

# REIMAGINE

## main street

Observer-Reporter

Digital Agency With **ink** In Our Veins

the almanac

Celebrating our 5 year anniversary!





# Observer Publishing Company – A History

Digital Agency of Observer-Reporter & The Almanac newspapers

- Independent family owned newspaper company founded in 1808
- Daily & Weekly newspaper
- Advertising sales team of 24
- Multi-media sales staff of:
  - 2 rep managers (Retail & Classified)
  - 3 inside multi-media reps (Team Leads)
  - 9 outside multi-media reps
  - Project/Special section manager
  - Events division (2)
  - Digital division (4.5)
  - Creative team (5)
- **NO Competition between teams**
- Digital Strategists have teams of 5-7 reps
- Majority of our digital leads come from our multi-media rep partners





# Reimagine Main Street

Digital Agency of Observer-Reporter & The Almanac newspapers

- What makes us different:
  - No contracts or minimums
  - Educational sales process by needs assessment
  - Extensive but understandable reporting that provides transparency
  - Monthly or Bi-Monthly meetings
  - We are local & we focus on local
    - Although National Clients are growing!
  - Certified Google Partner -- Local
- We have a retention rate of more than 80%
- 2017 Profitability
  - Overall Digital = 44%
  - Agency = 22%
- **Profitable since day 1!**
- We serve clients of all shapes and sizes, but our forte is SMBs.
- Average client spend is around \$2000 per month
- Other leads come from referrals & community seminars partnered with local chambers and/or Google







# OPC & RMS Digital Strategy Team

Hire for Character, Train for Skill


**Arlea Hoffman**  
Digital Strategy Director




**Grace Dalmolin**  
Digital Marketing Strategist




**Melissa Wescott**  
Digital Strategy Coordinator



**Cassie Augenstein**  
Digital Marketing Strategist



**Coleen Mehlmauer**  
Senior Digital Designer



It’s our team -- that makes our company!

Reimagine Main Street was created by the Observer Publishing Company to help businesses take advantage of the amazing potential of online advertising and marketing — quite literally reimagining the main streets of our communities. Physical business locations on a busy main street used to be enough, but now customers almost always research online before walking into a business. Window displays have to be backed up by websites and search engine optimization to get customers through the door.

We help businesses capture these new potential customers through a variety of online opportunities, ultimately giving them increased exposure. From start to finish, our agency handles everything from building websites and SEO to social media management and marketing campaigns to targeted online advertising and more.



# Reimagine Main Street - Top 4 Service Partners

Our partners help keep our promises

**Digital Marketing**  
Strategies Focused on Increasing The Reach & Visibility of Your Business.



Search Engine Optimization



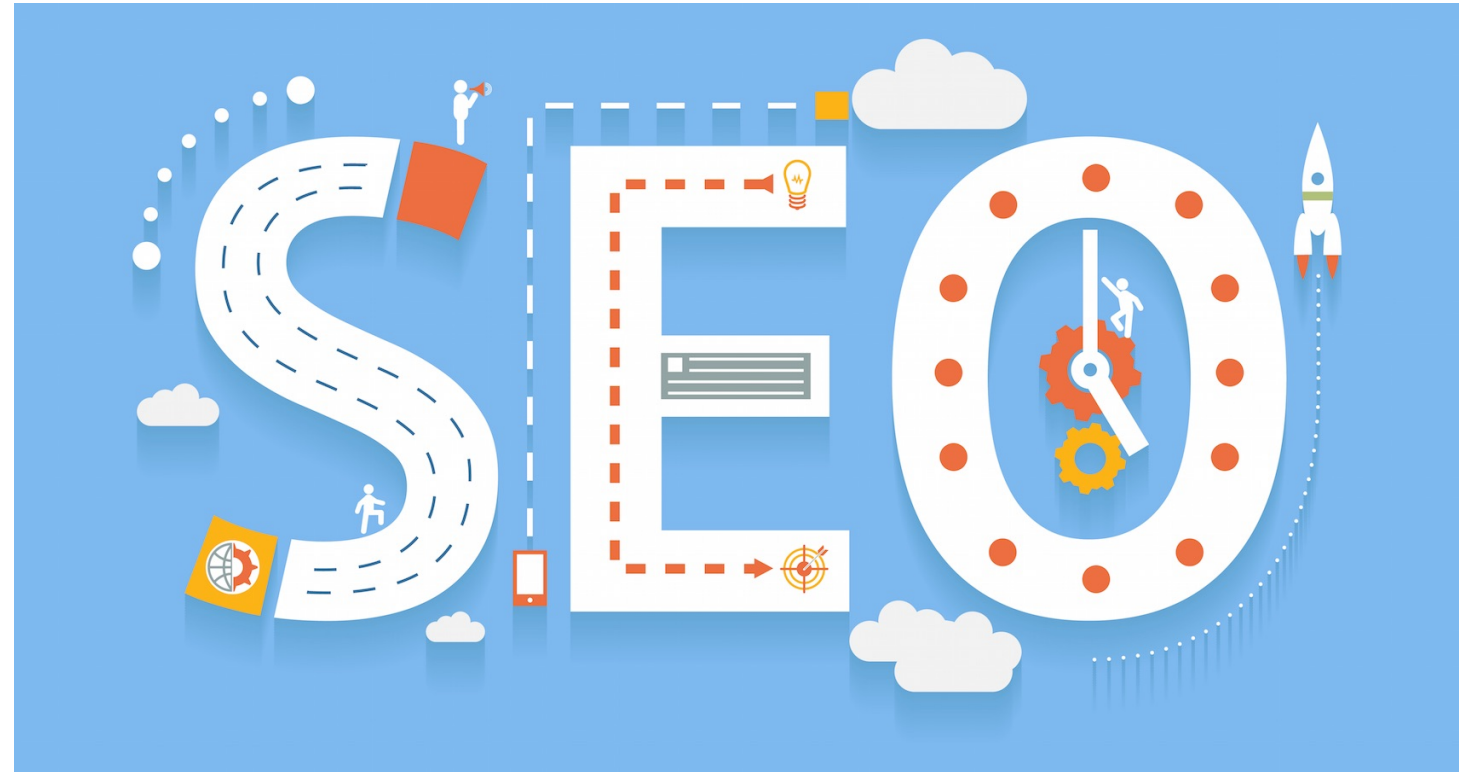
Advertising/Content Management Solutions



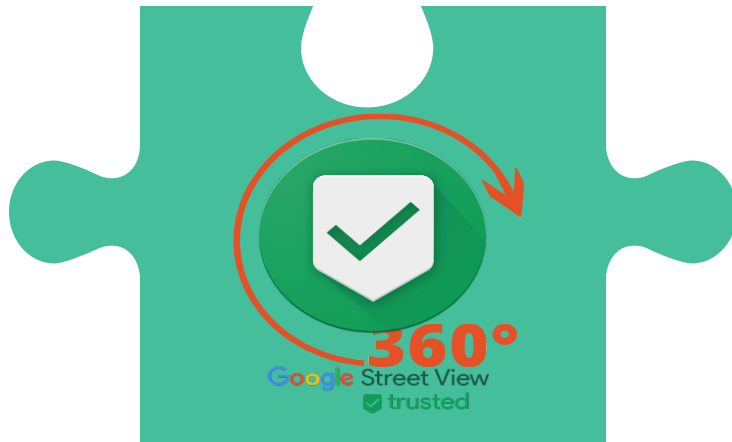
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main street



Reputation Management



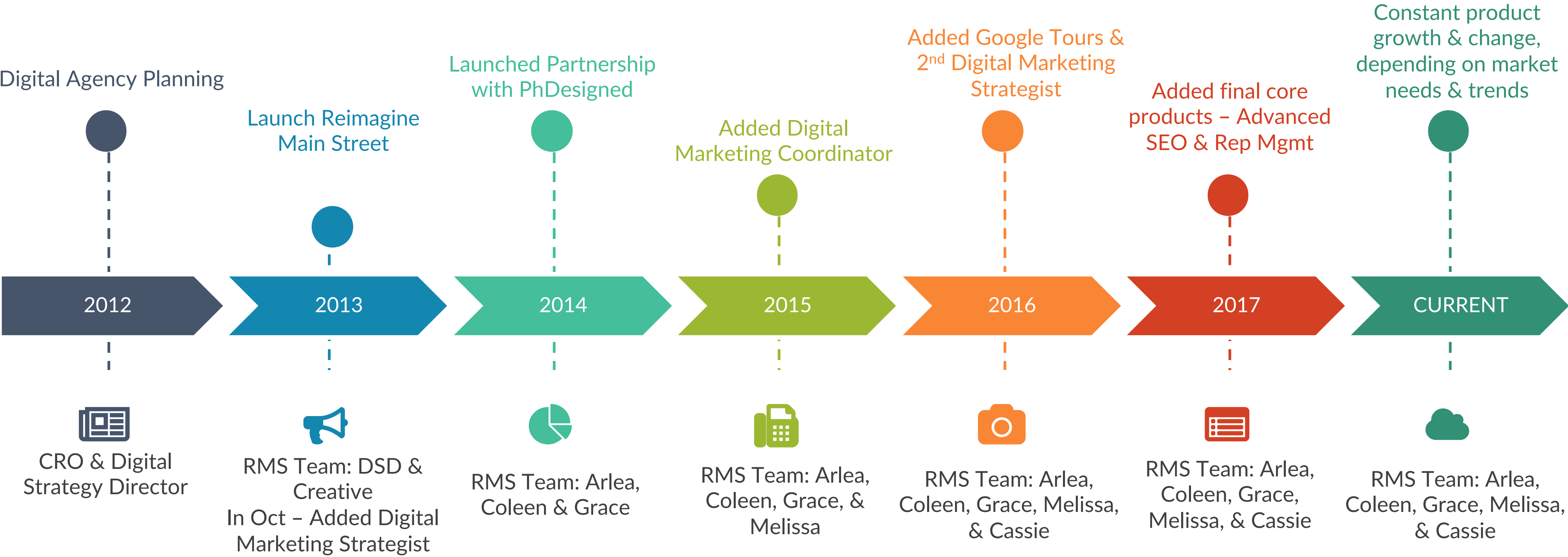
Google 360° Photography





# Evolution of OPC Digital & Reimagine Main Street

Digital Agency of the Observer Publishing Company

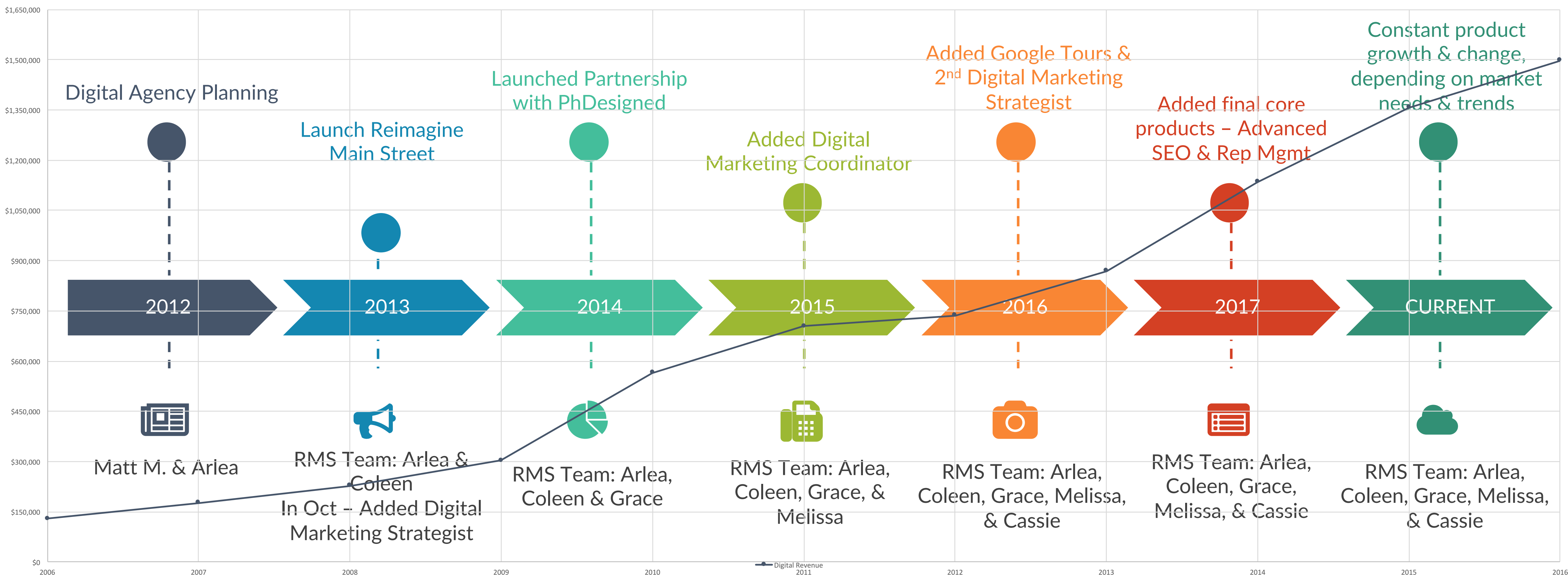


# Evolution of OPC Digital & Reimagine Main Street

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Digital Agency of the Observer Publishing Company

## Digital Revenue behind RMS & OPC Digital Team Growth



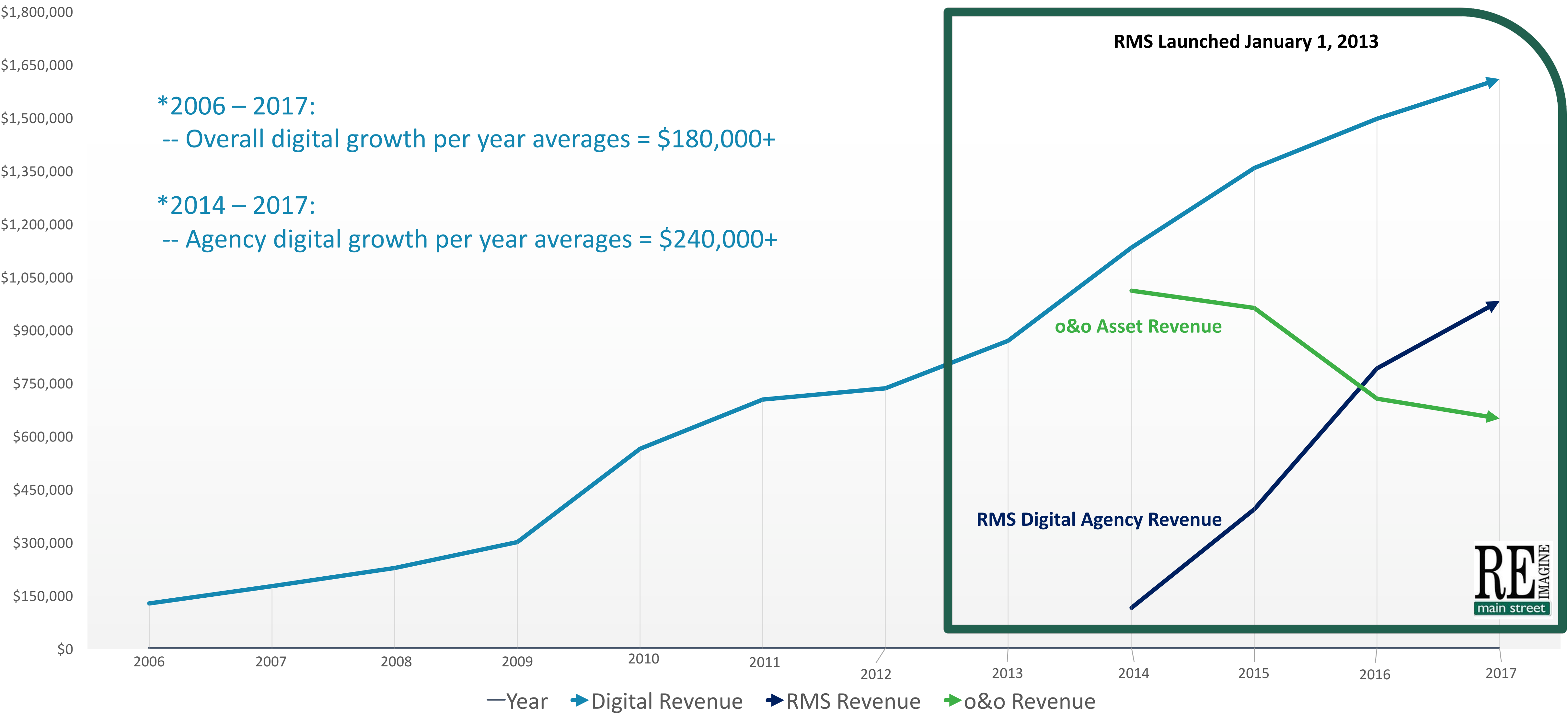
# Evolution of OPC Digital & Reimagine Main Street

Digital Agency of the Observer Publishing Company

2006 - 2017 Digital Growth

\*2006 – 2017:  
-- Overall digital growth per year averages = \$180,000+

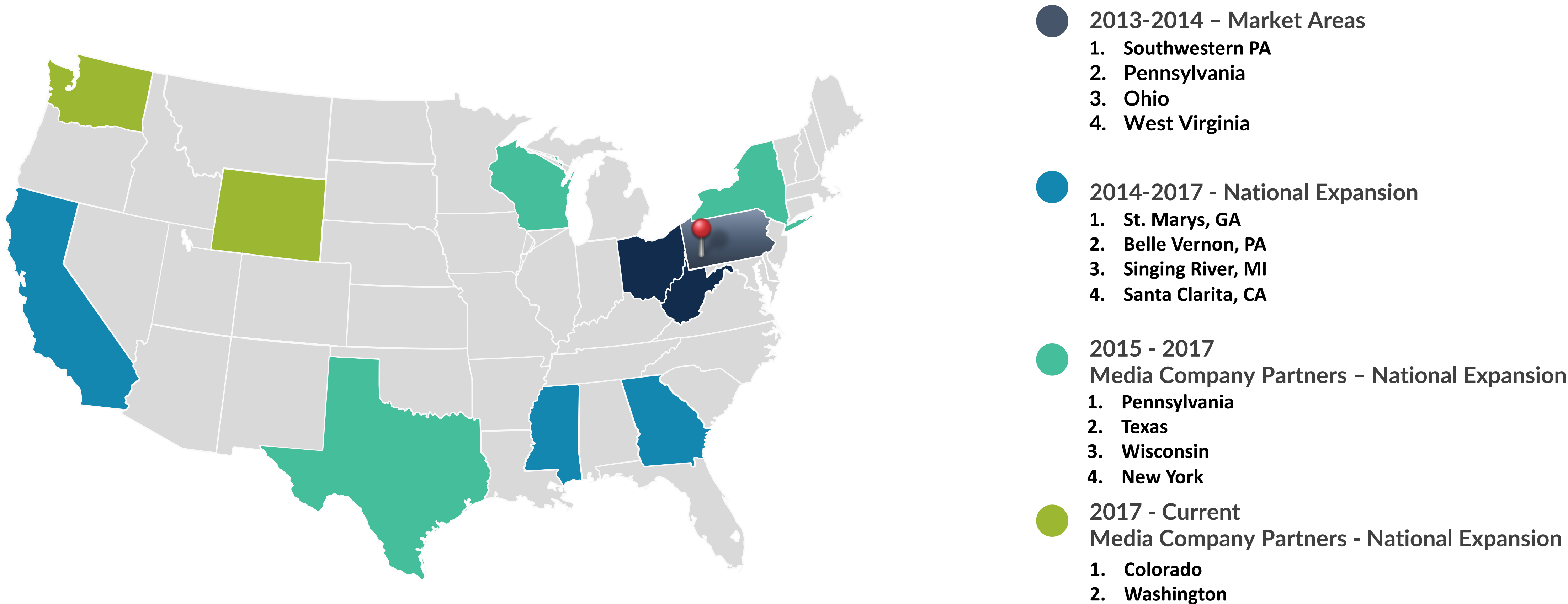
\*2014 – 2017:  
-- Agency digital growth per year averages = \$240,000+





# Reimagine Main Street – National Expansion

Local Focus & National Expansion: We handle clients of all shapes and sizes





# What to look for in Fulfillment Partners

Reimagine Main Street Digital

- Pick & retain partners who:
  - Make you feel as if they are in the same room, rooting for the same team!
  - Believe in investing in your company, training your team, and by making you successful, it helps everyone involved be successful!
  - Offer superb reporting, that is not only easy for you to understand, but easy for your clients to understand.
  - Believe in the same values you want to portray to the community:
    - No Contracts
    - No Minimums
    - Flexibility
    - Full Transparency
  - Consistently assess the strength, success, & appropriateness of your partnerships regularly





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