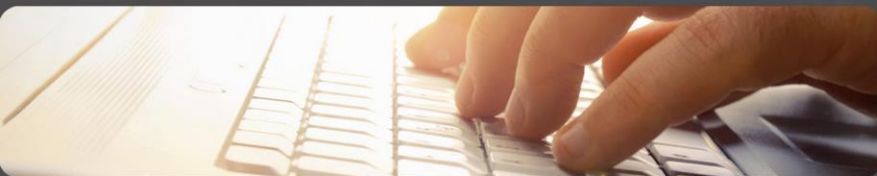


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# Friends2Follow

## DRIVE NEW REVENUE

### The City Weekly Case Study



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



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# FRIENDS2FOLLOW

## 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**

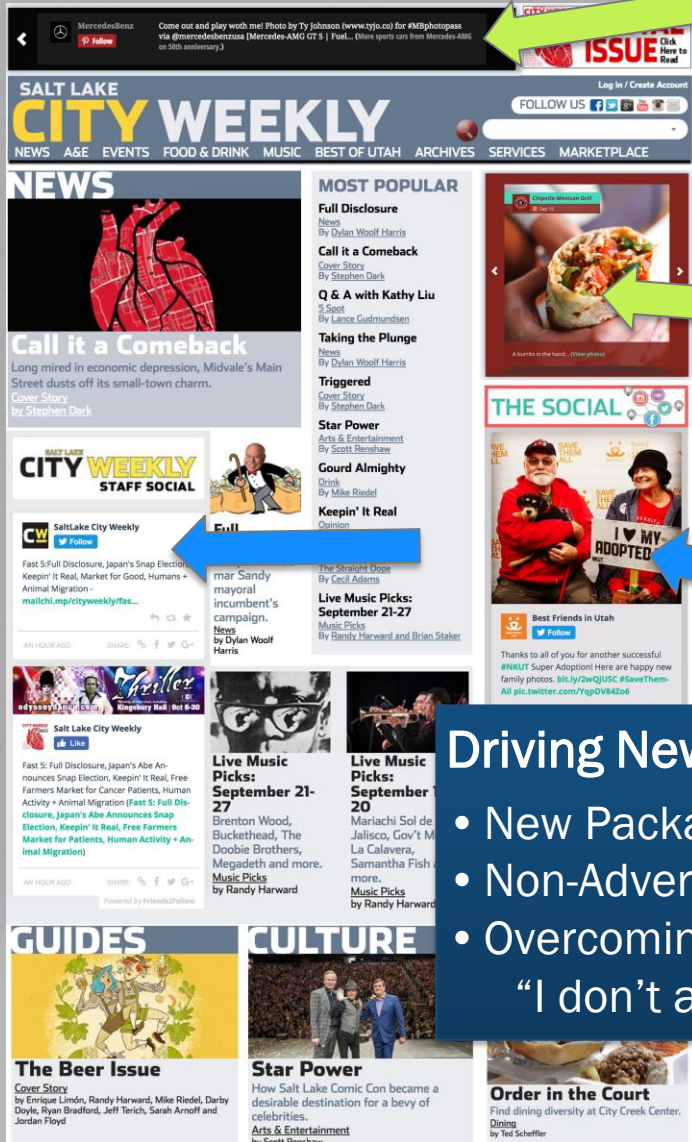
## THE RESULT:

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

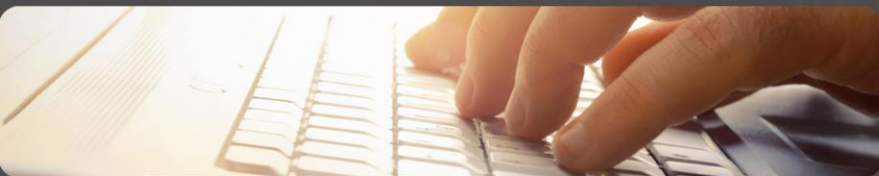
**Duopoly to grab more than 60% of 2017 digital ad spend**

September 21, 2017 | [Media Buying](#)

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