

promotion

Super Bowl Sweeps Wins Over Readers



“ We are very enthusiastic and happy with the results of this national program. I’m sure this trip will provide memories for a lifetime. ”

Brock Richards, Vice President of Marketing & Sales

BACKGROUND

The Canton Repository had an existing relationship with the [REDACTED] but the [REDACTED] wanted to expand their reach beyond just Canton and the surrounding area.

OBJECTIVE & GOALS

Provide the [REDACTED] with a national promotion to increase awareness and grow their email database.

CHALLENGES

Broadening the [REDACTED] reach on a national scale with a campaign and messaging that would resonate with our audience and attract new visitors to the [REDACTED].

SOLUTIONS

We created a turnkey solution for all 520 GateHouse Media markets where they could easily pick up and use promotional materials and sales collateral. Syndicated emails, social posts and digital display ads were generated and placed for all markets.

PRODUCTS

- Branded Promotion and Advertiser Print Ads
- Branded Promotion and Advertiser Digital Ads
- Social Posts on Facebook
- Email blasts
- Content Marketing
- Promotion on Advertisers Website

RESULTS

- Over 76K entries
- 50% Email Opt-in Rate