



THE COMPANY



THE COMMUNITY



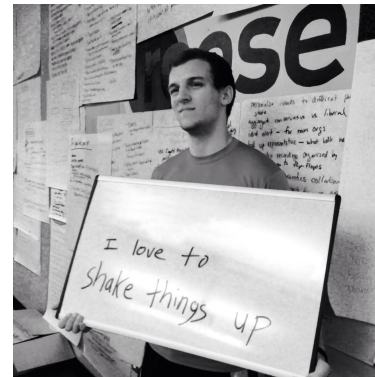
THE PRODUCTS



THE CHANGING READER



THE INTERN



EDGAR WALKER

UNC School of Media and Journalism
Co-Founder/CEO of Surge4 Marketing

THE IDEA

Handwritten notes and sticky notes on a grid background, detailing the initial idea for 'The Wingman'.

Who is the customer?

- Single men
- Single women
- Single couples
- Single friends
- Single parents
- Single professionals
- Single entrepreneurs
- Single athletes
- Single artists
- Single musicians
- Single writers
- Single actors
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Discoveries/Findings

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Info: Genes!

- Plan/like his purchasing power
- Want to stay ~ 5-1/3
- Buying homes in 1/2 & 1/2 range
- In sales/commute or spend time
- Wants to work 1/2 days
- Highly educated
- Most men are single
- Most men are looking for
- Struggle to find their life
- Adaptive, intuitive, into
- Highly active/fat
- Plugged in to internet
- Many have entrepreneurial DNA
- Efficient (Smart with \$)
- Online shopping for convenience
- Love business from events

10) Billy Ann Maddy

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12) Spiral Ops Stuart

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THE FIRST VERSION

Handwritten notes and sticky notes on a grid background, detailing the first version of 'The Wingman'.

the wingman

presented by Lowe's Foods

the wingman

Driven by Crossroads Southern Pines

Another [insert adjective] Monday .

No, that's not a typo. We did not forget to fill that in. YOU get to decide how to describe your Monday this week!

Also, it's too hot for creative adjectives today.

Welcome to your Monday edition of The Wingman.

My Face Every Monday

NEED TO KNOW

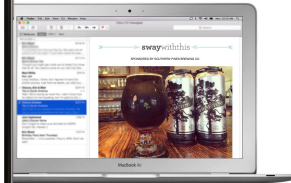
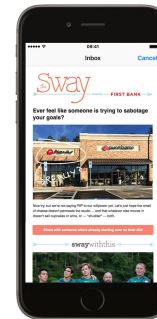
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FEATURED JOBS

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THE SWAY



Hello there, it's
nice to meet you.

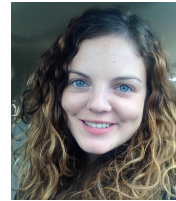
We're *The Sway*, and we
want to be your new best
friend and survival guide
in The Pines.

What do we have to offer? Only the
latest on local events, food, and news,
delivered on Manic Mondays and
Thirsty Thursdays.

*We're good enough,
we're smart enough...*

-Stuart Smalley, SNL

THE PRODUCTION



ABBI O.
Editorial Director

Compiles curated content.
Determines the voice and focus of
the newsletter. Works with writers.
Voice of social media

*28, co-parent, iPhone addict,
professional cynic, enthusiastic
road tripper, lover of all things
weird (but not too weird)*



KATHRYN G.
Creative Director

Brand, graphics and website
designer, event-goer. Creates
marketing materials. Coordinates
promotional strategies.

*33, mom to two boys,
red wine and yoga enthusiast
(sometimes together)
and midnight netflix binger.*



KERRY H.
Sales Director

Created rate structure,
cultivates new sponsors.
Coordinates promotional
strategies.

*33, new mama,
cardio junkie, MBA,
enthusiastic member of the
public library.*



ANNIE A.
**Sponsorship Success
Director**

Manages the accounts of key
sponsors. Coordinates promotional
strategies.

*28, Military wife,
DIY-er, bicyclist,
dog parent to the most energetic
creature in America.*

THE PLATFORM



MailChimp®

- Ease of use
- Design flexibility
- Advanced analytics
- Integration abilities

THE LIST

- Subscribers of The Pilot Newspaper
- Registered users of thepilot.com
- Email addresses collected from The Pilot's Best of Moore contest
- Subscribers to Southern Pines Brewing Company's email newsletter
- Members of the Moore County Chamber of Commerce
- Registered users of MCTD's Spout/ChooseLocal MC
- Organic sign-ups from events and social promotions

THE ROLLOUT

The Sway Opt-in Thu, Sep 01, 2016

15,987 Subscribers (Pilot, Pilot.com)

The Sway Opt-in Thu, Sep 08, 2016

12,282 Subscribers (Un-opened Pilot and Pilot.com)

The Sway Opt-Out Thu, Sep 22, 2016

2,988 Subscribers (Best of Moore)

The Sway - Opt-In Fri, Oct 21, 2016

978 Subscribers (ChooseLocal and Chamber)

The Sway Opt-Out Tue, Oct 25, 2016

3,419 Subscribers (Brewery)

First Campaign Send Nov 3rd

6,637

*You need to play to win.
But you also have to win to play.*

-Michael Scott

THE PRESENTING SPONSORS

FirstHealth
OF THE CAROLINAS

**SOUTHERN
PINES**
BREWING CO.

PINEHURST SURGICAL
excellence in practice

FIRST BA

THE SPONSORS



Sway

FIRST BANK

SPONSORSHIP
\$1500/mo

Need to Justify Buying Another R.Riveter Bag?
Check out the bag's power. It's not just a bag. It's a bag that can hold up to 100 lbs. of weight. It's a bag that can hold up to 100 lbs. of weight. It's a bag that can hold up to 100 lbs. of weight.

EVENT LISTING
\$125 OR SPONSORSHIP

swaywiththis



SPONSORED CONTENT
\$250/per OR SPONSORSHIP

When that strategy fails, try something else. It's time to try.


GMA, CST or LPN
Pursuant to the terms of the agreement, the GMA, CST or LPN will be provided to the client. The client will be provided to the client. The client will be provided to the client.

JOB LISTING
\$75 OR SPONSORSHIP



BANNER AD
\$15 CPM OR SPONSORSHIP

THE SPONSORS



Presenting Sponsorship Proposal
Pinehurst Surgical

Partnership Goals:

- Promote Pinehurst Surgical to the robust military and millennial market in Moore County.
- Increase brand interaction and widen Pinehurst Surgical's digital marketing footprint.
- Brand Pinehurst Surgical as an industry leader in women's care and plastic surgery.

Factors:

- **Inclusion as presenting sponsor** in 25% of The Sway emails per month. Will include company branding within masthead and "Stitched by..." verbiage.
- **Sponsored Content Series.** Two elements of sponsored content (native-style articles) per month, professional copywriting included. Example provided in branded prototype.
- **Care Provider Profile.** One per month. Short profile on a provider, services offered, etc. This is in addition to sponsored content above.
- **Featured Job or Event.** One featured job or event listing in The Sway per month.
- **Social Media Partnership.** Promotion on The Sway's social media outlets as appropriate.
- **Listing inclusion on the footer newsletter ad unit;** minimum 25% share of voice.
- **30,000 banner ad impressions on thepilist.com.**
- **Choose Local MC Community Membership**

Investment (\$-Month Contract)- \$1500/month

THE SPONSOR SCENARIOS

swaybae

SPONSORED BY PRINCEPIAL SURGICAL

A 20-year-old Patient (swaybae) at Princepial Hospital, PA, with 100% Plasticity 2/4

Why this plastic surgeon rens our engine:

Unlike most men, **Russell Blaine** admits he has a weakness. Russell has been blessed with the Princepial Award every year, it should be his last but then he's had to sit him and he's been accused of artistic and improving ways, too opportunities considered.

He's an artist. Not really, he's trained in sculpture, which he says is directly related to the job pay – adding volume, form, sculpting, for men, and don't say you're making you look like Charles Prince. He's a sculptor, not a surgeon.

He's an athlete. OK, well, somewhat, his first became involved in plastics after seeing his family member struggle with breast cancer at a time when options for reconstruction don't exist.

He's a sweetheart. We suspect he's the only plastic surgeon in America to still be married to his wife who has the best actress girlfriend.

He's Dr. Myers. because he would never suspect your breasts but Dr. (and righty so). One some of Dr. Blaine's awards (a book, then for a contract) [here](#).

33 CLICKS

swaybae

SPONSORED BY PRINCEPIAL

Alison, Ashley Prince, PA, with 100% plasticity

It's a secret. Don't tell them. Just a Pretty Place
She's a secret. Behind this beauty and she is Ashley Prince, your long-time to achieve and maintain a 100% weight loss. Here's the facts:

The weight loss secret: **Dr. Russell Blaine** by Dr. David Overton.

The solution: Signs were the improvement of her face from being

The battle: With 10 percent of the original body weight, Ashley was in pain for years. Consider the medical treatments, and the Prince Prince, Prince.

The result: Blaine? That's a 12-year-old girl. Consider the great improvements, the Prince Prince, Prince.

Don't tell them. – in order to be healthy, don't tell them. And if you're not, then you're not for Prince to be healthy.

The solution? If you're not in a healthy state of weight and you're not in the state of being, you're not in a healthy state, and you're not in a healthy state. The Prince Prince, Prince.

51 CLICKS

swaywiththis

SPONSORED BY PRINCEPIAL SURGICAL

Worrying about your post-pregnancy, uh... flababoodle?

Flababoodle, Surgical Women's Care has got you.

60 CLICKS

*We're out there, Ferry,
and we're loving every
minute of it!*

-Kramer

THE EVENTS



1

INSTAGRAM **240 Followers**

1

1

THE SUCCESS

SUBSCRIBERS

5,962

OPEN RATE

25.1%

National average (17.8%)

ORGANIC SIGN-UPS SINCE LAUNCH

591

*AS OF 2/16/17

THE REVENUE

Annualized Revenue at end of Q1 '17

\$52,800

The Sway is currently projected to account for
40% of First Flight Digital agency revenue stream for 2017.

\$82,000

2017 Revenue Projection-The Sway (95% margin)

*...and doggone it,
people like us.*

-Stuart Smalley

THE TESTIMONIALS

“

We were immediately drawn to being a part of the Sway newsletter, both because it's based in our hometown of Southern Pines and because it offers something fresh, funny, and interesting to millennial and military families in the area. It's been great to read it each week, to partner on the content, and to see our talented associates and our financial products and services highlighted with gentle humor and relatable writing.”

-Corey Dall
VP, Director of Marketing, First Bank

THE TESTIMONIALS

“

We love The Sway.
It's my only source of local news!"

-Jason Ginos
Co-founder and CFO
Southern Pines Brewing Co.



THE TESTIMONIALS

“

Just stopping in to tell you how much I enjoy receiving your take on "our" news. Featuring more of what goes on in Southern Pines and Aberdeen rather than always Pinehurst news is refreshing. I live in Southern Pines which is in Moore County. I do not live in Pinehurst which way toooooo many people seem to think is the only place to live in Moore County. Keep up the good work."

— Molly Thomas

"I enjoy the Sway. Since I'm at my computer most of the day, it's nice to keep up with what's going on in the Sandhills in little bites. Thanks!"

— Sandy Allen

THE TESTIMONIALS

“

Love what you're doing! Don't ever change the length, or the time of day that you send this. Both allow me to read it, and not put it aside until later ... in which case it may never get read! I'm nearly 70, and I doubt I'm anywhere near your target audience. But I love the style, and we are going tomorrow to Double Eagle for dinner, because you said so!
Thanks for something actually different! ”

— Sandy Waterkotte

This is an awesome marketing piece. I'm a 46 year old conservative Caucasian Male so I'm probably out of your typical demographic but I love these emails. Please keep up the good work. I hope your advertisers will see the value in this.

— Cary Garner

What's Next?

- Expansion to secondary magazine markets with a custom, local email.
- Continue to grow initial list through audience share partnerships with sponsors.
- Events, events, events! We have a “Mac Down” macaroni & cheese cook-off on the horizon.
- Create real estate only and recruitment components of The Sway.
- Negotiate more free beer. We have our priorities in order.

(Pick us... Opie says so)



the Sway
Your Insider's Guide to The Pines

itsthesway.com