Friends2Follow

DRIVE NEW REVENUE

The City Weekly Case Study





Social Media Marketing. Made Easy.



Drive New Revenue & Engage Readers with Social Media Powered Content Blocks & Banner Ads



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FRIENDS2FOLLOW



September

Mariachi Sol de Jalisco, Gov't M

La Calavera.

Samantha Fish

THE CHALLENGE:

- Alternative weekly publication
- 500K page views/month
- Losing ad \$\$\$ to social media advertising
- EXCUSE to not advertise
- Production bottleneck

THE SOLUTION:

- Advertisers posts on social media, and it automatically gets placed onto the website
 - Social Media Powered Content Blocks
 - Social Media Powered Online Banner Ads

THE RESULT.

Driving New Revenue: \$50,000/year

- New Package Revenue
- Non-Advertisers
- Overcoming Buying Objection: "I don't advertise, I have social media"

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Star Power How Salt Lake Comic Con became a

Dicks:

September 21-

Buckethead, The

Doobie Brothers. Megadeth and more

nounces Snap Election, Keepin' It Real, Free armers Market for Cancer Patients, Human

Activity + Animal Migration (Fast 5: Full Dis-

The Beer Issue

by Enrique Limón, Randy Harward, Mike Riedel, Darby Doyle, Ryan Bradford, Jeff Terich, Sarah Arnoff and

Google and Facebook Tighten Grip on **US Digital Ad Market**

Duopoly to grab more than 60% of 2017 digital ad spend

September 21, 2017 | Media Buying

















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