

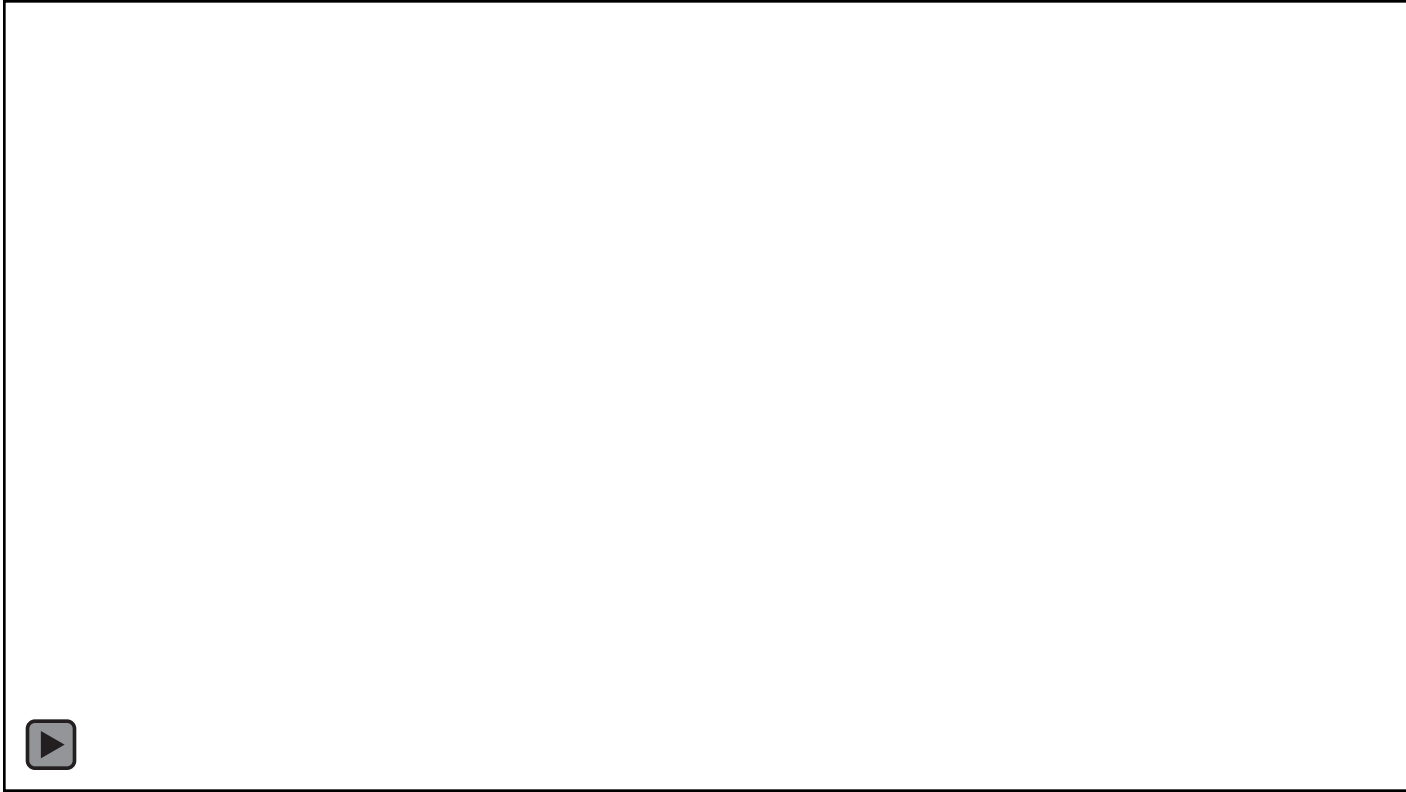


**Why Community-Focused
Content *Really* Works**

Opportunities are Everywhere

- Know how to find them.
- Know how to frame them.
- Know how to flesh out opportunities to provide the highest level of service.
- Know how to form partnerships.

Giving Tuesday



What's in your community?

Think beyond traditional Main Street advertisers:

Who can
benefit
from your
reach?

Who is
spending
\$\$?

How can
you best
build their
brand?

What's
happening
in your
town?

What
businesses can
you bring
together?

Charleston Home Builder

- 2019 issue increased in size by 8 pages to accommodate ad demand.
- CHBA's biggest \$\$-maker of the year.
- Bolstered CHBA membership
- Raised CHBA profile outside of their market - online and beyond!



Waco Tribune Herald Prestige

- 28-page custom, sponsored-content magazine.
- United 12 local, high-end businesses in one publication.
- Sold out advertising opportunities - magazine size grew in scope throughout project due to demand.
- All content produced by CTW.



8 Possibilities In Your Community

1. Small Business Saturday
2. Real Estate & Homebuilders
3. Home Improvement
4. Life & Financial Planning
5. Legal Professionals
6. Health & Wellness
7. Education (Preschools, Private Schools, After-School Programs)
8. Local Breweries/Restaurants

Metrics that Demonstrate Content is Working:

- How many people click to engage with the content?
- How many viewers click through to the advertiser's website?
- How much time viewers spend engaged with the content?
- How many social impressions the content receives?
- How many likes and shares the content generates?



Boost posts to increase impressions and shares

Web Content

Copywriting
Content Audits
Content Management
Blogs
SEO Editing

Lead Generation and Social Media

White Papers
E-books
Promo Materials
Social Calendar
Social Content Plan

Niche Content

Medical
Legal
Culinary
Entertainment
Construction

Branding

Original Branded
Publications and Articles
Newsletters
Case Studies
Press Releases
Taglines

Let's Think Bigger, Together

Want more information or a custom-content
consultation to explore opportunities in your
community?

Contact us at info@contentthatworks.com or call

1-866-6CONTENT

