

YOU'VE GOT REVENUE!

Making Money with Email
Marketing



Billions of Emails Sent Daily



In 2017 alone,
269 billion
emails were sent and
received each day
(Statista, 2018)



This figure is expected to
increase to over

333 billion
daily emails in 2022
(Statista, 2018)



Email Continues to Deliver a Strong Return on Investment



For every \$1 you spend
on email marketing,
you can expect an
average return of

\$32

(DMA, 2018)



Email Marketing Helps to Grow Your Business



81%

of SMBs still rely on email as their primary customer acquisition channel, and **80% for retention**

(Emarsys, 2018)

Personalization Works Wonders For Email

Emails with
**personalized subject
lines** generate

50%

higher open rates

(Yes Lifecycle
Marketing, 2017)



Interactive Emails Are the Way Forward



Adding videos to your
email can increase
click rates by

300%

(Martech Advisor's 2017 data)

Who?



Two Options

1st party Data

- Emails collected from our audience
- Must opt in to receive
- Limited targeting capabilities



3rd party Data

- Emails are collected from across the web
- Access to more geo, demo and behavioral information
- Double verified

1st party data

Benefits and how we use it!

- It's our data= NO COST
- Self-promotion PLUS revenue= WIN WIN
 - Sunday Open Houses
 - Daily Obits
 - Birthday Club
 - Coupons
 - Contests/Promotions
- Extension of our audience-
 - Added digital tool allowing our customers to reach their customers

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CLICK HERE

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The Best Sign For You**

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403 N Leonard Road \$335,000

4 bedroom, 3.5 bath boasting custom cabinetry, large open great room with fireplace, formal dining, office, main floor master, amazing finished lower level.

LORI GENERAUX
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816-364-1000



3 bdrm, 2 bath. Formal dining and living rooms have beamed ceilings, beautiful natural woodwork. Large kitchen, stackable washer/dryer. \$80's. (2184147)

Mark Tietjens
816-351-0023
816-233-5200



2714 Coop Drive

New Subdivision-Button Hill (off Gene Field) New construction large ranches. 3 bdrm, 3 car garages and main floor laundry. Walk out basements. \$280's.

Kaleigh Hill
816-261-7373
816-233-5200



3108 Monterey

Near Bartlett Park and the parkway! 3 bedroom ranch on 3 lots. Hardwood floors, formal living room, full basement. \$140's. (2174096)

Tracy Tietjens
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Beavers, Kathryn I. 1923-2019

Kathryn Irene Beavers, age 95, St. Joseph, died Wednesday, March 6, 2019, at Mosaic Life Care, St. Joseph, with her family at her side. [Read more](#)

Birkinsha, James R.

James R. Birkinsha [Read more](#)



Draper, Bille S. 1953-2019

SAVANNAH, Mo. Bille Suzanne Draper of Savannah, passed away on March 5, 2019, at her home Savannah, Missouri. [Read more](#)

Englert, David R.

David R. Englert [Read more](#)

Engnell, Robert L. 1937-2019

Maysville, Mo. Robert Larry Engnell, age 82, was born March 4, 1937, in Boone, Iowa, the son of Clarence and Helen (Johnson) Engnell, passe... [Read more](#)



Gage, Julia 1939-2019

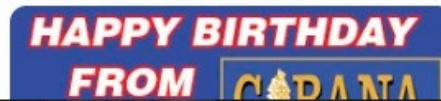
WICHITA, Kan. Julia Gage, 79, of Humboldt, Kansas, passed away in Wichita, Kansas, on March 4, 2019. [Read more](#)



Harrah, Harold 1919-2019



Kristen we hear it's your birthday! To celebrate we want you to treat yourself to a good time and some delicious food!



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Kids under 12 eat
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- Custom eblast campaign add another level to campaigns

(We use it- Recruitment emails sent every week!)



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"We used many forms of advertising at our last event such as, print in multiple markets, passed out flyers at other flea markets, and spread the word to customers on site. We surveyed the participants and 90% of the attendees heard about it from the email they received."

-Teresa Burke

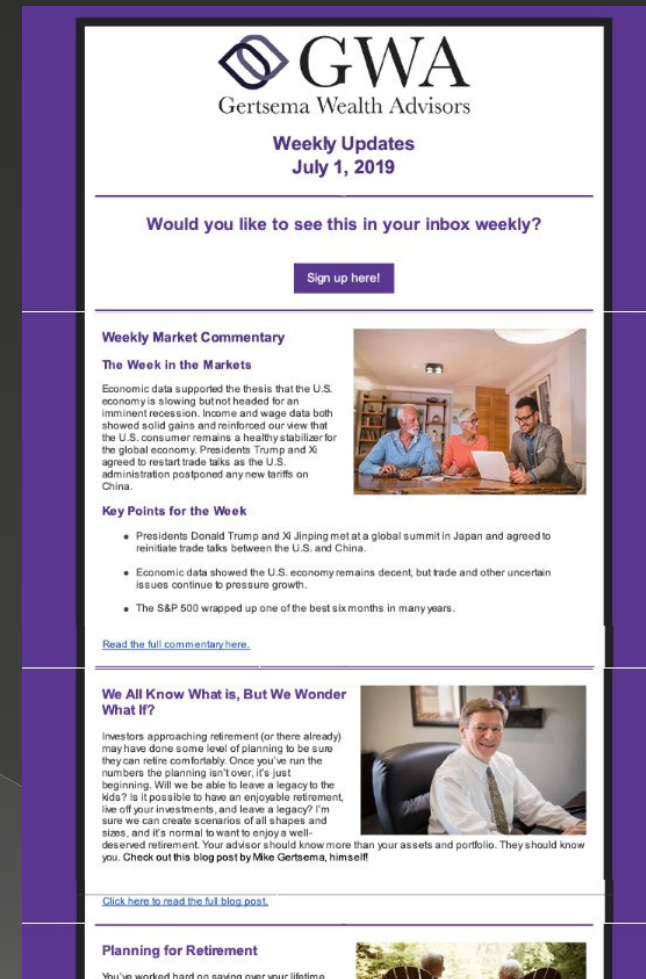


“We saw a huge increase
in website traffic!

We had fun watching our
Google Analytics page
that day!

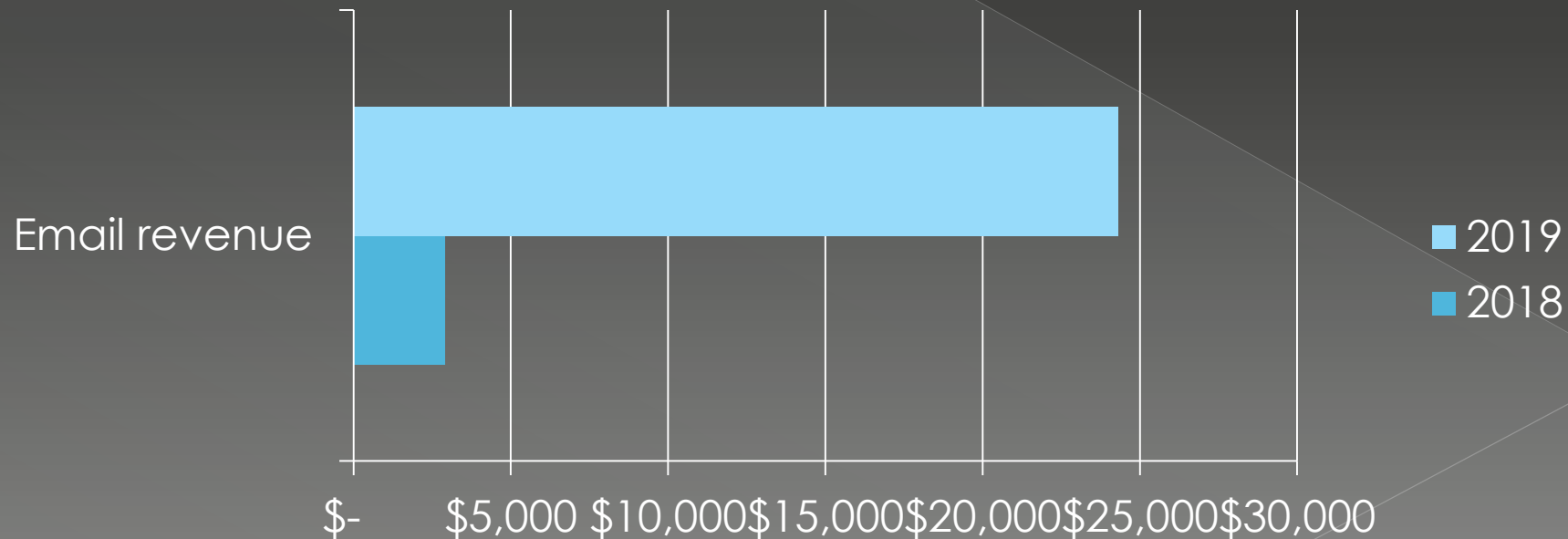
We talked this
morning about doing
another, so we’re going
to start brainstorming!”

- Taylor Riggs



2018 email marketing revenues: \$3,000

2019 email
marketing revenue:
\$24,297 !!!



Thank you!

Kristen Frey
Director of Audience and Digital Revenue
News-Press Media Group
kristen.frey@newspressnow.com
816-271-8526

Email Marketing

How to do it quick, cheap & effectively

*Joint Annual Meeting
October 2019*

On the Agenda

- About Us
- How we use email
- Platform
- Grow your lists
- eNewsletters
- Dedicated eBlasts

Volusia's pill problem

Ford's legacy of service

PAGE 3

A few weeks ago, a Port Orange party store had to restrict the sale of alcohol because of a



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160,000

Pageviews:
700,000


Ad impressions:
3,000,000

Content & Revenue


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Dragon boat rowing leaves columnist dragging

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County rule change opens up options for small housing
Commissioners approve construction of accessory residences on more single-family properties.
[Read More →](#)

Stormwater fee plan has some in Manatee County concerned
Residents of Lakewood Ranch raise questions of paying again for services they already receive.
[Read More →](#)



Sick seagulls from Siesta pose a mystery
Longboat Kiwanis welcomes new leader
Lakewood Ranch man killed in crash
Lightning team stops by to talk hockey



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FRONT ROW SEATS *on Sarasota Bay*



NOW SCHEDULING INTRODUCTIONS
Auteur introduces a new style of Sarasota Bayfront living. Curated interiors by luxury hospitality industry innovators ForestPerkins create an ambiance of uncommon artistry and inspiration for you to call home. Wide-open floorplans provide unobstructed panoramic views of Sarasota Bay and the remodeled waterfront. An ideal Boulevard of the Arts location lets you step out your door to the world-class arts, culture and recreational activities that surround you. In addition, residents who feel most at home on the water can take advantage of boat slips available for lease at the neighboring yacht basin or an optional membership with Barton & Gray Mariners Club.



EXPLORE NOW



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SARASOTA
PANORAMIC RESIDENCES / 560+ LIVING
Tower residences overlooking Sarasota Bay from the \$2 millions
Visit Our Sales Gallery
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ADG ACCENTIA GDI Michael Saunders & Company

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LONGBOAT KEY EAST COUNTY SARASOTA SIESTA KEY ARTS & ENTERTAINMENT BLACK TIE PHOTOS VIDEOS TRIBUTES / OBITS

NEWS



LONGBOAT KEY WEDNESDAY, OCT. 2, 2019 4 days ago

Mote Marine Laboratory to study shark life history and sustainability

advertisement

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A comprehensive guide to Sarasota's arts and entertainment scene



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A daily dose of up-to-the-minute news from Sarasota, Longboat Key and East County

ICYMI:
In Case You Missed It — Get the hottest news stories of the week in the palm of your hand every weekend



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* One entry per person. The contest is open to subscribers of the Observer's newsletters. All entries must be received by 3/30/16. Late entries will not be entered. Participants will be entered into the drawing to win an Apple Sport Watch (image pictured above is an illustrated smart watch, actual prize is an Apple Sport Watch up to \$400 value, color and style may vary). No cash alternative to the prize is offered. The prize drawing will be independently supervised. The winner will be selected at random and notified by the Observer by 2/3/17. It is the recipient's responsibility to obtain any permission necessary and entrants must be aged 18+. The winner agrees for their name, job title and company to be published on our website, YourObserver.com and on the Observer's social media channels. Employees of the promoter and their immediate families or anyone professionally connected with the promotion will be excluded from the prize drawing. The winner is responsible for any tax liability which may arise from receipt of a prize. The promoter is the Observer whose decision is all matters is final. Promoter does not accept liability for damaged or faulty prizes. The winner's details are available upon request from kutner@yourobserver.com. These terms and conditions are available upon request.

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[Read More →](#)


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Longboat Kiwanis welcomes new leader
Lakewood Ranch man killed in crash
Lightning team stops by to talk hockey

[Download your Black Tie App](#)

Business Observer
Sunday, October 6, 2019

NEWS • STRATEGIES • ENTREPRENEURS • INDUSTRIES

THE DAILY BRIEF




East Coast law firm charts course for Gulf growth

Planning to Join a Nonprofit Board?
William Parker | Sarasota Due Diligence for a Rewarding Experience >>>




Businessman in prison for tax fraud pleads guilty to new charge
Restaurant opens new pizzeria concept
Tech firm buys video production company
Group invests in speedy catamaran for deep sea charters
Area's northern outpost seeks economic development lift
This week's legal notice

By the Numbers
15 days it took to film each of the two Hallmark Channel movies shot in the Tampa region earlier this year
[Read More →](#)

Calendar
Oct 24 to 25: Florida Cyber Conference 2019
[Read More →](#)




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LONGBOAT KEY • EAST COUNTY • SARASOTA • SIESTA KEY

A+E Your Guide to Sarasota's Arts and Entertainment



Sarasota Orchestra excels in its season opener


Black Diamond Burlesque presents GHOST STORIES Oct. 26th Buy Tickets



Urbanite Theatre shines spotlight on female playwrights
In its second year, the Modern Works Festival will feature five new works in five days.
[Read More →](#)

This Week: Appreciate art with these opening receptions
Looking for something to do this week? Use our guide to Sarasota's arts and entertainment scene to help plan.
[Read More →](#)

THIS WEEK




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ICYMI
In Case You Missed It


TOP STORIES OF THE WEEK




Split Planning Board signs off on Selby master proposal
SARASOTA THURSDAY, OCT. 3, 2019




Leaders look for the path forward on Town Center
LONGBOAT KEY WEDNESDAY, OCT. 2, 2019



Audubon honors Myakka rancher for sustainability
EAST COUNTY WEDNESDAY, OCT. 2, 2019



Lawn Party returns with new site, tribute to Klauber
SARASOTA TUESDAY, OCT. 1, 2019



County decision opens up small-housing options
SARASOTA THURSDAY, OCT. 3, 2019

Dedicated Ebblast



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where to *Eat*

Try something new this week





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October 5, 2019 | 10AM

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ART FOR A PURPOSE

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October 12, 2019 | 5PM
Free Admission for All

eastseals
Southwest Florida



RAISE THE ROOF PARTY

Michael's on East
October 12, 2019 | 7PM
Open Bar, Cocktails, Cash, 2 Djs, Dancing
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SPARC
Sarasota-Palm Beach Cancer Research Center




TOP 40 HITS

40 UNDER 40 AWARDS

Gold Coast Eagle Distributing
2953 Wilshire Ct., Sarasota, FL 34240
October 12, 2019
Reception: 5PM, Awards: 6PM

Business Observer

Honoring Success SouthWest



LAKEWOOD RANCH BLOCK PARTY AND CLUB DAY

8151 Lakewood Main Street
October 18, 2019 | 5PM
Free Admission for All

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LAKEWOOD RANCH BUSINESS ASSOCIATION



UNGALA 2019: THE EVOLUTION

House of Art Courtyard
October 19, 2019 | 6PM-Midnight
Live Music, Performances,
Sustained Buffet, Libations, Cocktail Distribution

The Ringling
The House of Art and the Ringling

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FRONT ROW SEATS *on Sarasota Bay*

NOW SCHEDULING INTRODUCTIONS

Auteur introduces a new style of Sarasota Bayfront living. Curated interiors by luxury hospitality industry innovators ForrestPerkins create an ambiance of uncommon artistry and inspiration for you to call home. Wide-open floorplans provide unrivaled panoramic views of Sarasota Bay and the reimagined waterfront. An ideal Boulevard of the Arts location lets you step out your door to the world-class arts, culture and recreational activities that surround you. In addition, residents who feel most at home on the water can take advantage of boat slips available for lease at the neighboring yacht basin or an optional membership with Barton & Gray Mariners Club.

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Michael Saunders
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Subject: Gucci Watches Available | McCarver & Moser

1) Subject 3-5 Words
Keep it simple. Keep it short. Use most important words to announce the topic. Eliminate filler words.

2) eBlast Graphic 600 x 600
Include a heavy visual, light copy and call-to-action. For example: "Click here for details."

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GUCCI

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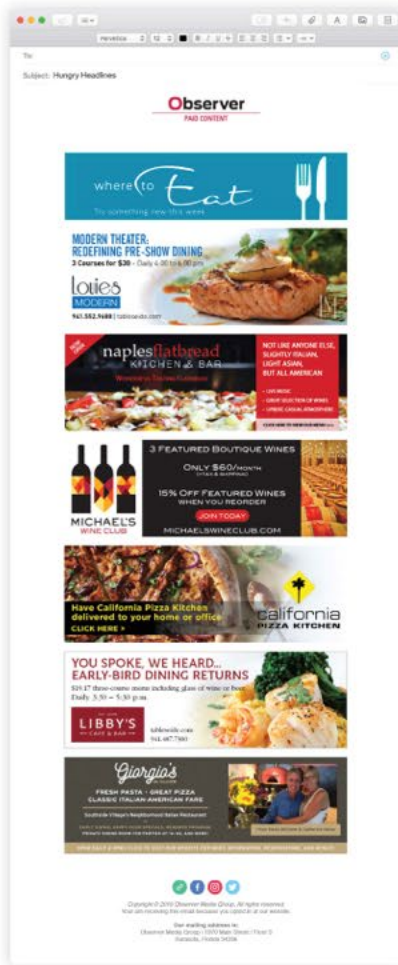
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where to Eat

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"Where to Eat" Promo Half Page Ad on This Week in A&E
Thursday e-blast Half Page Ad will click thru to "Where to Eat landing page"



20,000 web ad impressions per month on YourObserver.com linking directly to restaurant site or FB page.

MedRec Web Ad will click thru to "Where to Eat landing page"

20,000 web ad impressions on YourObserver.com linking directly to Where to Eat landing page.

\$315 per month.
5 month minimum commitment

Observer
You. Your Neighbors. Your Neighborhood.

Featured Event Promo Package

Make sure your event promotion is as awesome as your event will be. Be seen by the Observer readers in a BIG way!

Promo Package

- Black Tie App - Featured Event (1wk)
- Daily Headlines - Top Banner (1wk)
- YourObserver.com - 25K banners (1wk)
- Dedicated FB Post - 1x within promo wk
- Mobile Footer - Black Tie pages on YourObserver.com (1wk)

Observer E-Newsletter Daily Headlines

Be the featured banner on the Observer Daily Headlines Monday thru Friday going out to over 8000 e-newsletter subscribers.

YourObserver.com

Custom design banner ads will run 25,000 times to make sure our online readers know all about your event.

Black Tie App



Be the **FEATURED EVENT** on the Observer's Black Tie App. The Black Tie App gives access to the area's most comprehensive social calendar, event coverage, stories and registry of event chairs and non-profits.

Observer Facebook Page



Your event posted and boosted to over 26,000 highly engaged Observer Facebook followers.



Mobile Roadblocked Footer



Catch the eye of our busiest readers by taking over the mobile footer on the Black Tie pages on YourObserver.com

Featured Event Promo Pack

| | RATES | F/A Rates* |
|---------------|---------|------------|
| Total Package | \$2,400 | \$1,800 |

*Full Audience discounted rate

Call your advertising executive today!
(941) 3663468 // advertise@yourobserver.com // 1970 Main Street // Floor 3 // Sarasota, FL 34236

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Questions?

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