



flypaper

WEHCO MEDIA, INC.

Lessons Learned... By A Digital Agency

SNPA – The News Industry Summit – October 11th, 2018

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About Flypaper

Established 2013

Our Mission:

At Flypaper we believe in hard working people in the pursuit of their dreams, and it is our mission to support those people as they turn those dreams into reality. Our team, believes that we can make a difference in the lives of local businesses owners by connecting them with their customers online.



What We All Want For Our Business

SUC·CESS

/sək'ses/ 

noun

the accomplishment of an aim or purpose.

Defined as Growing

- Customers
- Revenue
- Profit

What Have We Learned

That helps us achieve our success

People Are the difference

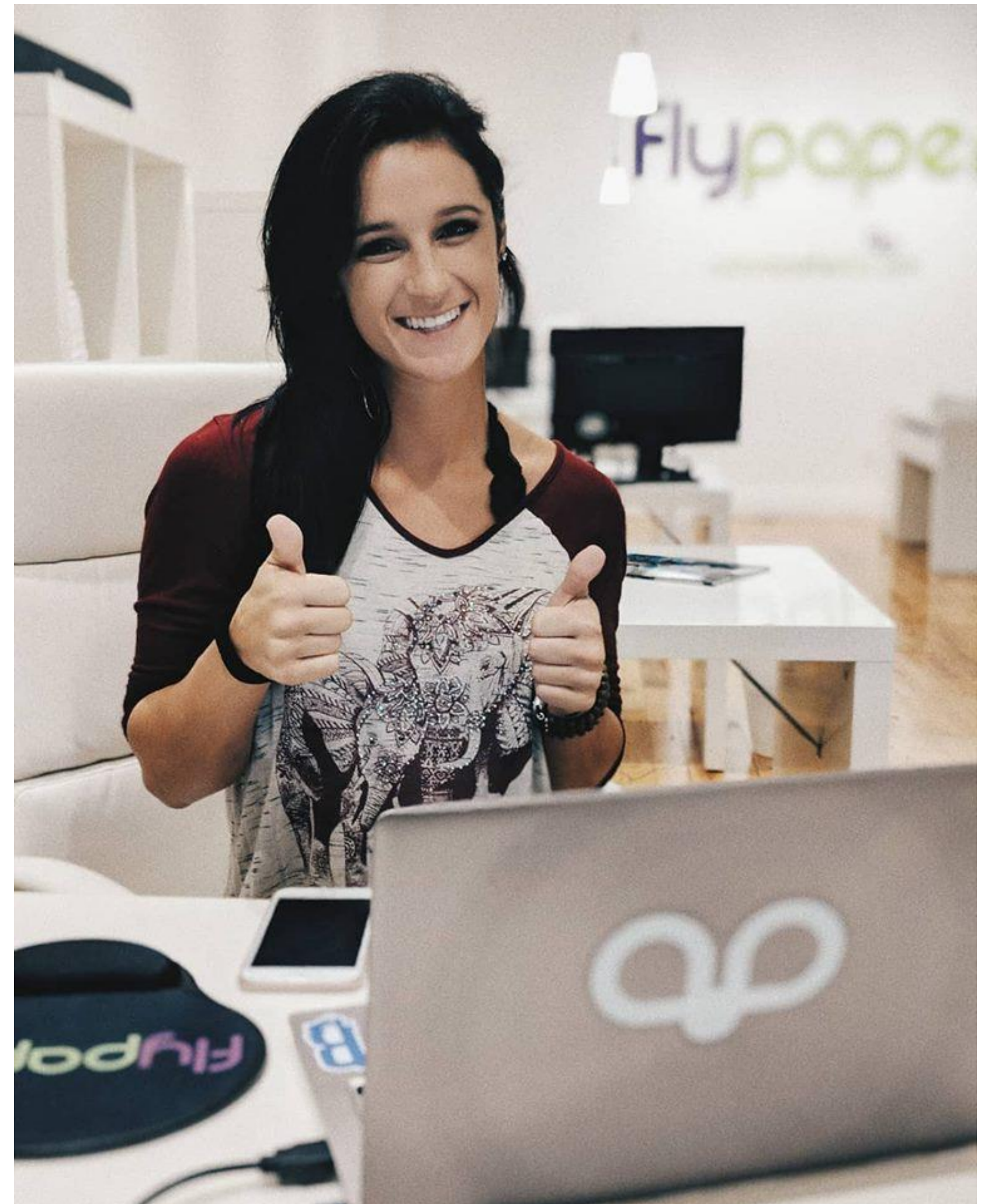
Its not enough to hire smart, technologically savvy people. They have to passionate about the mission of serving our local entrepreneurs.

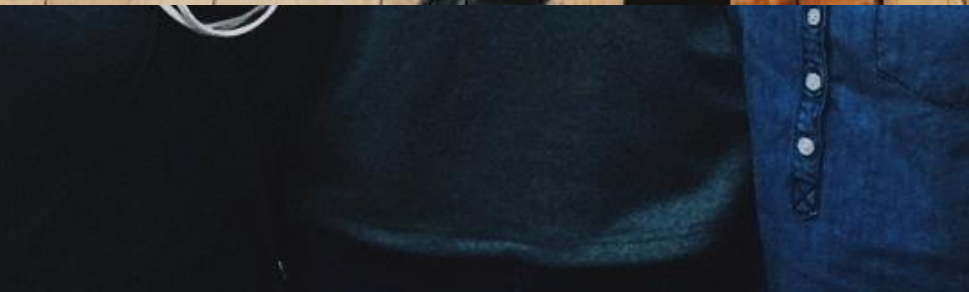
Plan for Change

There is no such thing as standing still. If you're not moving forward, you are falling behind.

Stay in Your Lane

As an agency, success comes with solving problems for customers. Focus helps to solve consistently more effectively.





Our Agency Culture:

Training – Training – Training

Hierarchy “feels flat”

Open communication – have a voice

Institutional nurturing everyone is a
trainer

Collaborative and Open-minded

Casual but professional

Community involvement

Minimize meetings and paperwork

Ever changing – the work doesn’t
always feel the same

*A comfortable work environment
with people who enjoy one another*

Planning for Change: Product Lifecycle Management

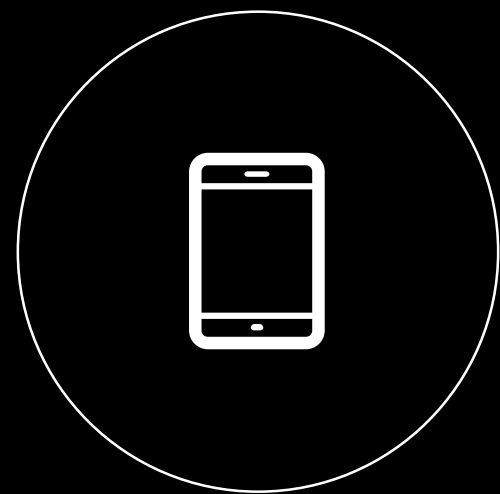


Memphis



flypaper

2018



New and Improved

ONLINE PRESENCE

Brand New

ADVANCED
ONLINE PRESENCE

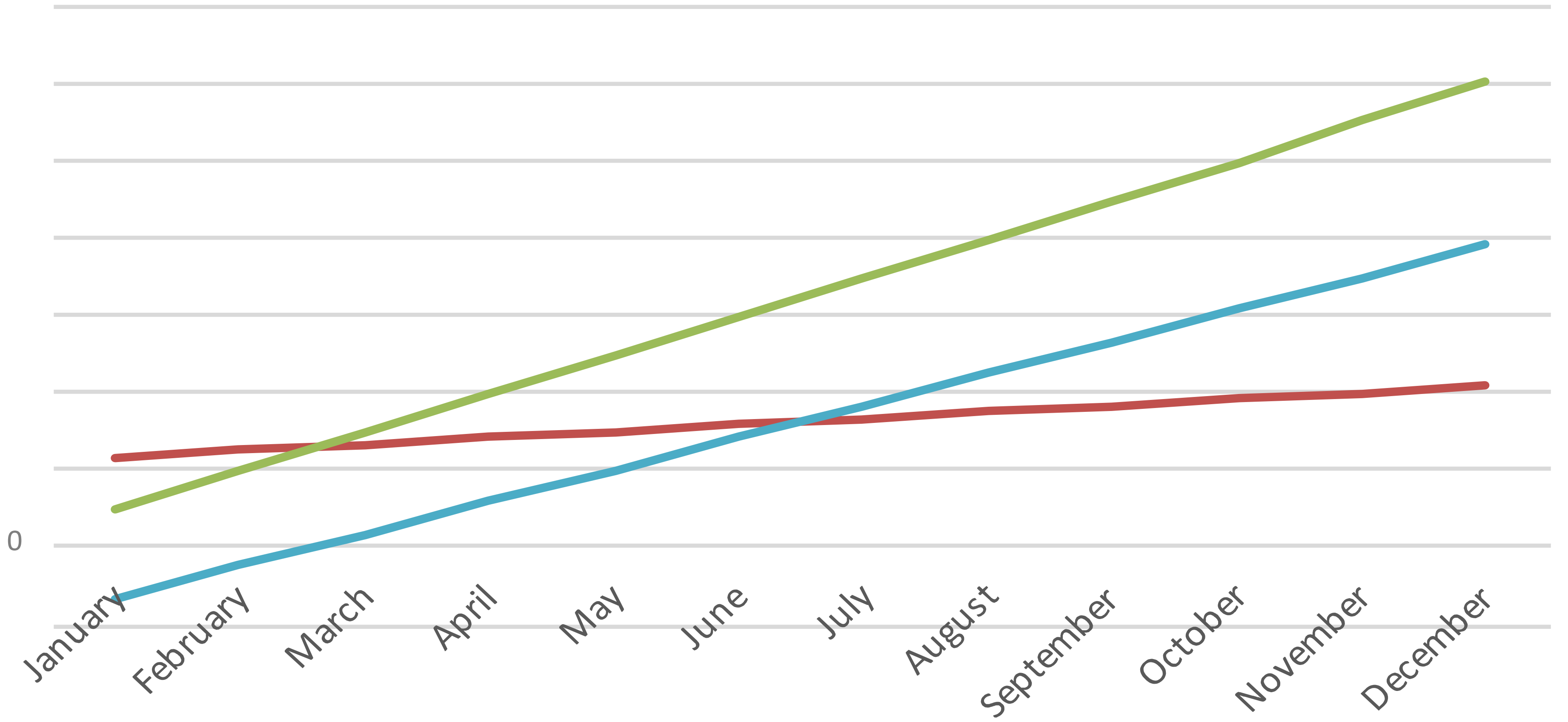


What hasn't changed?

Website Penetration By Market	
Leader	95.10%
Market 2	84.60%
Market 3	77.50%
Flypaper Average	74.80%
Market 4	64.70%

Our Success Depends
On Online Presence

Online Presence Package ROI





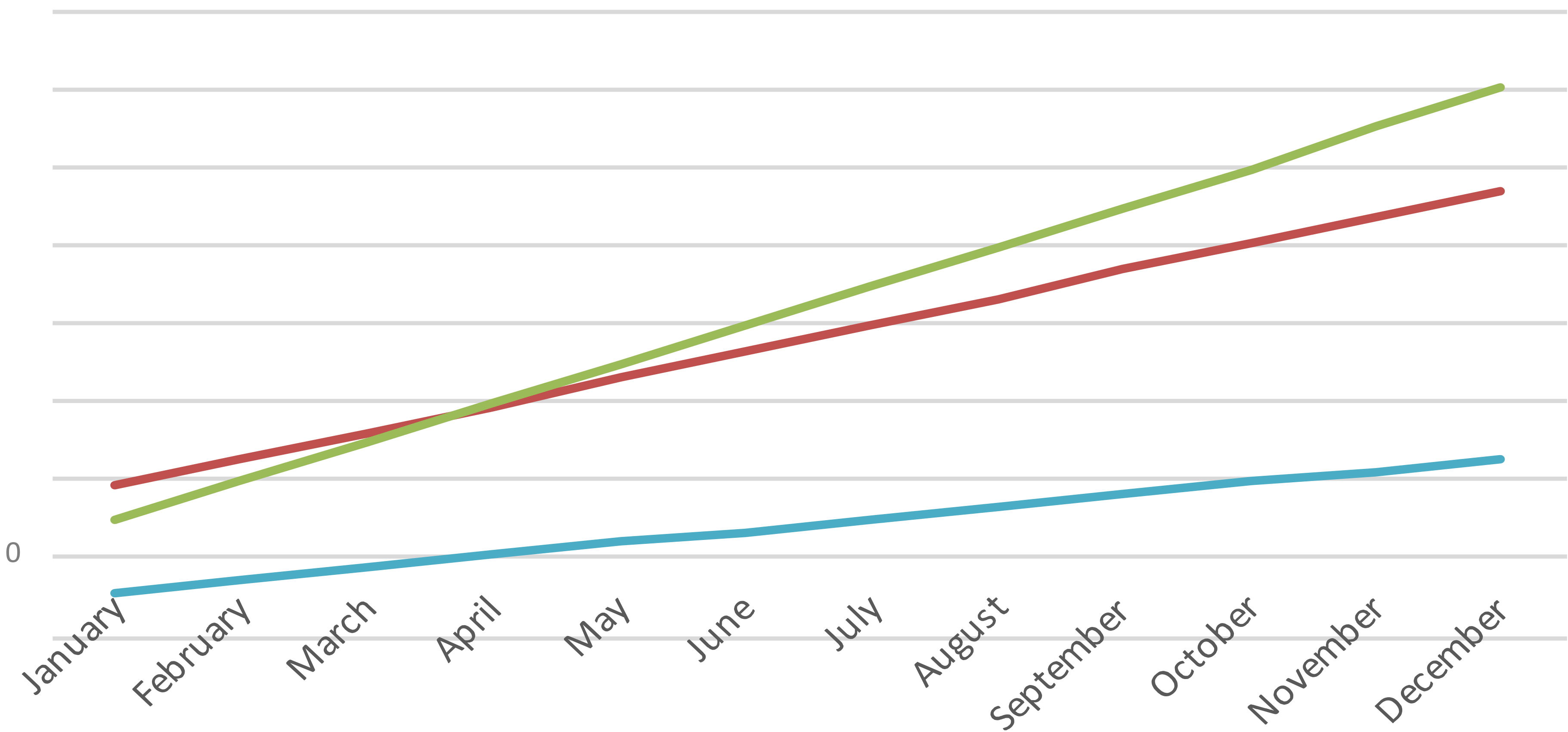
LEAD GENERATION

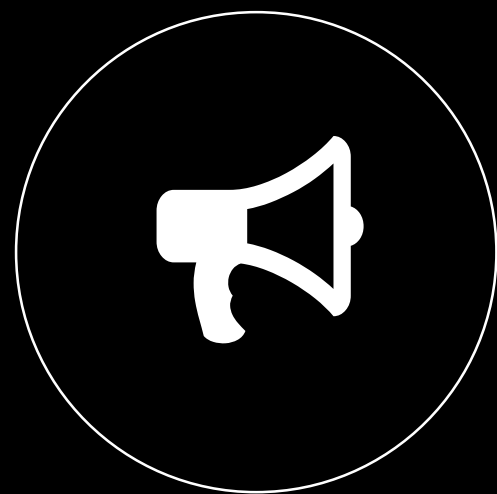
Brand New

PRECISION TARGETING



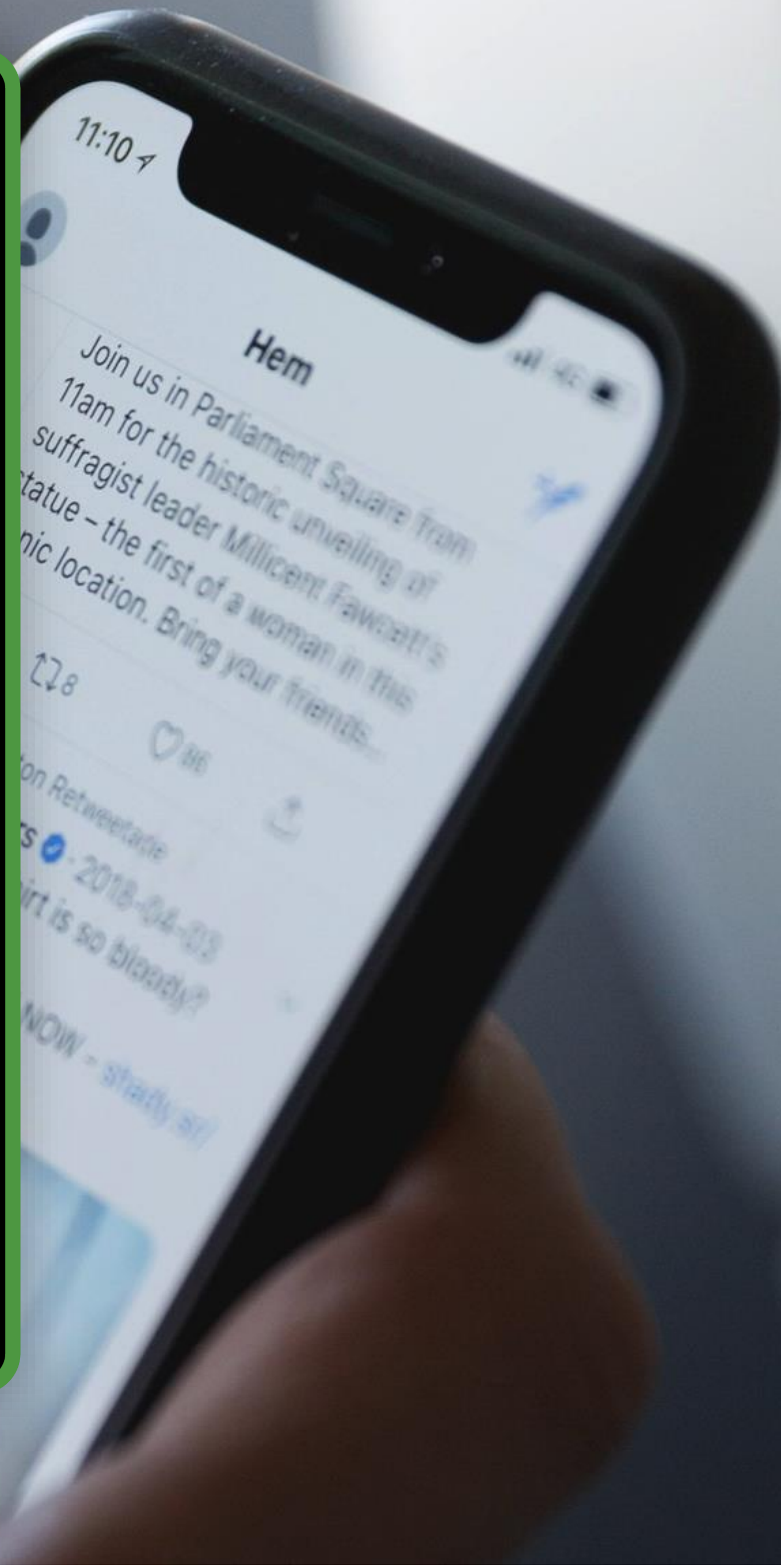
Lead Generation Package ROI



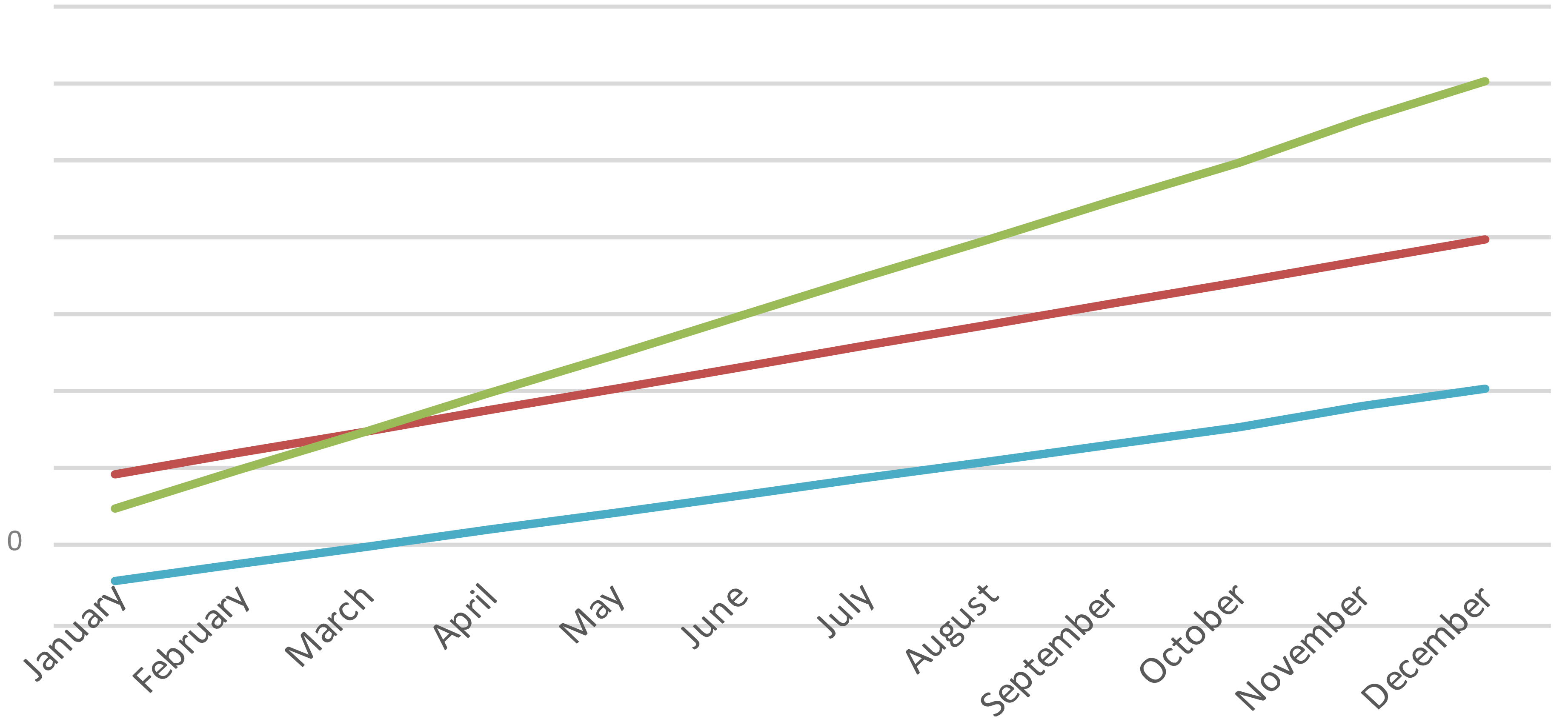


New and Improved
SOCIAL ENGAGEMENT

Brand New
ADVANCED
SOCIAL ENGAGEMENT



Social Engagement Package ROI





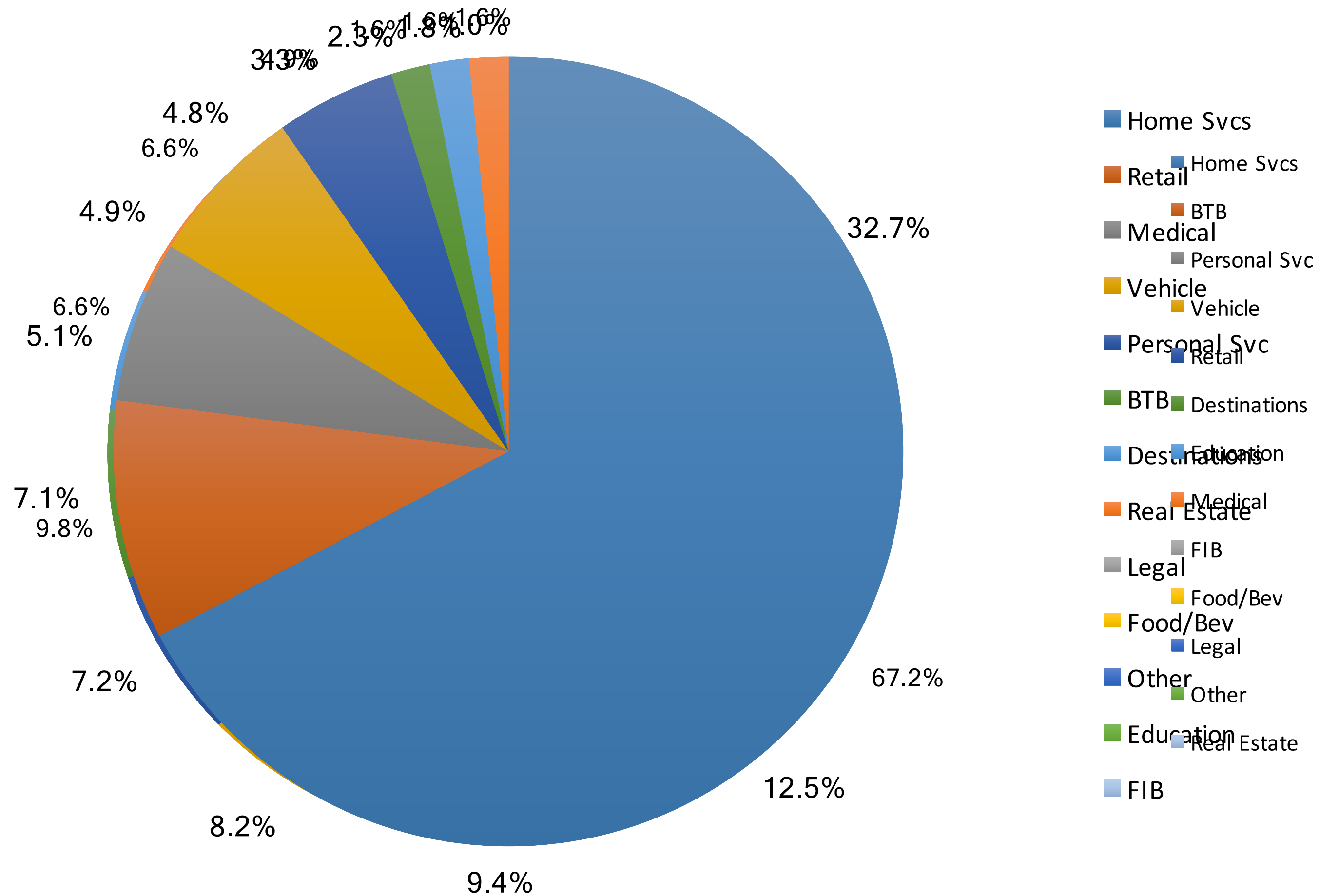
VERTICALS

Stay in your lane

Speak the Language
Process and Product Efficiency
Manage Channel Conflict
Specialization Leads to Stronger
Campaign Performance

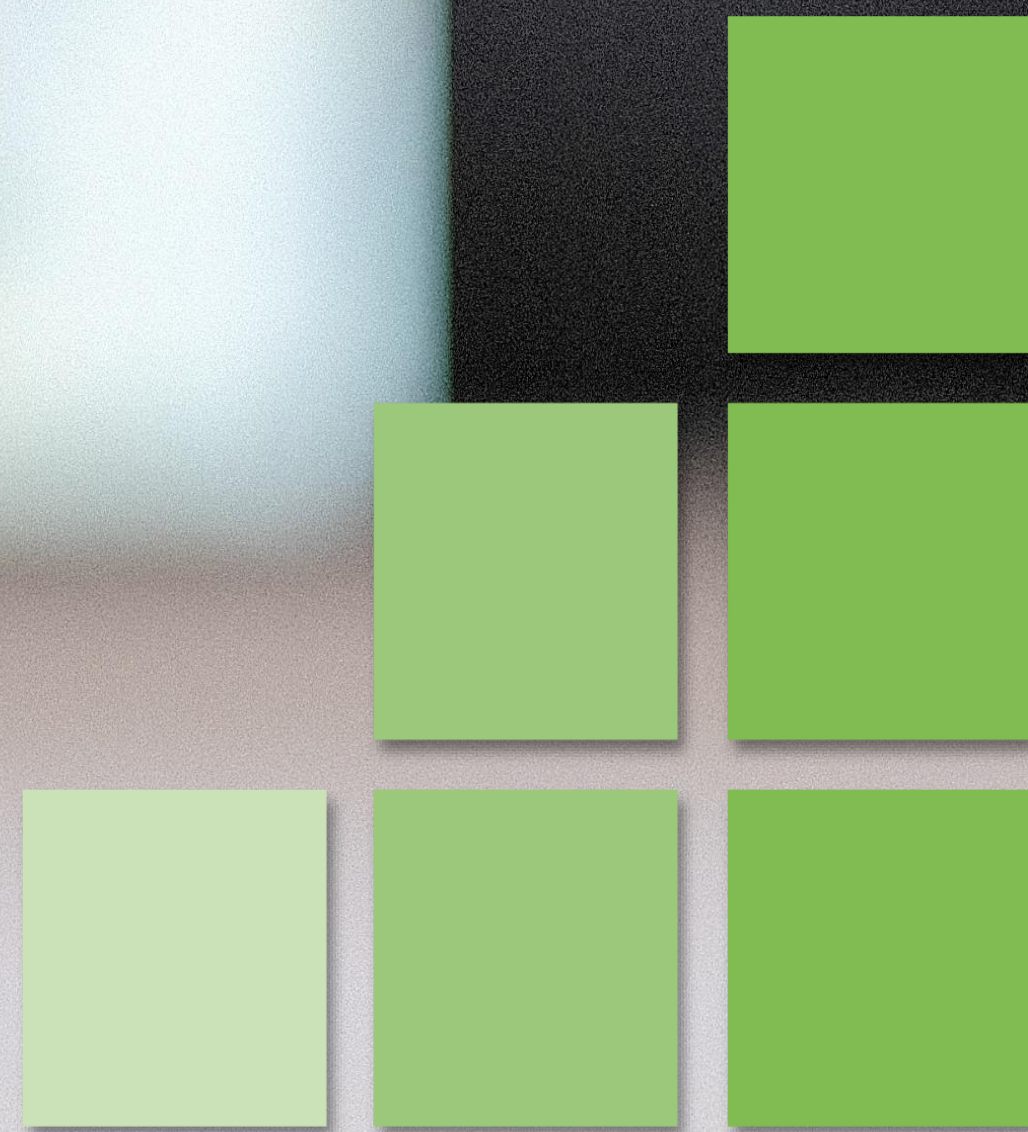


Flypaper Customer Count



Turn the Tide

Traditional Verticals Are Ripe for Re-imagining



EPIC

WHO IS EPIC?

EPIC Talent Solutions brands culture, grows awareness of community impact and connects local employers with both passive and active job seekers.

For over 25 years, we have served the greater Chattanooga area as jobs.timesfreepress.com. As the needs of our employers have progressed we have adapted to become their trusted advisor in a rapidly changing recruitment world.

Top talent can be found across multiple platforms and conducts research on your brand, workplace culture, employee benefits, compensation and commitment to the community before they agree to join your team. Our consultants educate employers on how to navigate this new environment to secure the right talent to fill their needs.

www.epictalentsolutionstn.com



WHY EPIC?

Expertise

Our team of consultants listen to your needs and provide solutions that improve the timelines for finding the right candidates to join your team.

Passion

We aren't passionate about customer service – We are passionate about Service Excellence! From start to finish we work side by side to allow for flexibility as your needs change.

Integrity

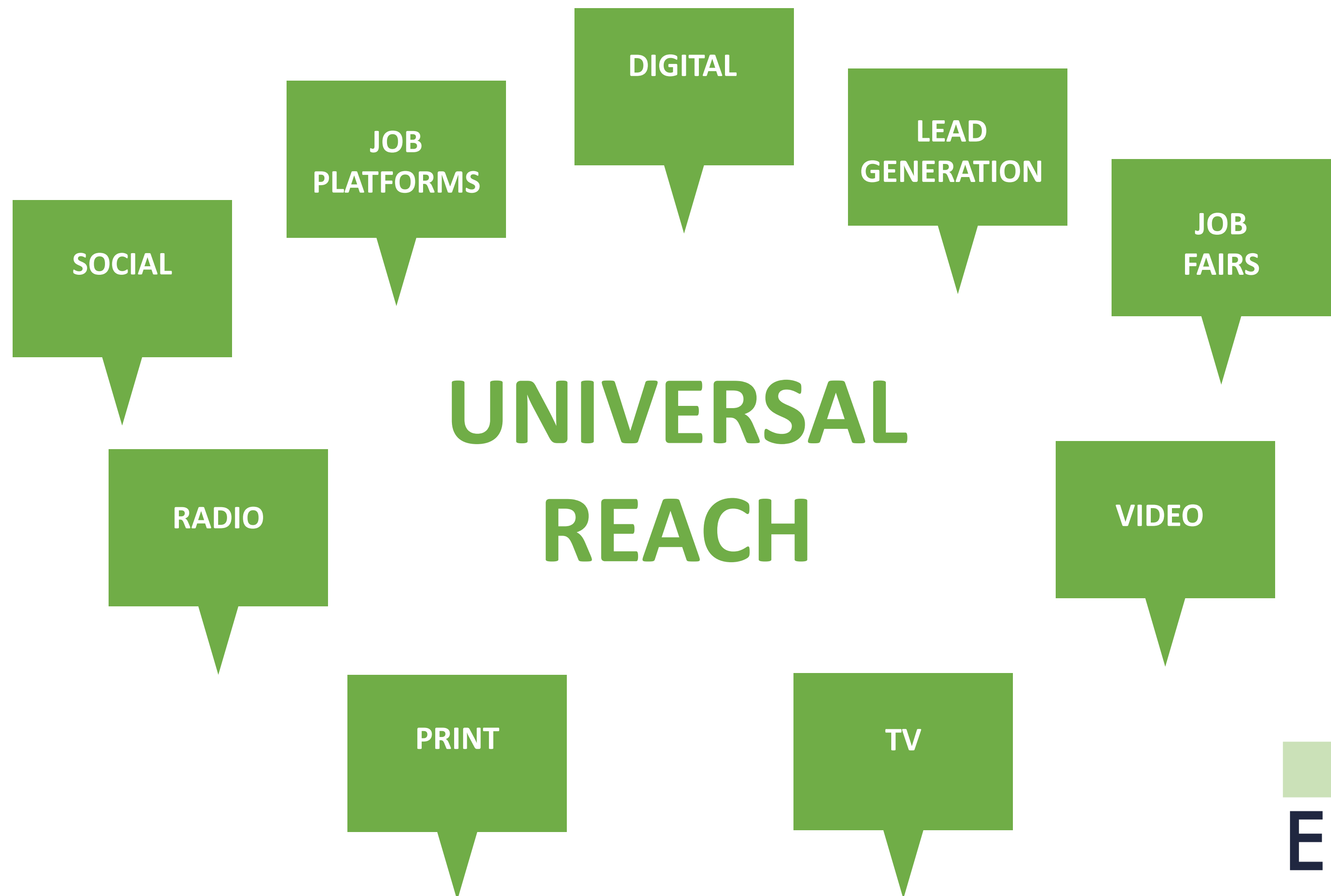
Transparency is the best policy. Our online portals allow you to track each metric of your campaign from day one. In addition, your consultant meets with you monthly to review the metrics and make recommendations on how we can continue to find opportunities to continuously attract top talent for your organization.

Commitment

We pledge to honor our partnership and provide your business with the education, best practices and industry trends to keep you top of mind with the top talent in your vertical.



EPIC TOOLS



RE-BRANDED JOBS PORTAL



The State of Tennessee is an Equal Opportunity, Equal Access, and Affirmative Action Employer.
An Accredited Psychiatric Facility.

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- Discover new job opportunities easily
- Get only relevant jobs to your inbox
- Apply to jobs quickly with a single click
- Get noticed by employers looking for people like you

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TO WIN \$500!

[SUBMIT PHOTOS](#)

JOB FAIRS



EPIC JOBFEST



EPIC EMAILS



Introducing EPIC Talent Solutions!

At EPIC Talent Solutions our mission is to connect job seekers to employers in the most efficient way possible.

We offer services to companies, groups, and individuals by delivering unprecedented reach of talent, superior quality and relevancy, along with maximum ad performance - for less!

There are thousands of job boards on the web today but only a few are connected. This has created a highly fragmented environment where employers and qualified job seekers have trouble connecting.

We are solving this problem with innovative technology, our highly engaged community, and vast network reach. Our entire system works together to connect the right employers to the right job seekers—on our site and across the web. Therefore, whether you are searching for the ideal job, or looking for the perfect candidate, EPIC Talent Solutions is here to help!

Visit epictalentsolutionstn.com to learn more.



BEST EMPLOYER PACKAGE

- Featured Employer Profile on jobs.timesfreepress.com
- Personal Profile Page on EPIC Website - includes History, Culture, Services, Benefits, Community Engagements, Social Plug In's & Link to Featured Employer Page on jobs.timesfreepress.com)
- 30 Second Video – can be used on any platform (except cable networks) by both EPIC and the company
- EPIC Job Fair participation (4 events max) (Mid-Package; includes 2 lunches the day of the event, display table at the event, pre-event advertisement in Sunday prior print addition and inclusion in the EPIC Job Fair E-Blast sent out prior to the event)
- Two (2) Basic 30 Day postings on jobs.timesfreepress.com
- One (1), 30 day, Boosted Job posting with Featured & Spotlight enhancements on jobs.timesfreepress.com – includes: Total Talent Reach (TTR) and performance based network distribution to top aggregator sites such as Glassdoor & ZipRecruiter
- One (1) 2x2 Display Ad in the Help Wanted section of the Print and Online editions—both company and EPIC Best Employer logos included 30 days
- 25K Impressions on timesfreepress.com website
- 2 Posts on EPIC Facebook + Instagram pages



GOALS

- Growth of Best Employer Portal and community recognition
- Content distribution to generate new business and win-back old business through education and engagement
- Use of surveys to identify vertical specific needs and potential solutions for Healthcare, Transportation, Manufacturing and Professional positions
- Lead generation tactics to grow in-bound opportunities, networking engagements and work force development expos





THANK YOU

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WEHCO MEDIA, INC.