journal



Connecting with Our Community Members



313 Million

Active Internet users in the United States in 2020.



Avg of 12 hours per day

The time spent on an internet-connected device consuming content & communicating.



10 Devices

Average number of internet connected devices per US household.

Consumer sentiment

While consumers aren't as able to visit local businesses, a recent survey finds they do want to stay connected.

- **43% of consumers** find it reassuring to hear from brands they know and trust.
- Local advertising brands get **more trust** from consumers when they are associated with local media brands.
- **Only 15%** said they do not want to hear from brands at this time.
- 40% want to hear what brands **are doing in response** to the pandemic
- 58% are pleased to hear about brands taking **actions like making donations** of goods & services.



What the future looks like

Consumer spending is **73% of the local economy.**

While most industries will see less foot traffic, there are ways to connect with consumers who will need your services.



Who's advertising:

- Restaurants delivery and take-out
- Accountants tax time prep
- Healthcare tips and tools
- Home services maintenance and repair
- More



People are now limiting time with friends and family by

92%



74%

of people are working remotely



73%

of the economy is consumer spending

US Internet Users Who Are Currently Avoiding vs. Will Avoid Public Places/Travel if the Coronavirus Outbreak Worsens in the US, Feb 2020

% of respondents

	Currently avoiding	Will avoid
Public transportation	49.3%	73.1%
International travel (e.g., vacations, business trips)	47.4%	68.2%
Shopping centers/malls	47.2%	74.6%
Movie theaters	41.9%	66.6%
Medical centers/hospitals	38.9%	50.6%
Community centers	35.5%	56.9%
Restaurants/bars/coffee shops	35.3%	60.5%
Shops in general	32.7%	52.7%
Sports events	32.0%	58.8%
Other entertainment/leisure venues	21.6%	40.7%
Schools/colleges	21.1%	39.3%
My workplace	11.1%	17.0%
Other	2.4%	1.4%

Note: currently avoiding n=532; likely to avoid n=1,121; ages 18+
Source: Coresight Research, "Coronavirus Briefing: Flash Report," Feb 28, 2020

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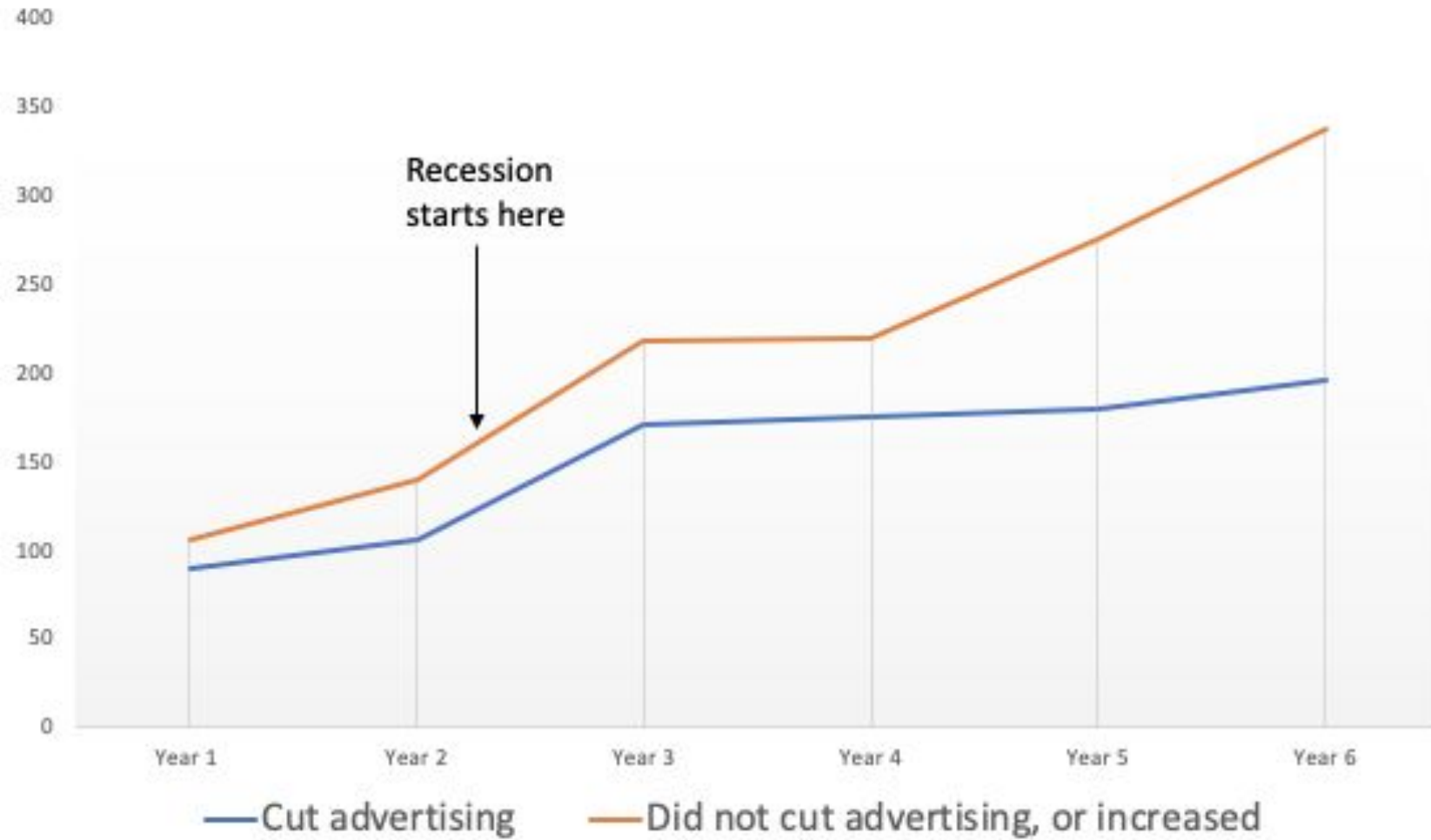
www.eMarketer.com



Why Your Local Audience is Important to Local SMBs



Why keep advertising?



The benefits of advertising with Local Media through tough times



- Small businesses can benefit exponentially from local marketing, especially in building a loyal customer base by using local assets.
- Targeting a specific, local audience is exactly what your SMBs are trying to accomplish.
- Local Newspapers publishers work hard to create positive relationships
- The cost of advertising drops during recessions
- When marketers cut back on ad spending, the brand loses 'share of mind' with potential of losing current - and possibly future - sales



Why keep advertising?



Quick Service Restaurants: In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget. As a result, Pizza Hut increased sales by 61%, Taco Bell sales grew by 40% and McDonald's sales declined by 28%.



Another strategy used by marketers is **changing the ad message and using short-term price incentives to match the economic climate** with consumers who are seeking a good deal. Some advertisers will offer interest-free loans, coupons or special promotions to boost sales and market share. When the economy bounces back, regular pricing can return.

What can we do to address the crisis for SMBs?



- Offering digital strategies and products for advertisers.
- Lowering rates to reduce existing costs for clients
- Collaborating in informational advertiser webinars to help keep the business community engaged.
- Helping advertisers and business owners evolve their business models to fit what's happening
- Dedicating staff to support website, social media, and digital capabilities.



Lean into Technology

Businesses will have to reach their customers in new ways and in some ways reinvent themselves.

- Offer virtual services, you can meet with your customers via video chat, FaceTime or Google Hangouts
- Update your social media pages with ways consumers can still engage with your brand, products, and services
- Update your website with relevant products and services for customers to browse
- Implement a chat widget on your site to foster questions (only advertising pages, not editorial pages)





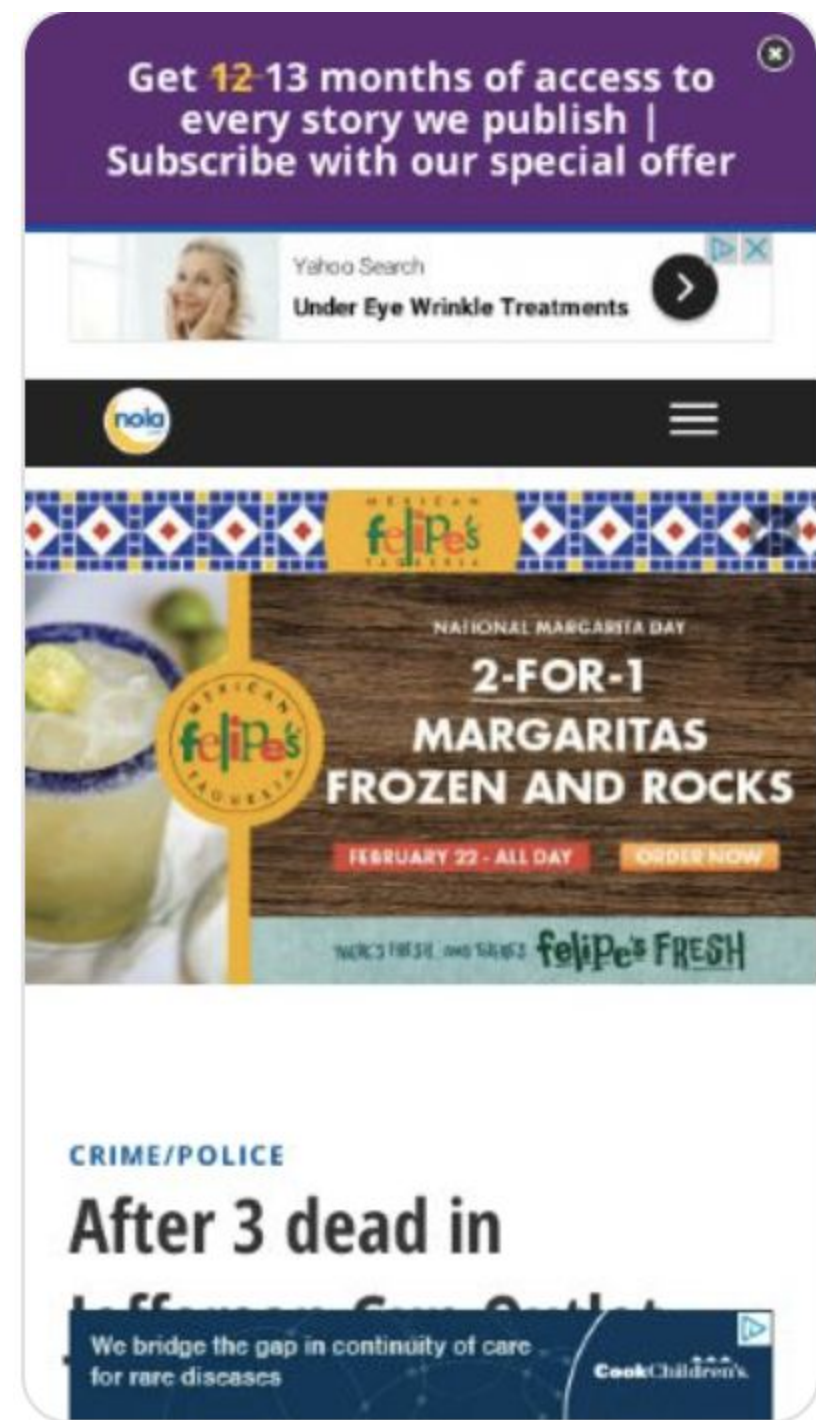
Ways to Drive Traffic to your O&O Websites



Driving Traffic To Your Website

Start Now

- Advertise - SMBs aren't the only ones who need it!
- Get Social - Promote it and keep doing it
- Mix It Up - vary the length and format of your content
- On-Page SEO - optimize your content for Search Engines
- Go After Referral Traffic - create content that begs to be linked to!
- Link Internally - more useful for the user experience
- Don't Neglect Email Marketing - Newsletters Drive Traffic
- Make Sure Your Site is Responsive - all devices matter
- Make Sure Your Site is Fast - technically optimize
- Foster a Sense of Community - building a community into your site is a great way to start a conversation
- Examine Your Analytics Data - inspect your data to know how, when, and where your visitors are coming from. Then optimize it some more.
- Incorporate Video into your content strategies



The background of the slide is a close-up photograph of a hand holding a smartphone. The phone's screen is on, showing a lock screen with a blurred background of a sparkler. At the top of the screen, the carrier "EE" and the time "09:24" are visible. An orange rectangular box is overlaid on the right side of the phone screen, containing the main title text.

Yield Management, Local News Retargeting, & Digitizing Your Audience

Yield Management of Sold and Unsold Website inventory

- Balancing a publishers sold inventory with unsold inventory is rife with inefficiencies and complications.
- Find a digital partner to convert all opportunities to impressions at the highest rate possible.
- Ensure your yield management strategy is centered around strong programmatic partners with a streamlined set up so that they keep the value and integrity of your inventory outside of direct-sold campaigns.
- Yield management is one of the most important behind-the-scenes activities that can benefit a publisher's bottom line.



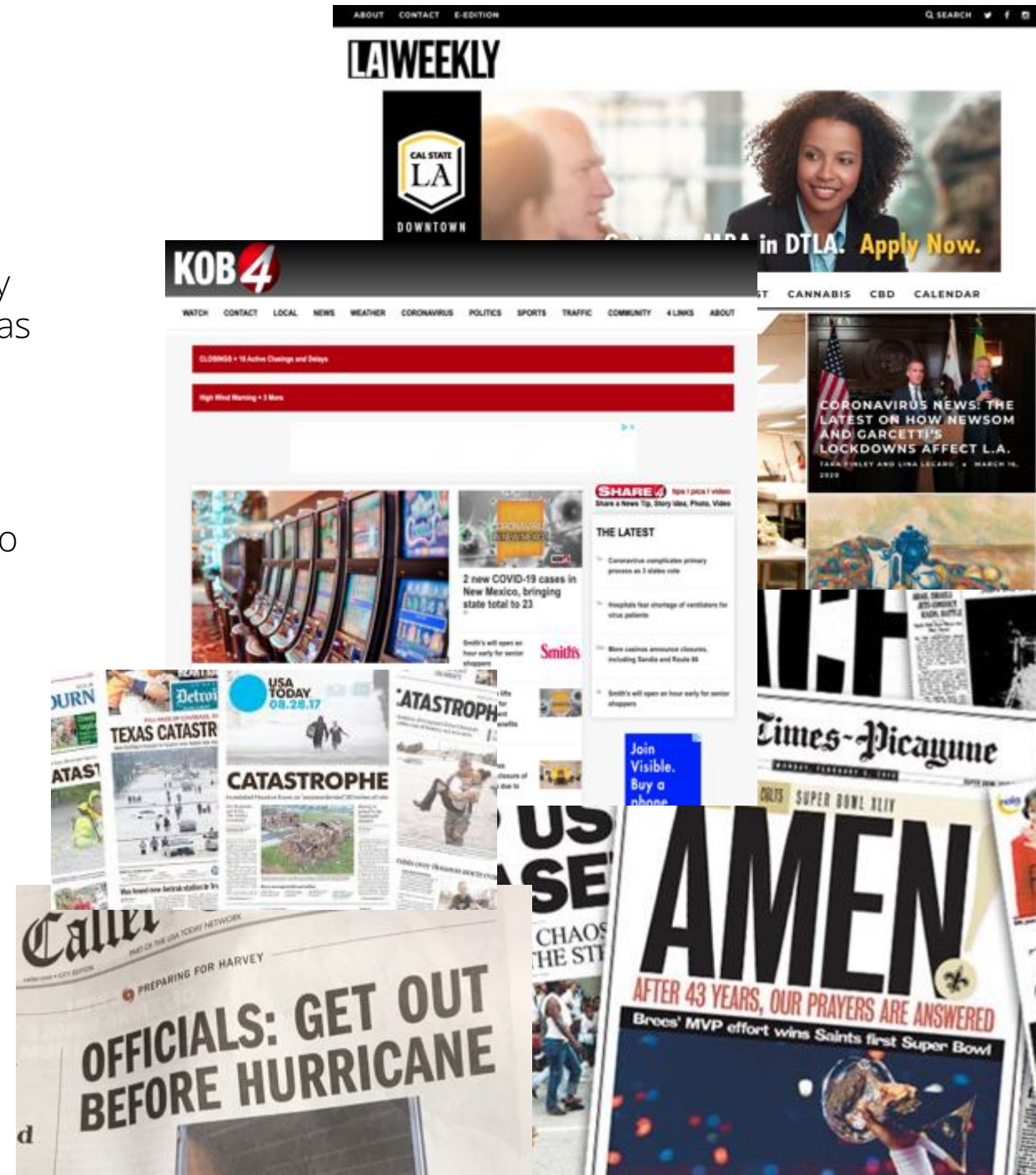
A Trusted Media Resource

As a media company, you have years of credibility and trust in your marketplace. Your viewership has increased with the current news.

Through your own Local News Retargeting, businesses can advertise and communicate with those highly engaged, hyper-local consumers who need to know:

- What are specific local businesses doing during this crisis?
- Have hours changed?
- Are there resources available to the public?

Continue to follow your viewership beyond the walls of your own website.



Incremental New Revenue Opportunities

Digitize your Audience

- Leverage your own 1st party data and subscriber lists to create a custom audience reaching all connected devices tied to your readers.
 - This is a great way to add incremental revenue opportunities to your owned and operated assets while focusing on your core audience.

Local News Retargeting

- Your sites continue to see exponential growth in traffic. Leverage your data and retarget site visitors as they go across the rest of the internet.

Selling Digital without “Selling Digital”



Consider a Pivot

This moment in time is made for trying new things, reinventing your business model, and taking chances.

Local Media Association - Mission Statement:

"To ensure a healthy future for local journalism, which is essential to a strong democracy, by reinventing business models for news."





Thank You

