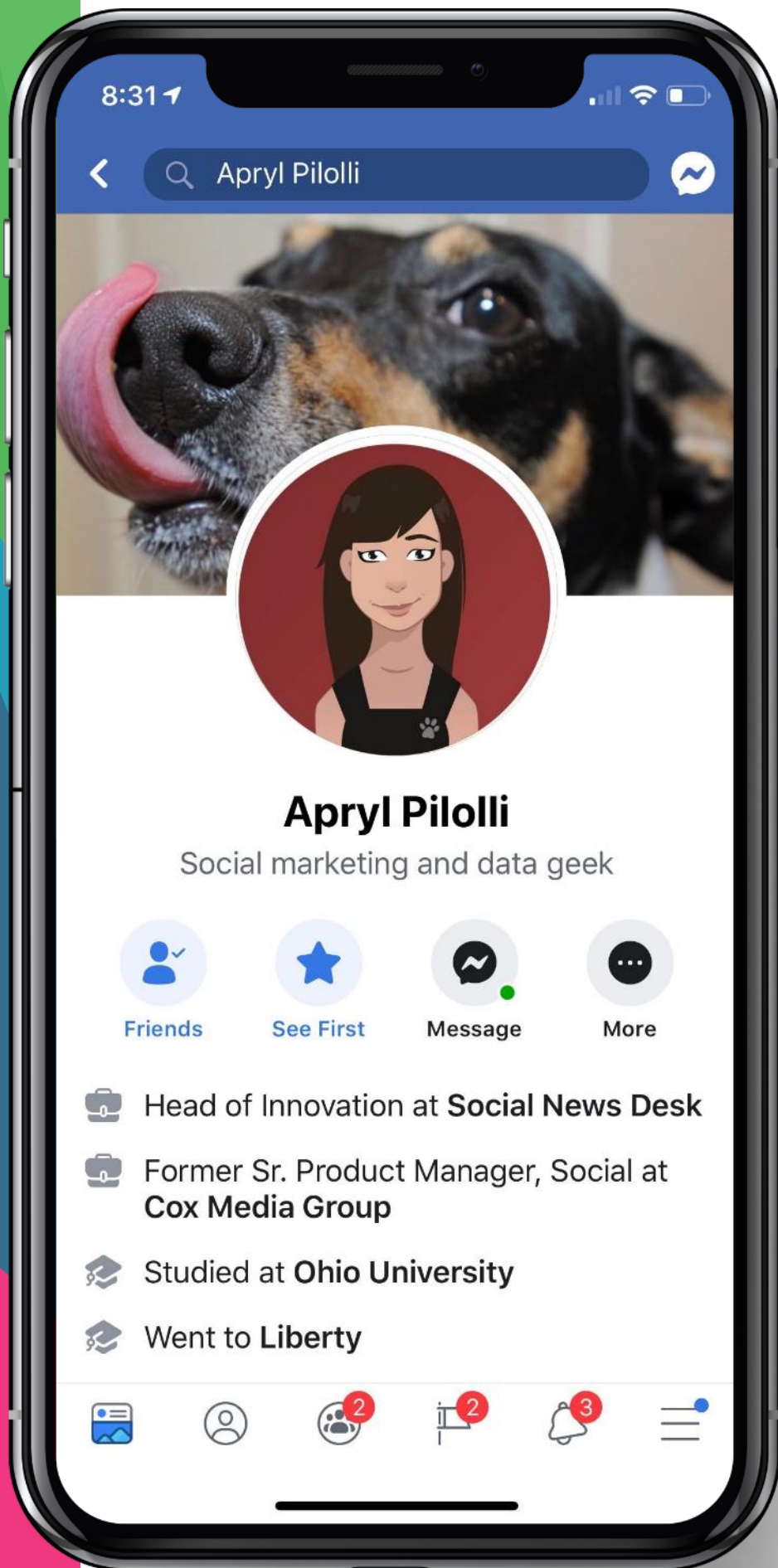


BRANDED CONTENT

# INCREASE YOUR REVENUE, MARGINS AND RESULTS



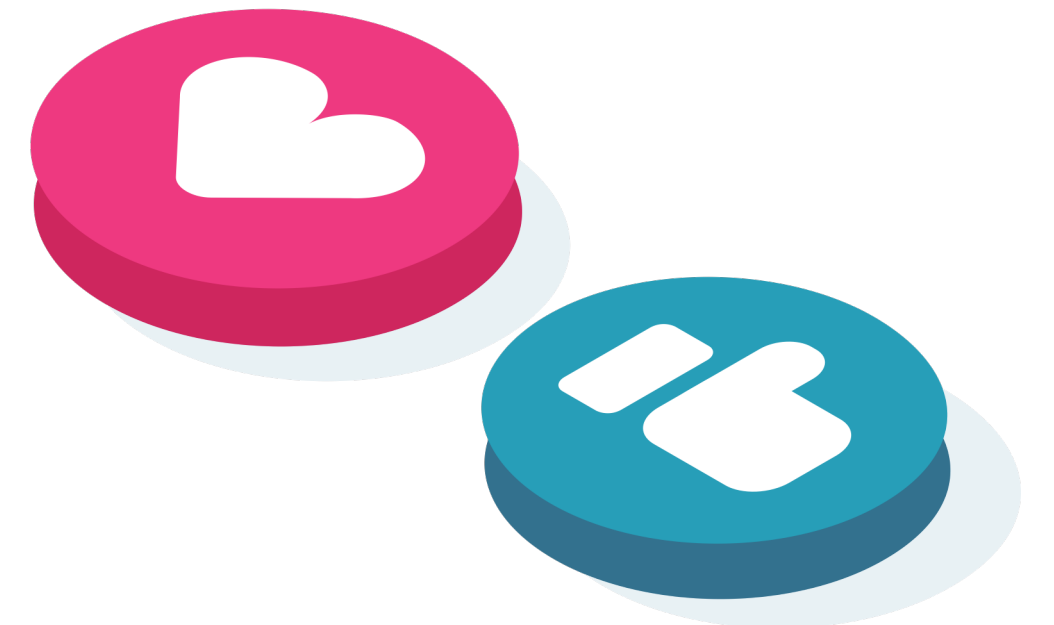


# APRYL PILOLLI

## HEAD OF INNOVATION



**SOCIAL NEWS DESK**



# WE SHARE YOUR PASSION FOR NEWS



**206**

Number of DMAs  
that rely on SND



**26,900**

Number of active social  
accounts publishing on SND



**26 Million**

Number of Facebook & Instagram  
posts published last year







# SOCIAL REVENUE GENERATION

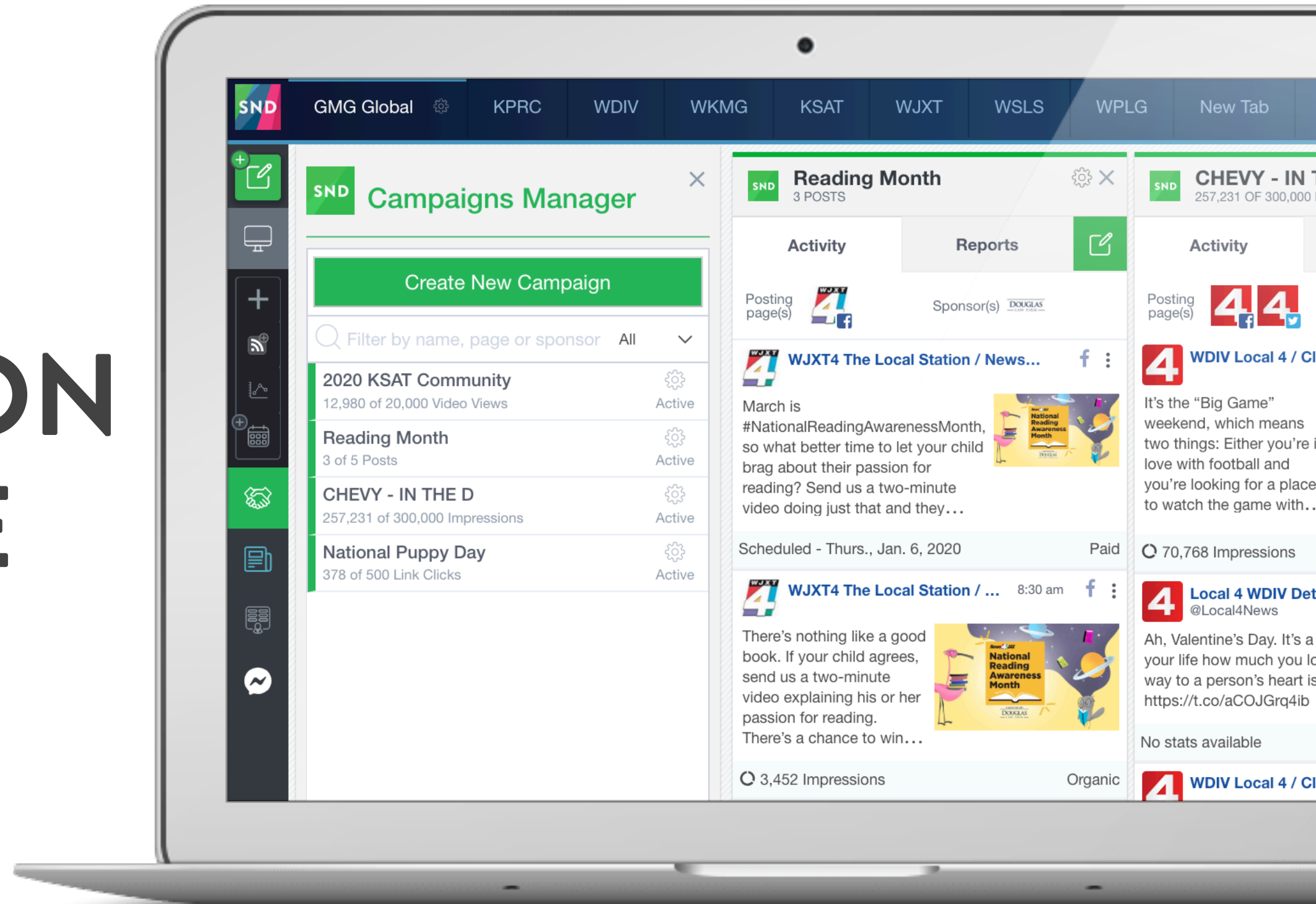
BRANDED CONTENT & SUBSCRIPTION ACQUISITION







# NEXT-GENERATION SOCIAL REVENUE PLATFORM



# CAMPAIGNS MANAGER

How modern newsrooms manage paid social.



## SUBSCRIPTION ACQUISITION

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Drive users to purchase  
subscriptions



## BRANDED CONTENT

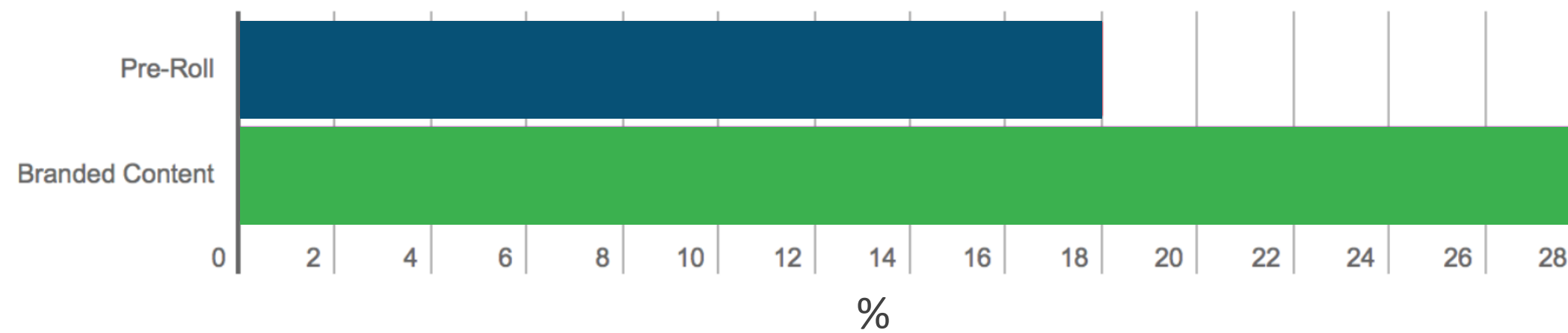
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Paid Branded Content and  
Organic Branded Content

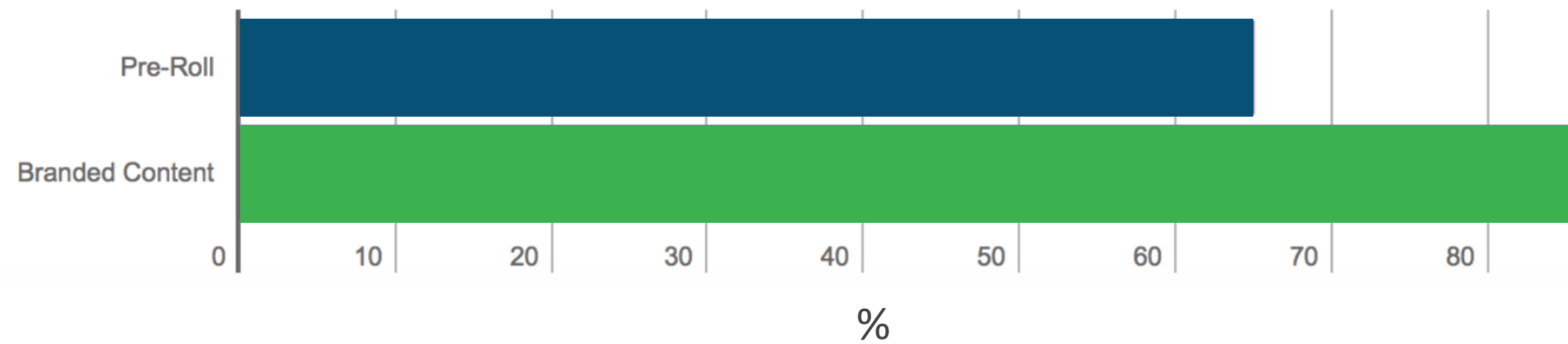


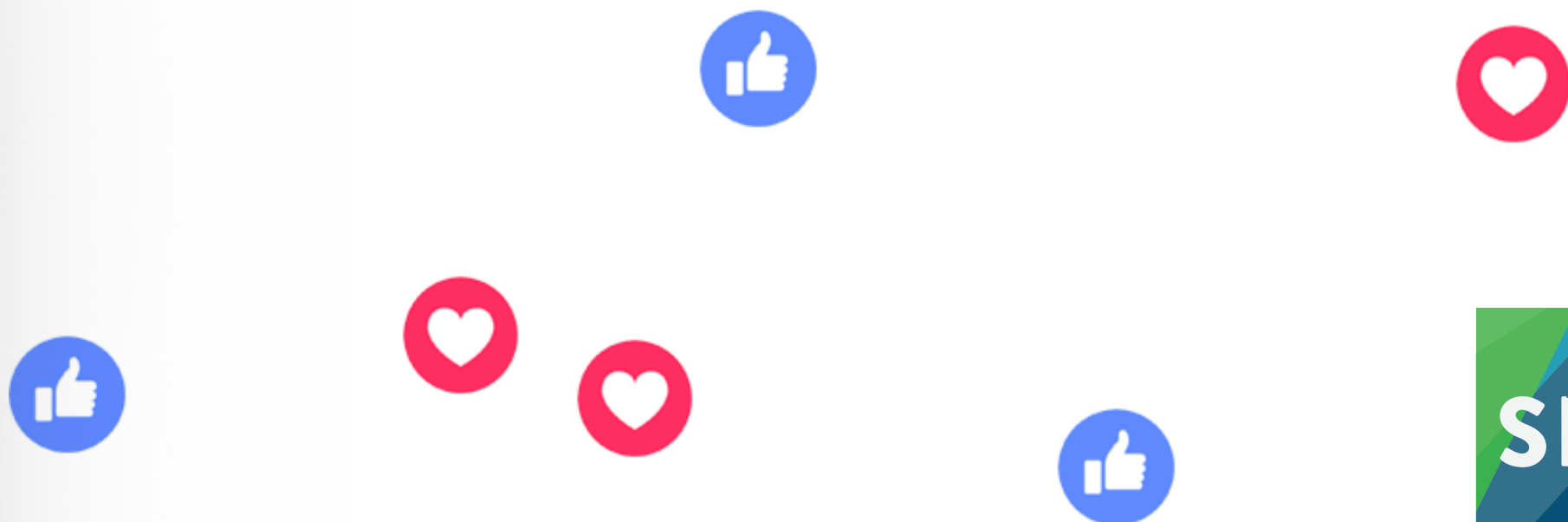
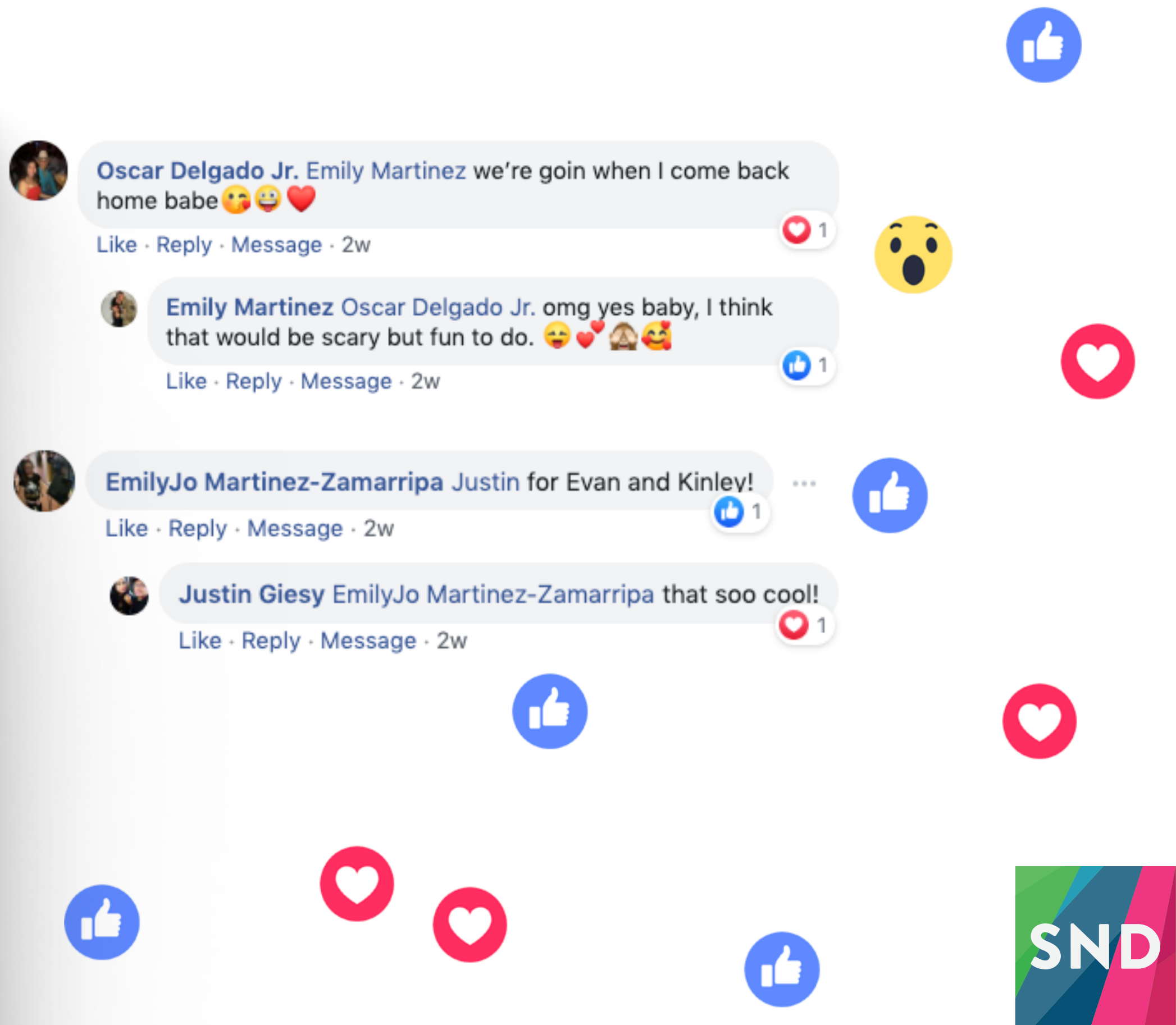
# BRANDED CONTENT VS PRE-ROLL

## AFFINITY



## RECALL







# BENEFITS OF WORKING WITH **A PUBLISHER** OVER AN INFLUENCER



Community  
Influencer



Trusted  
Voice



Brand  
Safety



Expert  
Storyteller

# PROBLEMS



**Time  
constrained**



**I have too many  
products to sell**



**Need tailored  
business models**

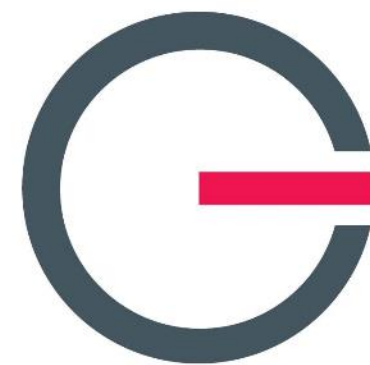


**Need support  
and education**



# SND CAN HELP YOU MAKE THE SALE, FULFILL THE CAMPAIGNS AND MEASURE RESULTS

Using Social News Desk's platform, Graham Media Group was able to generate a **51% increase** in branded content revenue.



GRAHAM MEDIA GROUP



# MANAGE ALL PAID AND ORGANIC CAMPAIGNS

SND
GMG Global
KPRC
WDIV
WKMG
KSAT
WJXT
WSLS
WPLG
New Tab
New Tab
Reports
+ Autopilot 3 ACTIVE
Search

### Campaigns Manager

Create New Campaign

Filter by name, page or sponsor All

- 2020 KSAT Community**  
12,980 of 20,000 Video Views Active
- Reading Month**  
3 of 5 Posts Active
- CHEVY - IN THE D**  
257,231 of 300,000 Impressions Active
- National Puppy Day**  
378 of 500 Link Clicks Active

SND
**Reading Month**
3 POSTS

Activity	Reports
Posting page(s) <b>WJXT4 The Local Station / News...</b> March is #NationalReadingAwarenessMonth, so what better time to let your child brag about their passion for reading? Send us a two-minute video doing just that and they...	Sponsor(s) Scheduled - Thurs., Jan. 6, 2020 Paid
<b>WJXT4 The Local Station / ...</b> 8:30 am There's nothing like a good book. If your child agrees, send us a two-minute video explaining his or her passion for reading. There's a chance to win...	 Organic
<b>WJXT4 The Local Sta...</b> Fri Jan 31, 2020 We want to know why your child is so passionate about reading. Send us a two-minute video with an explanation and your child's classroom will b...	

SND
**CHEVY - IN THE D**
257,231 OF 300,000 IMPRESSIONS

Activity	Reports
Posting page(s) <b>WDIV Local 4 / Click...</b> Thu Jan 30, 2020 It's the "Big Game" weekend, which means two things: Either you're in love with football and you're looking for a place to watch the game with...	Sponsor(s) 70,768 Impressions Paid
<b>Local 4 WDIV Detroit @Local4News</b> Wed Jan 29, 2020 Ah, Valentine's Day. It's a time to show the people in your life how much you love them and they do say the way to a person's heart is through their stomach. https://t.co/aCOJGrq4ib	Organic
<b>WDIV Local 4 / Click...</b> Wed Jan 29, 2020 Ah, Valentine's Day. It's a time to show the people in your life how much you love them and they do say the way to a person's heart is through their...	Paid

SND
**National Puppy Day**
378 OF 500 LINK CLICKS

Activity	Reports
Posting page(s) <b>WJXT4 The Local St...</b> Sat Mar 23, 2019 Share those puppy smiles! Enter in a photo of your puppy for National Puppy Day for a chance to win a gift basket from Petland Jax! ENTER HERE:...	Sponsor(s) 33 Link Clicks Organic
<b>WJXT4 The Local St...</b> Sat Mar 23, 2019 NATIONAL PUPPY DAY   Enter a photo of your puppy for a chance to win a gift basket from Petland Jax. ENTER HERE: https://bit.ly/2TkbPAO	 Paid
<b>WJXT4 The Local Sta...</b> Fri Mar 22, 2019 Who doesn't love puppy pictures?! Enter a picture of your pup for National Puppy Day and you'll be entered to win a gift basket from Petland...	 165 Link Clicks Paid

# SIMPLIFY SET-UP

The screenshot displays the SND Campaigns Manager interface. The top navigation bar includes the SND logo, a list of stations (GMG Global, KPRC, WDIV, WKMG, KSAT, WJXT, WSLS, WPLG, New Tab, New Tab), and an Autopilot 3 ACTIVE status. The left sidebar contains icons for campaign management, reporting, and analytics.

The main content area is divided into three sections:

- Campaigns Manager:** A list of campaigns with a 'Create New Campaign' button. The list includes:
  - 2020 KSAT Community: 12,980 of 20,000 Video Views, Active
  - Reading Month: 3 of 5 Posts, Active
  - CHEVY - IN THE D: 1,569,698 of 300,000 Impressions, Active
  - National Puppy Day: 378 of 500 Link Clicks, Active
- Setup:** A form for configuring the 'CHEVY - IN THE D' campaign.
  - CAMPAIGN NAME:** CHEVY - IN THE D
  - STATUS:** ACTIVE (selected), INACTIVE
  - POSTING PAGE(S):** WDIV Local 4 / ClickOnDetroit, Local4News @Local4News
  - SPONSOR PAGE(S):** Metro Detroit Chevy Dealers
  - CAMPAIGN OPTIONS:** Objective: Reach, Goal: 300000
  - PAID OPTIONS:** A red-bordered box containing a green checkmark and the text: 'Reach Show your ad to the maximum number of people'. Above this box, a note states: 'These setting will be used for every paid post unless they are overridden.'
- Activity:** A list of posts from 'Local 4 WDIV Detroit' and 'WDIV Local 4 / Click...'. The posts include text, dates, and social media icons. The first post is dated 'Thu Jan 30, 2020' and the second is dated 'Wed Jan 29, 2020'.



# REDUCE COSTLY FULFILLMENT ERRORS

The screenshot displays a social media management dashboard with a top navigation bar and a main content area. The top bar includes the 'SND' logo, a list of station identifiers (GMG Global, KPRC, WDIV, WKMG, KSAT, WJXT, WSLS, WPLG, New Tab), and utility icons for 'Autopilot 3 ACTIVE', 'Search', and a refresh button.

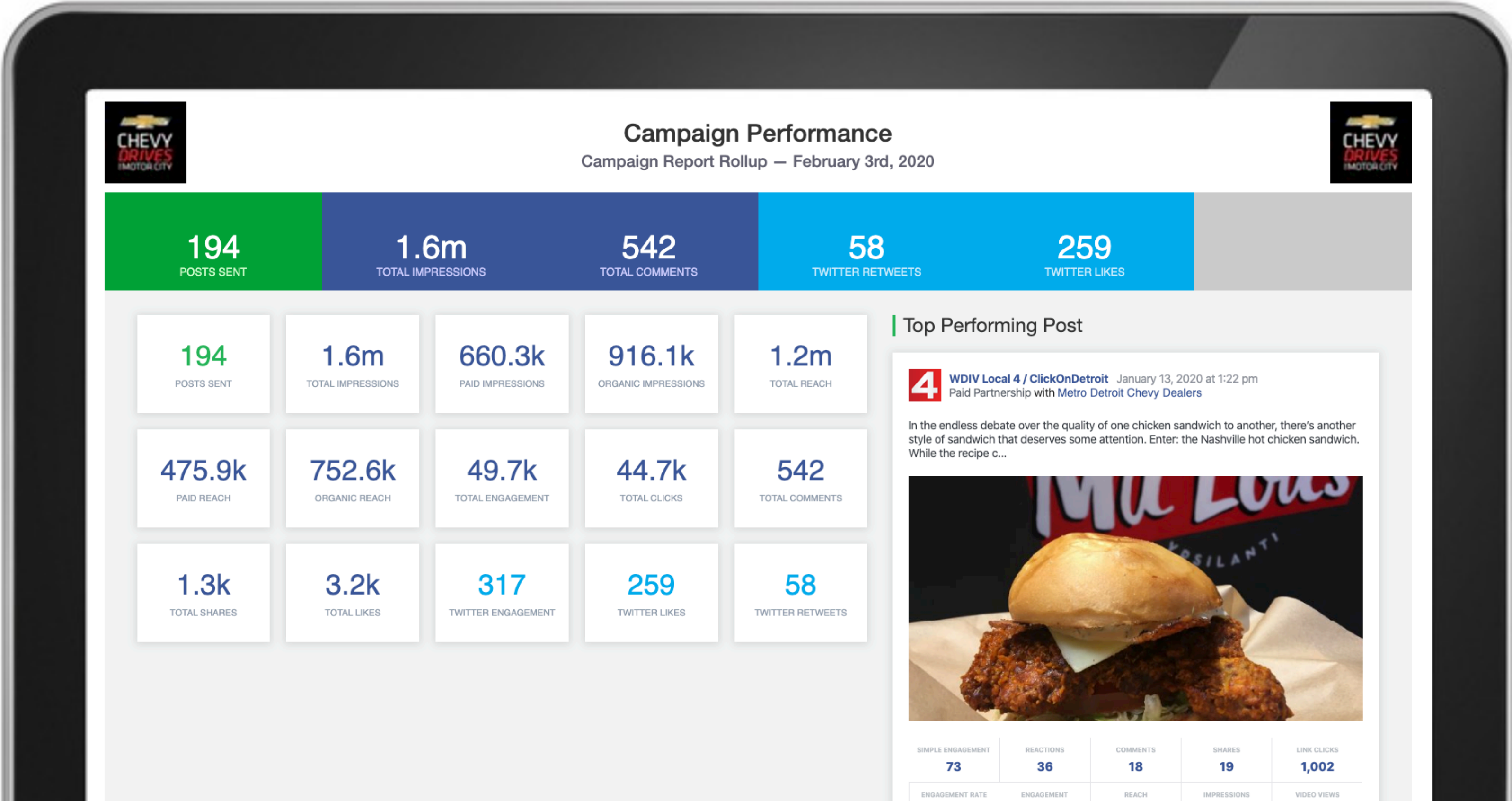
The main content area is divided into two sections. On the left is a 'Post 1' creation interface. It features a 'To:' field with a dropdown menu showing '4' (Facebook) and '4' (Twitter). Below this is a text input field labeled 'Enter text...'. A 'Branded Content' section is visible, showing a post 'Posting with Metro Detroit Chevy Dealers'. A red box highlights the 'Chevy - in the D' tag in the 'Add a tag' section.

On the right is a feed of posts. The first post is titled 'CHEVY - IN THE D' with 257,231 impressions. It shows a 'Posting page(s)' of '4' and a 'Sponsor(s)' of 'CHEVY'. The post content includes the text 'It's the "Big Game" weekend, which means two things: Either you're in love with football and you're looking for a place to watch the game with...' and a video thumbnail. The post is dated 'Thu Jan 30, 2020' and has '70,768 Impressions' and 'Paid' status.

The second post is titled 'National Puppy Day' with 378 link clicks. It shows a 'Posting page(s)' of '4' and a 'Sponsor(s)' of 'Petland'. The post content includes the text 'Share those puppy smiles! Enter in a photo of your puppy for National Puppy Day for a chance to win a gift basket from Petland Jax! ENTER HERE:...' and a video thumbnail. The post is dated 'Sat Mar 23, 2019' and has '33 Link Clicks' and 'Organic' status.

The third post is titled 'Reading Month' with 3 posts. It shows a 'Posting page(s)' of '4' and a 'Sponsor(s)' of 'Petland'. The post content includes the text 'March is #NationalReadingAwareness so what better time to let you brag about their passion for reading? Send us a two-minute video doing just that and the...' and a video thumbnail. The post is dated 'Wed Jan 29, 2020' and has '3,452 Impressions' and 'Paid' status.

# AUTOMATIC REPORTS FOR EACH CAMPAIGN



# CAMPAIGNS MANAGER

How modern newsrooms manage paid social.



## SUBSCRIPTION ACQUISITION

---

Drive users to purchase  
subscriptions



## BRANDED CONTENT

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Paid Branded Content and  
Organic Branded Content

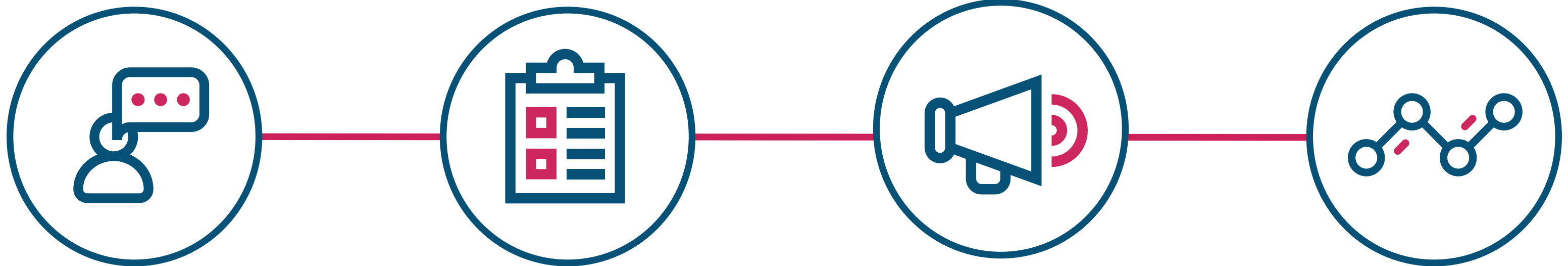


# DYNAMIC NEWS ADS

- ✓ SND identifies your top performing social posts and **turns them into ads**. Those ads can drive app downloads, newsletter signups, and/or subscriptions.
- ✓ Make your Facebook **advertising dollars go further** by using your own great content to drive conversions.
- ✓ **100% increase** in performance without needing to increase your spend!



# WHAT ARE DYNAMIC NEWS ADS?



1. Captures your top organic Facebook link posts.

2. Builds a Facebook "Product Catalog" with these top posts.

3. Dynamically creates Facebook, Instagram & Messenger ads.

4. Measures the results and shows you conversions.

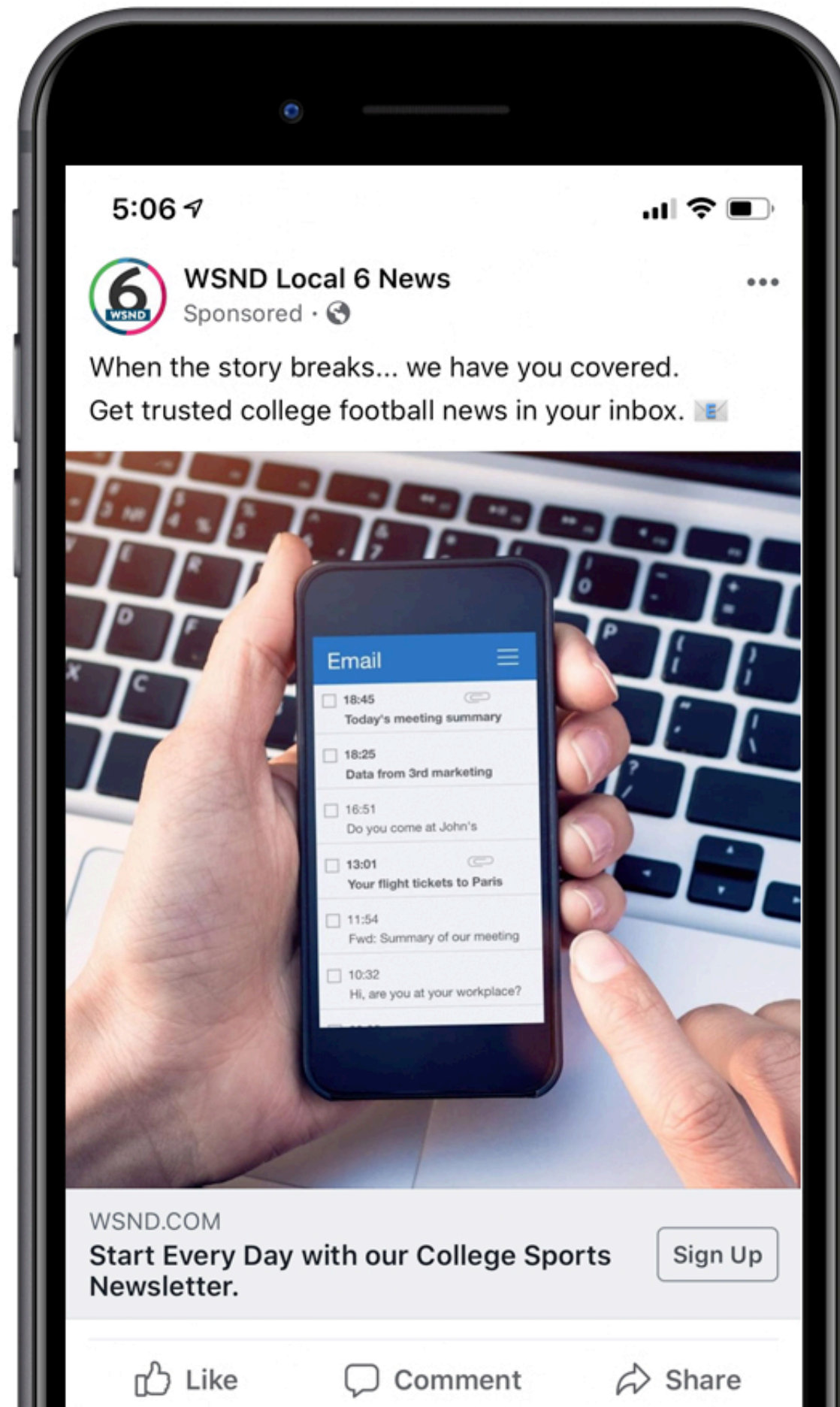


# CASE STUDIES

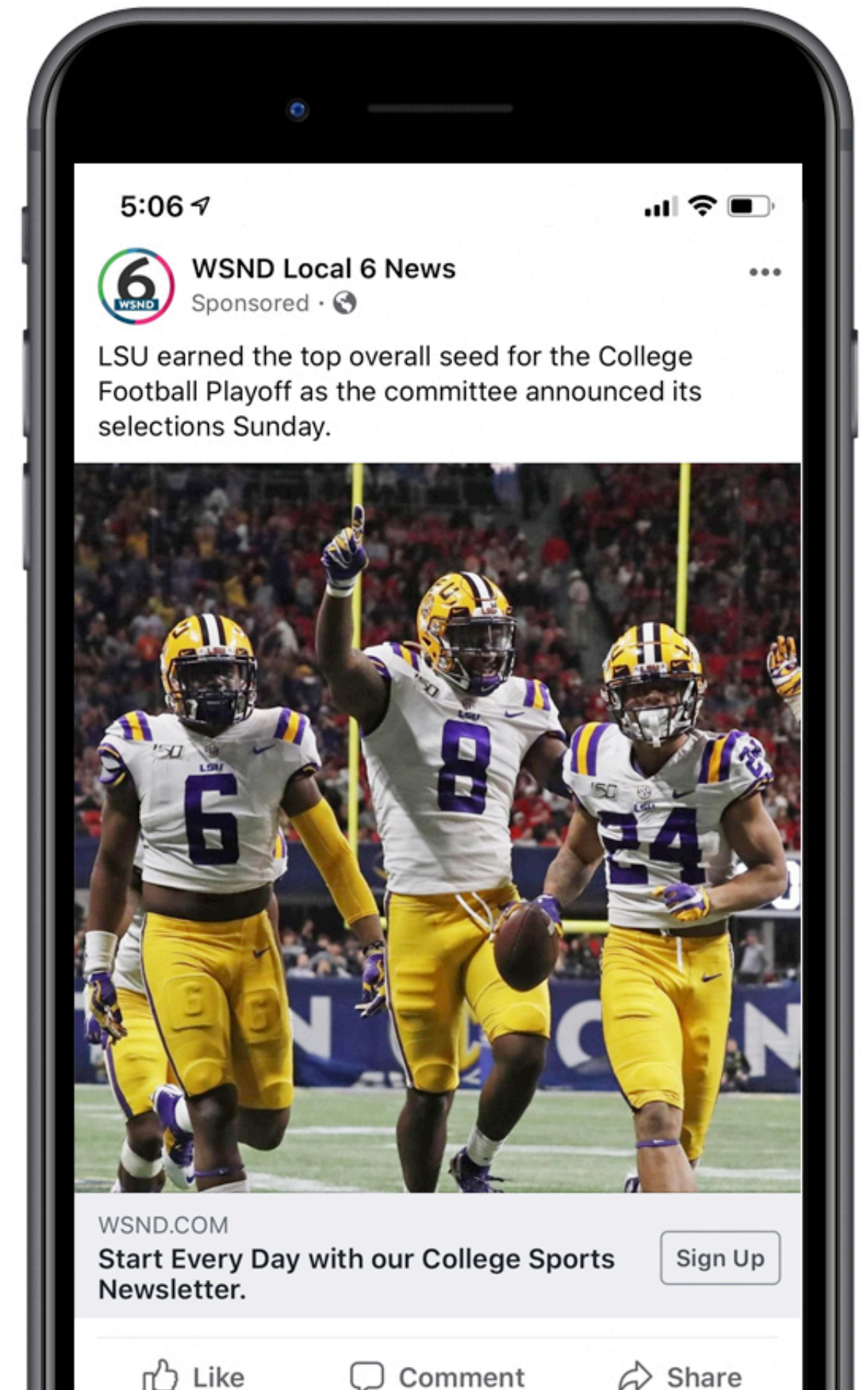
Promoting your best content with a marketing message will make people **30x more likely to signup** than with a standard marketing ad.



Email Newsletter Marketing Ad



Same Ad with Dynamic Content







**SOCIAL NEWS DESK**

**WE SHARE YOUR  
PASSION FOR NEWS.**