



THE HIGH
ROAD
AGENCY

Road Trip



Our Journey

- 1/2013** High Road Digital Launched by Jones Media
*Stand Alone Business Unit
(Local Sales Team – 3rd Party Fulfillment)
- 9/2013** Rob Bunch joined High Road
(Shift From Product Sells to True Agency Model)
- 2014** Launch of First White Label Partnership
- 2015** Over \$1,000,000 in Top Line Revenue
- 2016** Acquired Boomtown Film Company
(Intentional Expansion of Video Services)
Acquired by Adams Publishing Group (APG)
- 2017** Rebranded to The High Road Agency
150+ Clients (90% Retention Rate)
13 Full Time Staff Members
6 White Label Partnerships



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Our Products



Web Development & Search Engine Optimization

Design, Build, Maintain, & Be Found



Video Production, Development, & Photography

Create, Edit & Publish Your Bigger Story



Creative Design

Ensuring You Stand Out



Public Relations

Strategic Communication Promoting Your Brand.



Event Management & Promotions

Creating Experiences Consumers Won't Forget



Targeted Traditional, Diverse & Digital Advertising

Right Message, Right People, Right Time



Social Media Management & Advertising

Managing the Conversation & Building Engagement



Promotional Products

Leaving a Lasting Impression with Your Brand



Search Engine Marketing

Pay-Per-Click Campaigns That Drive Conversions

All fulfillment internal, however, we do use software to help us purchase SEM, Targeted Display, Social Media Scheduling, and Reputation List Management.



Our Clients



Tourism



Festivals/Events



Broadcast/Media



Retail



Automotive



Manufacturing



Healthcare



Education



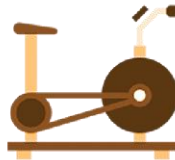
National Defense



Startup Companies



Non-profit



Health/Fitness



Construction



Legal



Our Staff

13 Full Time Employees

Qty 3 Partner Success Managers (Sales)

- 1 – White Label Partners
- 1 – Tourism Vertical
- 1 – General Sales
- 2 – Open Positions in 2018
- 6 – Sales Teams (White Label Partners)

Qty 3 Administration

- 1 – Managing Director
- 1 – Project Manager (Traffic)
- 1 – Project Coordinator (3rd Party Relations)
- *Accounting, IT, HR Services Provided By APG

Qty 7 Operations

- 2 – Designers (Websites)
- 2 – Videographers
- 2 – Graphic Designers
- 1 – Content Specialist (Social/PR)
- *Contractors for Reporting and Additional Content Writing

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Our Finances

2013

Launched

Strategy – Five Years of Investment
Focus on Top Line Revenue Growth
Save Main Street (Small Business Focus)
In Newspaper Markets

2014

Re-Launch

Adjacent Market Strategy
Leverage Relationships
608% Revenue Growth

2015

Shift from Small to Medium Business
Focus on Non-Traditional Advertisers
122% Revenue Growth

2016

Shift from Digital to Full Service Agency
Focus on Storytelling and Brand Build-out
101% Revenue Growth

2017

Re-Inventing Ourselves

High Road Brand Change
Focus on Growing Verticals/Industries
First Time Showing Profit (Few Months)
Drove Division Year Over Year Growth
60% Revenue Growth

2018

Year of Profitability

Projected 42% Revenue Growth
Focus On Fewer Accounts Larger Spend Level
42% Agency Services
58% Digital Services

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Lessons Along the Way

- Invest in the future. *Remember patience is a virtue.
- Operate as a stand-alone entity, apart from the newspapers (i.e. separate accountability, structure, sales teams, budgets, P&Ls, etc.).
- Operate in non-newspaper markets.
- It's not about selling products it's about being marketers and storytellers.
- It's all about relationships.
- "Yes, we do that."
- Build the best teams – invest in people.
- In-house fulfillment drives down cost of sales.
- Drive revenue through non-traditional methods. (i.e. video, events, public relations)
- Have the ability to change direction, take a detour, or turn around.
- Find a niche and own it.
- It's hard work – you're building something.
- Have fun.

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Buckle up! It's going to be a
fun ride!

