

# BUILDING A DIGITAL MEDIA POWERHOUSE

ERIC SHANFELT, FOUNDER, NEARVIEW MEDIA



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# WHO AM I?

**Eric Shanfelt**

**25+ year digital media exec**

**SVP of Digital for multiple media companies**

**Consult for media companies**

**Strategy, execution, training and support**

**Digital audience, revenue, technology**

**Email updates: [nearviewmedia.com](http://nearviewmedia.com)**

NEARVIEW  MEDIA

[eric@nearviewmedia.com](mailto:eric@nearviewmedia.com) / 970-310-3800



**WHO ARE YOU?**

**QUESTIONS?**



NEARVIEW  MEDIA

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# COMPETITIVE LANDSCAPE

**OTHER MEDIA  
COMPANIES**

**FACEBOOK /  
GOOGLE**

**BLOGGERS /  
DIGITAL ONLY**

**YOUR OWN  
ADVERTISERS**

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# 61%

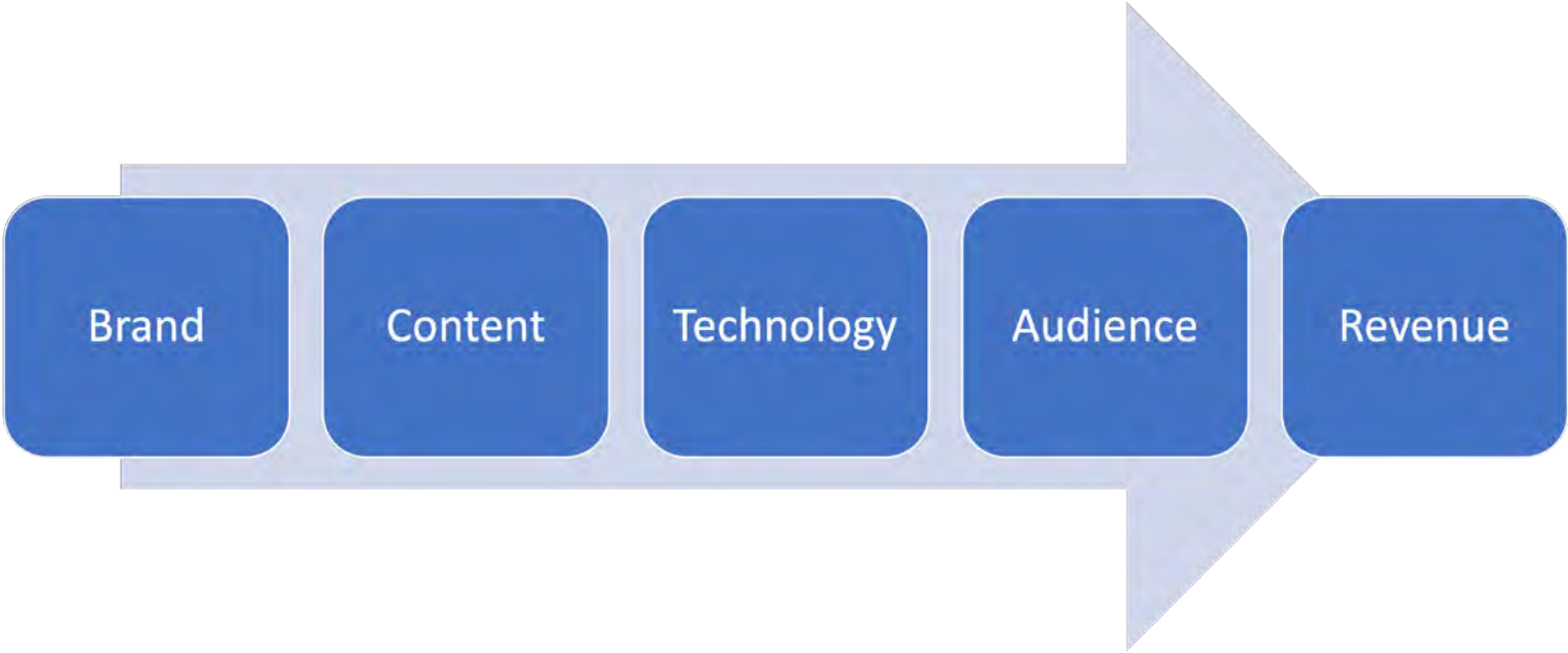
**OF ALL U.S. WEB TRAFFIC IS MOBILE**

*Perficiant Study based on 2020 Google Analytics Benchmarking data*





# DIGITAL REVENUE PIPELINE





# ADVERTISER REVENUE



**DIFFERENTIATE**  
**PROVIDE VALUE**  
**SIMPLIFY**  
**MANAGE SUPPLY / DEMAND**

# CORE AD PRODUCTS

Web Advertising	Email Advertising	Sponsored Email
Directories	Lead Generation / Nurturing	Promotions
Sponsored Content	Cobranded Social	Programmatic Display

# WEB ADVERTISING

Impression / CPM requires large inventory

Successful niche ad models

Combine with email for digital sponsorship

Break inventory into 8-10 packages

Most sites support 4-5 ad positions per page

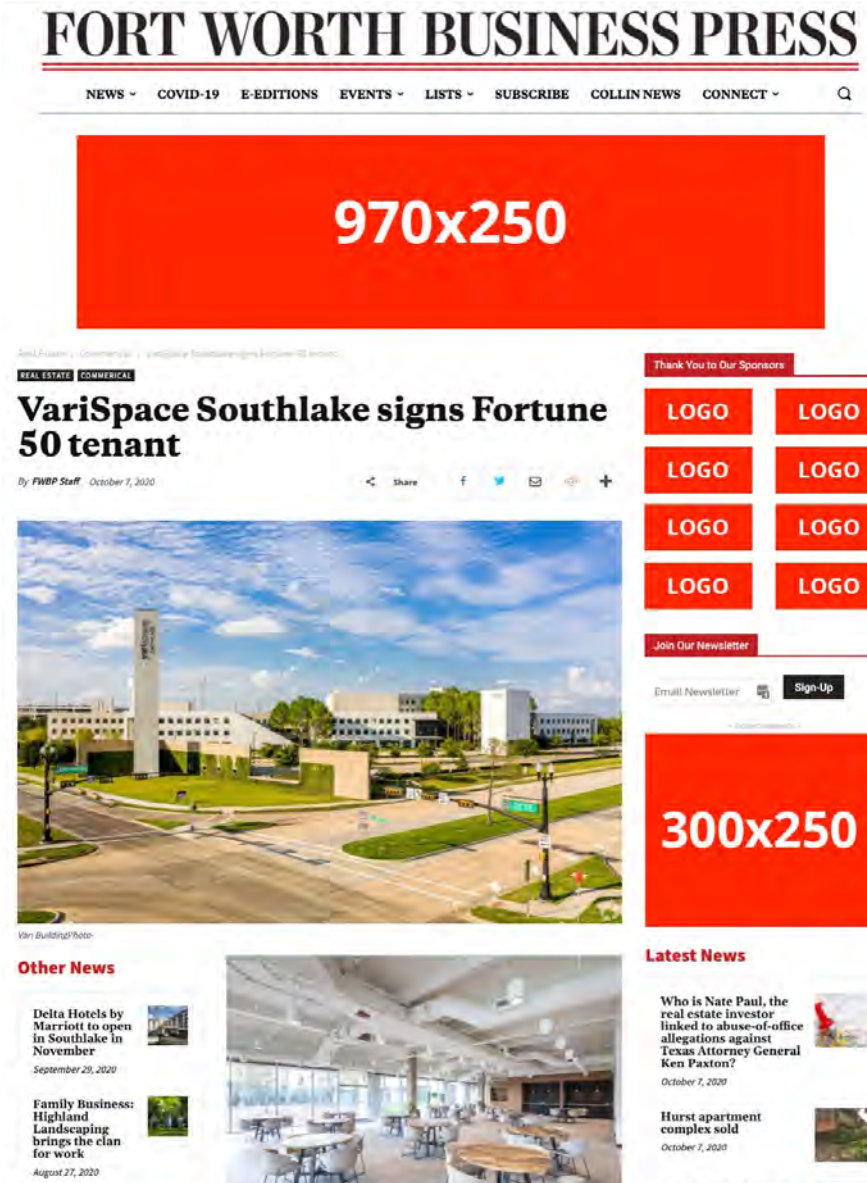
Have all ads rotate run-of-site

Overbook by 10% (not more)

Watch cumulative layout shift

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The screenshot shows the Fort Worth Business Press website with several ad placements:

- Top Header:** "FORT WORTH BUSINESS PRESS" with navigation links for NEWS, COVID-19, E-EDITIONS, EVENTS, LISTS, SUBSCRIBE, COLLIN NEWS, and CONNECT.
- Large Red Ad:** A prominent red rectangular ad with the text "970x250" in white.
- Main Article:** "VariSpace Southlake signs Fortune 50 tenant" by FWBP Staff, dated October 7, 2020. The article features a large photo of the Vari Building.
- Sponsor Logos:** A section titled "Thank You to Our Sponsors" containing eight red boxes, each with the word "LOGO" in white.
- Newsletter Sign-Up:** A section titled "Join Our Newsletter" with an "Email Newsletter" field and a "Sign-Up" button.
- Other News:** A section titled "Other News" with two small article teasers: "Delta Hotels by Marriott to open in Southlake in November" and "Family Business: Highland Landscaping brings the clan for work".
- Latest News:** A section titled "Latest News" with one article teaser: "Who is Nate Paul, the real estate investor linked to abuse-of-office allegations against Texas Attorney General Ken Paxton?".
- Bottom Right Ad:** A red rectangular ad with the text "300x250" in white.



# SPECIAL AD UNITS

**LBM JOURNAL**

Click here to continue to the latest LBM news.

**PROVEN TO DEFEND YOUR BUILD™**

WeatherLogic Legacy TechShield FlameBlock

SEE THE PROOF

**LP Structural Solutions**

This advertisement will close in 3 seconds...

**LBM JOURNAL**

NEWS FEATURES EXPERTS WEBINARS WHITE PAPERS PODCASTS RESOURCES EVENTS CENTURY CLUB SUBSCRIBE

**DELIGHT HOMEOWNERS. CONFUSE WOODPECKERS.**

FEATURED STORIES

**Real Issues. Real Answers. Employee loyalty**

**Top 100 Dealers Report**

**LP Structural Solutions**

Real Issues. Real Answers

## Real Issues. Real Answers. Employee loyalty

By LBM Journal Readers - September 10, 2021

Real Issues. Real Answers. Employee loyalty

It's no secret that attracting and hiring good people remains a top challenge for many LBM companies. Even before a global pandemic and subsequent recovery brought about new labor issues, dealers from around the country had reported difficulties attracting and retaining top talent. This month's survey question comes from a Las Vegas-area dealer who asks, in a

**PROVEN TO DEFEND YOUR BUILD™**

**LP Structural Solutions**

# E-NEWSLETTER ADS

## Successful niche ad models

Exclusive sponsor for each mailing

Combine email inventory with web (digital sponsor)

## Formatting recommendations

Single column

Avoid 728x90 or other wide sizes

## Monitor email reputation

## Impact of iOS 15 email privacy

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## NEW ENGLAND LACROSSE JOURNAL

Insider – Sept. 11, 2021



### Recruiting: Mac O'Neill of Holderness a tall order for Dartmouth

The junior from Marblehead, Mass., will bring more to the Big Green than just a 6-foot-6 frame

[Read more ...](#)



### Top Uncommitted 2022s: Laxachusetts boys

Which uncommitted seniors from the eastern Mass. club are poised to be playing in college next year?

[Read more ...](#)



**Lake George**  
FALL CLASSIC

**NEXTPRO**  
Games professionally filmed with highlights available

**GOLDEN GOAL**  
SPORTSPLEX  
World class facilities with Olympic-inspired player village



# SPONSORED EMAILS

1-2x per week maximum

Build your own list

Automatically add newsletter / magazine subs

Flat rate for full list / half list

Preset template works best

Can combine with list rental services

Impact of iOS 15 email privacy

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A message from our LBM Journal partner

**Refined, transitional style**  
with Reeded privacy & textured glass



For the perfect balance of moderate privacy and natural light, new Reeded glass from Therma-Tru brightens up the entryway while obscuring views.

**Sleek, versatile design.**

The vertical, linear texture brings a modern look to a variety of home styles, from traditional to contemporary.

**Triple-pane construction.**

Textured glass panel is enclosed between tempered glass for superior quality, thermal efficiency and easy cleaning.

**Total confidence.**

Backed by industry-leading warranties when installed in a Therma-Tru door system.

[Explore glass options](#)

# DIRECTORIES

The screenshot shows a search results page for pediatricians. The search criteria are "pediatricians" in the "Dallas, TX" area. The results are sorted by distance. Three results are visible:

- 1 Jane M. Kao, M.D.**  
Pediatric Cardiology  
Dr. Jane Kao, board certified in both pediatrics and pediatric cardiology, has been practicing in the Dallas area since 1995. She completed her residency training in pediatrics at Baylor College.  
Heart Center for Children  
2701 Cross Timbers  
Ste. 232  
Flower Mound, TX 75028
- 2 Keith E. Matheny, M.D., F.A.R.S.**  
Otolaryngology (ENT)  
As part of Collin County Ear Nose and Throat, Dr. Keith E. Matheny provides the full spectrum of otolaryngology, with an emphasis on pediatrics, balloon sinuplasty, snoring (including Pillar & Cel...  
Collin County Ear Nose and Throat  
8380 Warren Pkwy.  
Ste. 504  
Frisco, TX 75034
- 3 Henry W. Kort, M.D.**  
Pediatric Cardiology  
Board certified in pediatric cardiology, Dr. Henry Kort joined the Heart Center for Children in the spring of 2004. He completed his residency training in pediatrics at Ohio State University Scho...  
Heart Center for Children  
1600 Lancaster Dr.  
Ste. 102  
Grapevine, TX 76051

The screenshot shows a "Featured Law Practice Management Software" directory. It lists five software solutions with their logos, names, star ratings, and brief descriptions:

- CosmoLex**: 4.5/5 (based on 4 ratings). CosmoLex is a cloud-based law practice management software with competitive pricing and a feature set that includes full law firm accounting. [Learn more about CosmoLex](#)
- Rocket Matter**: 4.3/5 (based on 2 ratings). Rocket Matter is cloud-based practice management software with a powerful and intuitive dashboard. Our review explores pricing and highlights. [Learn more about Rocket Matter](#)
- Zola Suite**: 4.6/5 (based on 18 ratings). Our review of Zola Suite finds it excellent for law firms looking for full-featured, cloud-based law practice management software. [Learn more about Zola Suite](#)
- MyCase**: 4.6/5 (based on 31 ratings). MyCase law practice management software is a full-featured and affordably priced cloud-based software for small to medium-sized firms. [Learn more about MyCase](#)
- Clio Manage**: 4.5/5 (based on 20 ratings). Our review of Clio Manage shows a powerful and connected law practice management software with competitive pricing and an Open API. [Learn more about Clio Manage](#)

# PROMOTIONS

Sweepstakes / contests

Work best in consumer markets

Sponsor revenue & build your email lists

Can be source of reader-side revenue

Use programmatic social / display to promote

Use good promotions platform



## Win a South Padre Island Getaway!

Enter to win a 2-night stay with breakfast for 2 at the Hilton Garden Inn, 4 tickets to Sea Turtle, Inc., 4 tickets to Tritoon Charters 2-hour Shelling & Dolphin Watch Tour and a gift certificate to Grapevine Cafe.

Email Address

First Name  Last Name

Which county do you live in?\*

- Dallas County
- Collin County
- Tarrant County
- Denton County

Enter

# WEBINARS / PODCAST

Google Local Services Ads Q&A Session



With Special Guest  
Navah Hopkins

## Local Marketing Institute Q&A Session

Sep 24, 2021 11:00 AM  
Mountain Time (US and Canada)

[f](#) [t](#) [in](#) [e](#)

### Webinar Registration

You can choose to attend one or more of the following webinars.

LOCAL MARKETING INSTITUTE™ TIPS Q&A SESSIONS PODCAST FACEBOOK GROUP

Q&A Session

## Google Local Service Ads Q&A Session with Special Guest Navah Hopkins

By Navah Hopkins



Watch on [YouTube](#)

With Special Guest  
Navah Hopkins

Each week, Eric, Jason and Ben answer your questions on digital marketing for local businesses ... local search engine optimization (SEO), Google My Business, social media, email marketing, websites, online advertising and more.

### This Week's Updates and Questions

- Google is taking a closer look at GMB Products.
- How to turn off GMB messages at the user level.
- Google is rewriting Title Tags in organic searches.

## Local Marketing Institute Podcast

Google Local Service Ads Q&A Session with Special Guest Navah Hopkins

AUGUST 11, 2021 LOCAL MARKETING INSTITUTE @LOCALMKTG FREEDOM 16

Local Marketing Institute Podcast

### Google Local Service Ads Q&A Session with Special Guest Navah Hopkins

LISTEN ON

SHARE EPISODE

#### SHOW NOTES

Each week, Eric, Jason and Ben answer your questions on digital marketing for local businesses ... local search engine optimization (SEO), Google My Business, social media, email marketing, websites, online advertising and more.

- Google is taking a closer look at GMB Products.
- How to turn off GMB messages at the user level.
- Google is rewriting Title Tags in organic searches.
- GMB Posts now showing up on third party sites.
- Apple Maps has made changes to reviews and looking more closely at SABS.
- Are Google Ads or Local Service Ads more effective? When would you use both?
- Are LSAs just like Angie's List and Home Advisor?
- What's the difference between "Google Screened" and "Google Guaranteed"?
- Where do the LSA reviews come from and how do they related to GMB reviews?
- Do you track links in an LSA profile?
- Could you comment on Conrad Saam's article on North Carolina Bar?
- How long does it take to gain traction with LSAs?
- Are LSAs blocked by ad blockers?



# SPONSORED CONTENT

Publish / promote client-submitted content

Create new content and publish for client

Articles or downloads

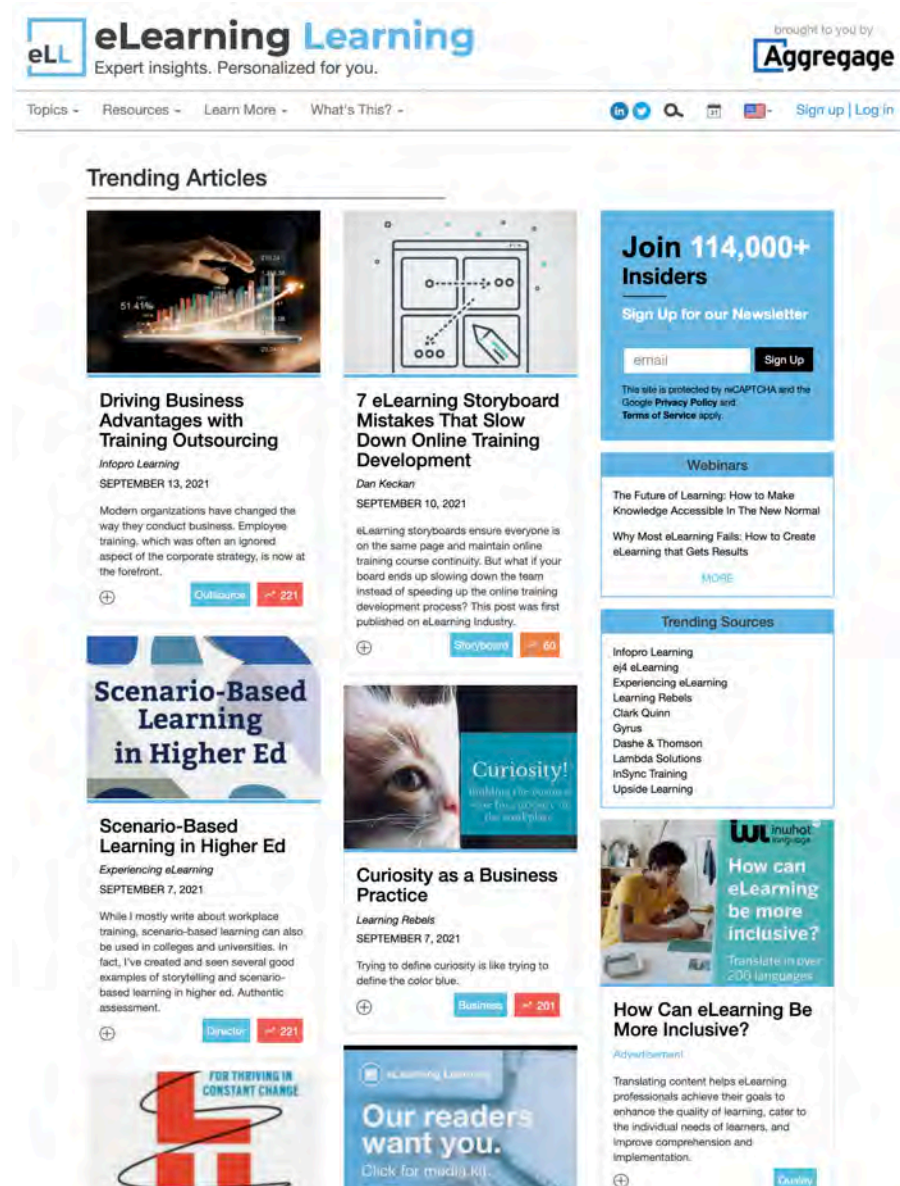
Must include strong promotion plan

Website / SEO, email, social, PPC

Optional publication in print magazine

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The screenshot shows the eLearning Learning website. The header includes the logo "eLL eLearning Learning" with the tagline "Expert insights. Personalized for you." and a navigation menu with "Topics", "Resources", "Learn More", and "What's This?". Social media icons for LinkedIn, Facebook, Twitter, and YouTube are present, along with a search icon and a "Sign up | Log in" link.

The main content area is titled "Trending Articles" and features several article cards:

- Driving Business Advantages with Training Outsourcing** by Infopro Learning, dated SEPTEMBER 13, 2021. The article discusses how modern organizations have changed their business operations, with employee training moving from an ignored aspect to a corporate strategy. It has 221 likes.
- 7 eLearning Storyboard Mistakes That Slow Down Online Training Development** by Dan Keckar, dated SEPTEMBER 10, 2021. The article explains that eLearning storyboards ensure everyone is on the same page but can slow down the team if not developed properly. It has 63 likes.
- Scenario-Based Learning in Higher Ed** by Experiencing eLearning, dated SEPTEMBER 7, 2021. The article discusses how scenario-based learning can be used in colleges and universities. It has 221 likes.
- Curiosity as a Business Practice** by Learning Rebels, dated SEPTEMBER 7, 2021. The article discusses how curiosity is like trying to define the color blue. It has 201 likes.

On the right side of the page, there is a newsletter sign-up form titled "Join 114,000+ Insiders" with a "Sign Up for our Newsletter" button. Below this is a "Webinars" section with the title "The Future of Learning: How to Make Knowledge Accessible In The New Normal" and a "MORE" link. There is also a "Trending Sources" section listing various eLearning sources like Infopro Learning, e4 eLearning, and others.

At the bottom of the page, there is a footer with the text "Our readers want you. Click for media kit." and a "Daily" link.

# COBRANDED SOCIAL

Facebook / Instagram, LinkedIn, Twitter

Client advertises through your brand

One per week, flat rate, daily reach goals

Remarket to your web, social and email audiences

Leverage your brand trust / endorsement

Photo or video creatives

Must create remarketing audiences

Manage directly in the platforms

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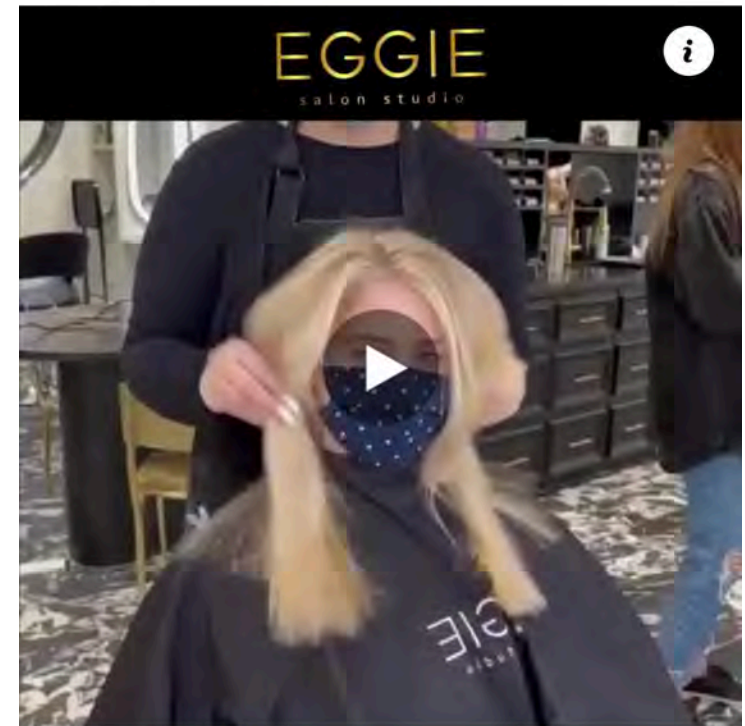
facebook



225 Magazine with EGGIE Salon Studio.

Sponsored (demo) · 🌐

Give your hair the ultimate spring glow up! Book your cut, color, and style with a top Eggie hairstylist.



EGGIESALONSTUDIO.COM

Spring Glow Up

Book Now



# BACKFILL / AFFILIATE

Google, Taboola, Smartfeed, LiveIntent

Amazon, Impact, ShareASale, Rakutan

Need strong traffic to generate good revenue

Dilutes direct ad sales for niche publishers

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PAID CONTENT

 Smartfeed 



**How to order DoorDash without paying DoorDash...**

Capital One Shopping



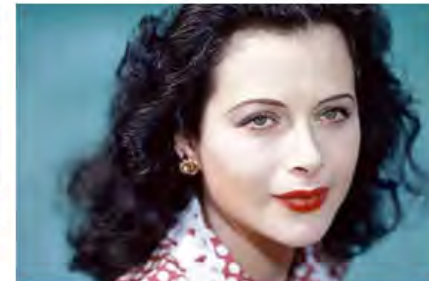
**[Photos] Mansions No One Wants For Even 1\$**

ItsTheVibe



**Cheap Glamping In The U.S - Time To Start Packing**

AARP



**[Pics] These Are The Smartest Celebs In History, Ranked By...**

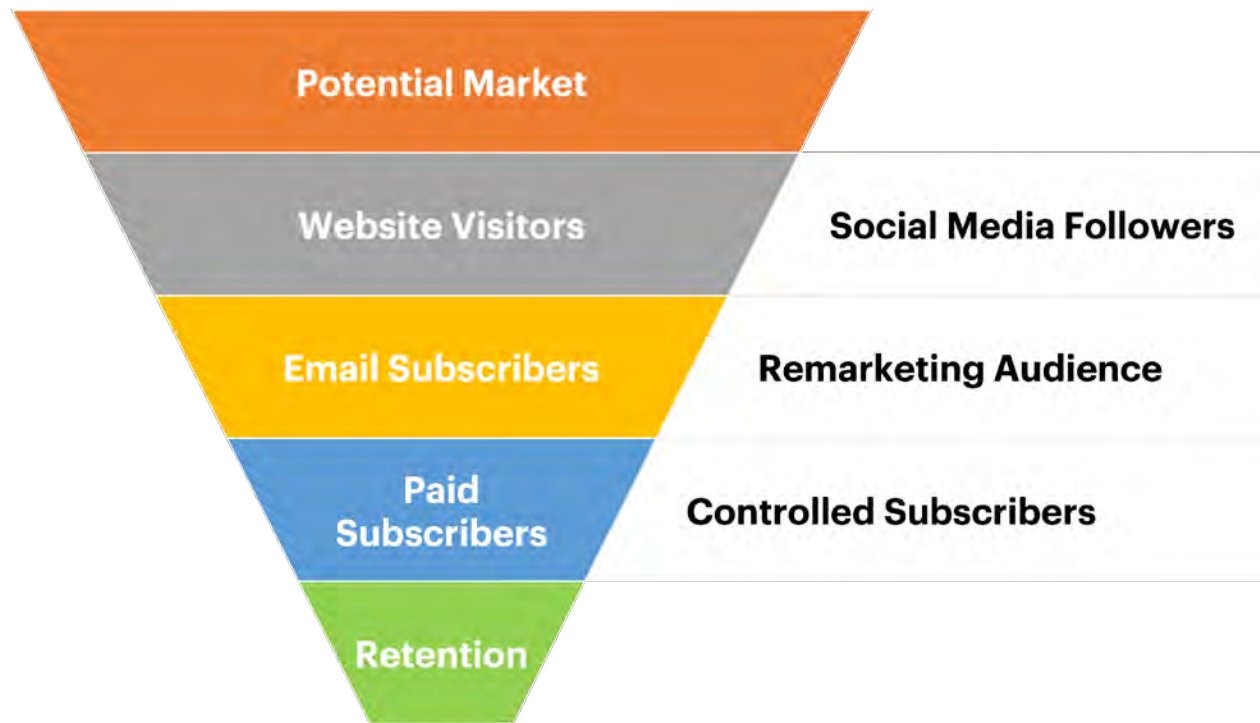
Money Versed





# AUDIENCE DEVELOPMENT

# AUDIENCE DEVELOPMENT FUNNEL



# WEBSITE VISITORS

## Search Engine Optimization (SEO)

Technical (core web vitals, etc.)

On-page SEO (editorial training)

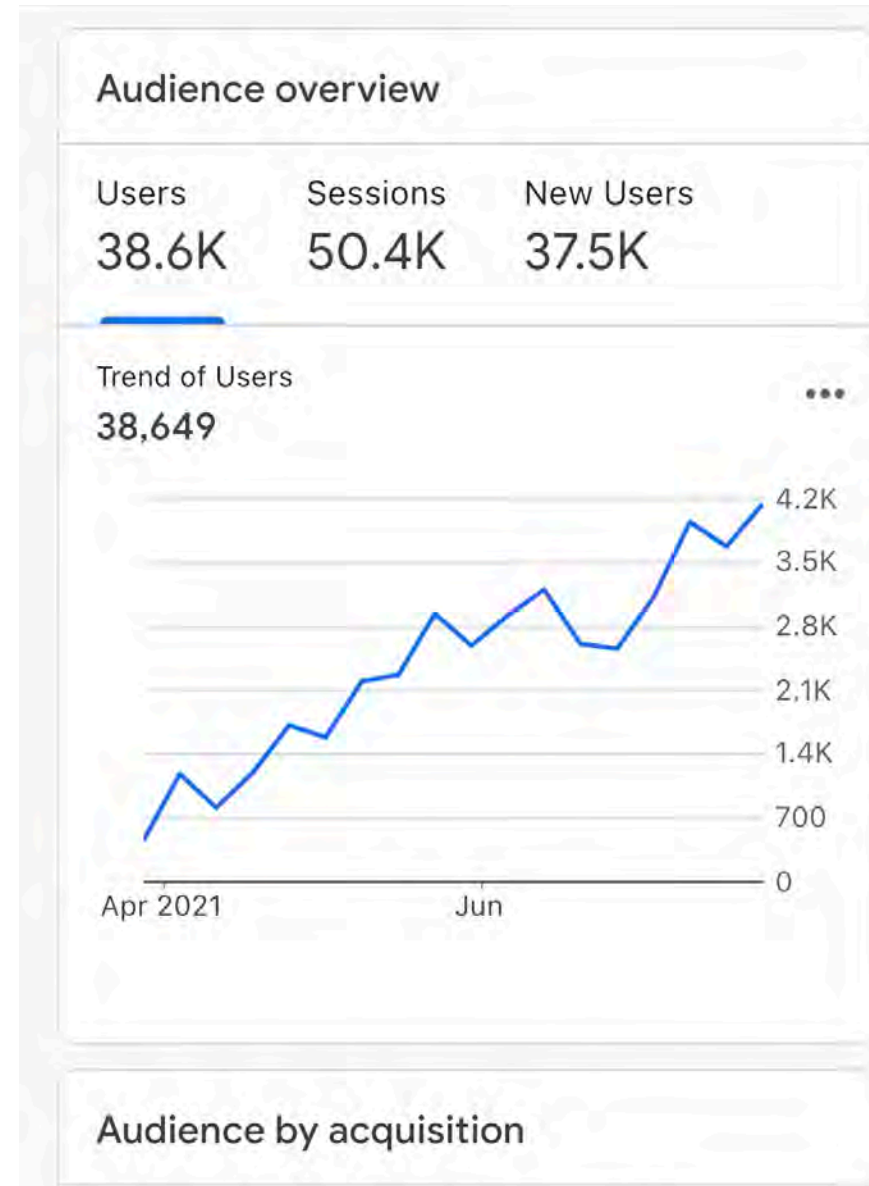
Inbound links

## Social Media Optimization (SMO)

Optimizing page for easy sharing / display on social

## Discovery PPC Campaigns

Social media / programmatic display





Local Marketing Tips

# How to Claim and Optimize Your Apple Maps Listing (Updated)

By Eric Shanfelt



If you're a business who serves customers face-to-face, you need to claim and optimize the Apple Maps listing for your business.

Why worry about Apple Maps instead of just Google Maps? On iPhones and iPads, Apple is the default mapping app, not Google. This is important because three out of four users

## Listen to Our Podcast

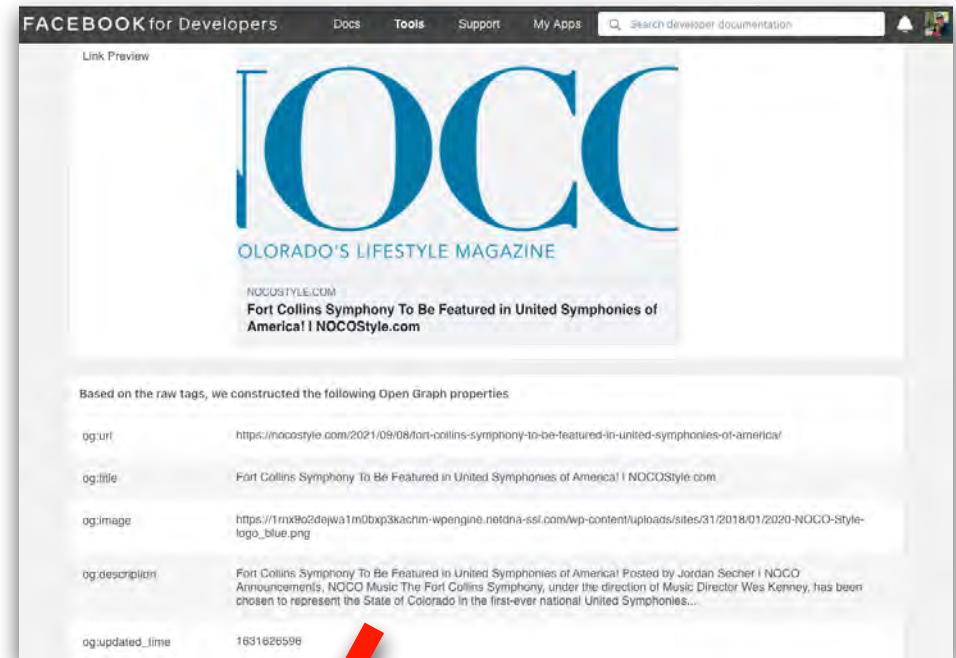
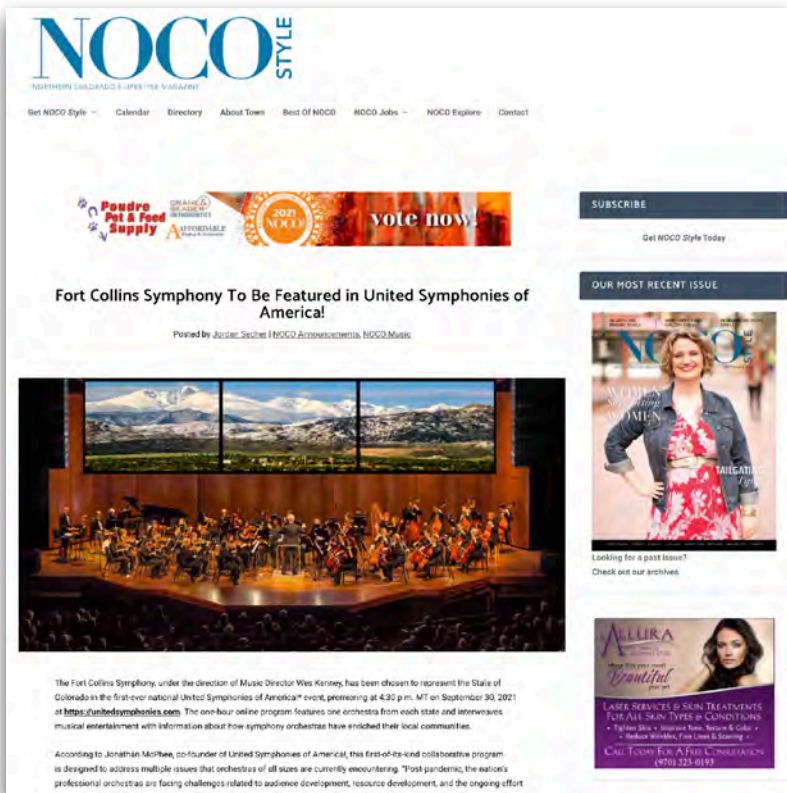


## Join Our Facebook Group



210 Shares





og:description Fort Collins Symphony To Be Featured in United Symphonies of America! Posted by Jordan Secher | NOCO Announcements, NOCO Music The Fort Collins Symphony, under the direction of Music Director Wes Kenney, has been chosen to represent the State of Colorado in the first-ever national United Symphonies...



# **EMAIL GENERATION IS THE #1 JOB OF YOUR WEBSITE**

# EMAIL SUBSCRIBERS

## Clear CTAs on every page

Header / nav bar links

30% scroll popup

Inline on home page / bottom of articles

Promotions, webinars

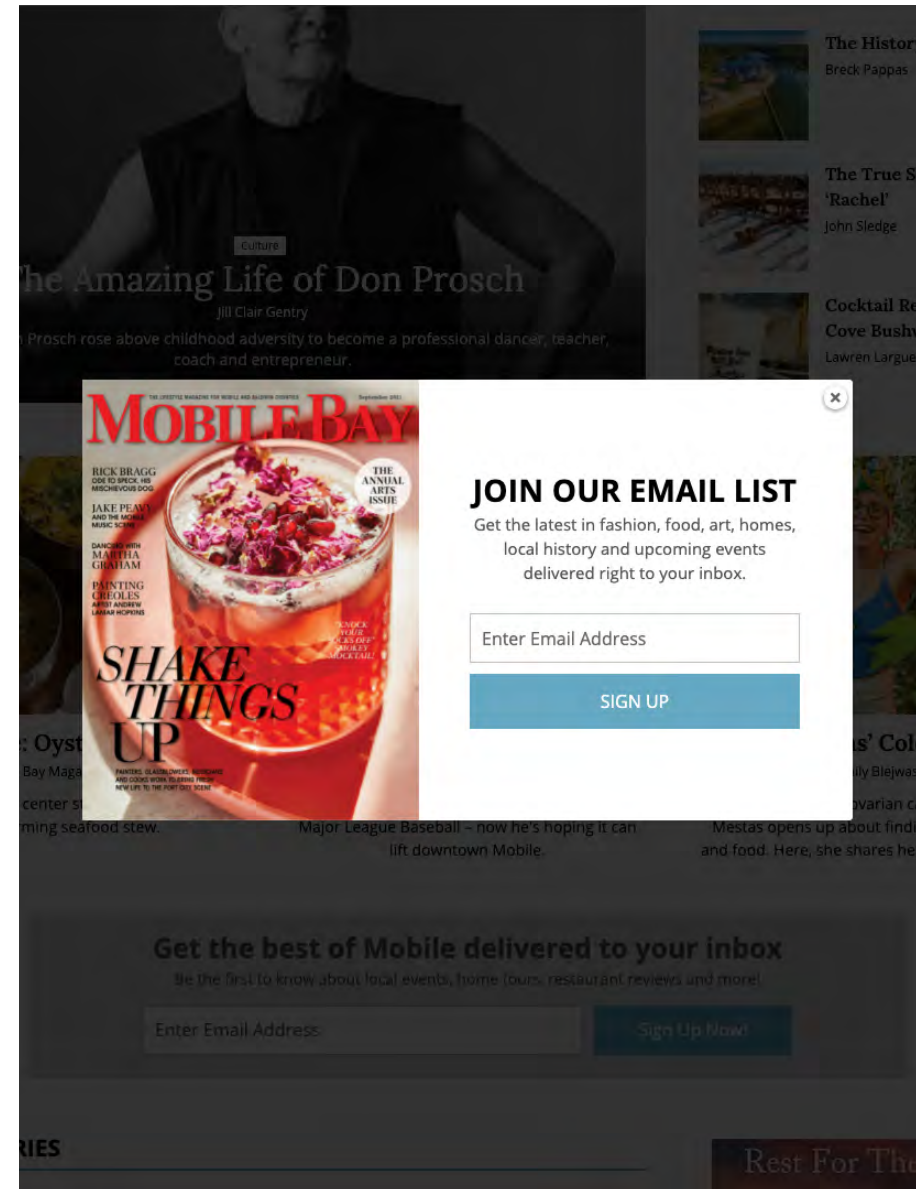
Lead magnet conversion funnels

Social and programmatic display remarking

Track goals, use upsell automation

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**Mpls  
St Paul**

**DOWNLOAD OUR GUIDE TO THE 50 BEST  
RESTAURANTS IN THE TWIN CITIES**



Get our annual guide to the 50 Best Restaurants in Minneapolis St. Paul as chosen by our award-winning dining critics Stephanie March and Dara Moskowitz Grumdahl.

From fresh Uptown bubbles bars to classic downtown steakhouses, from fieriest hearths to the hottest crawdad boils, here's where you should be eating next.

Achieve your best dining life with the latest hot list from *Mpls. St. Paul Magazine!*

**DOWNLOAD IT NOW**

Enter Your Email

**Download the Guide**

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11:58 5G

Search Facebook

**DBT Delaware Business Times** Sponsored ·

Follow the Delaware issues, companies and people shaping the future of business with the Delaware Business Times email newsletter.



FB.ME  
Get the most trusted business newsletter in Delaware [Sign Up](#)

Like Comment Share

News Feed Groups Pages Dating **Notifications** Menu

11:59 5G

Search Facebook

**DBT Delaware Business Times** Sponsored ·

DBT's Book of Lists covers Delaware's leading employers, businesses, and nonprofits in an easy-to-reference publication that's now in it... [See More](#)



FB.ME  
Get info on 1500+ Delaware businesses in 60 industries [Download](#)

Like Comment Share

News Feed Groups Pages Dating **Notifications** Menu

# PAID SUBSCRIBERS

Add value to subscription (membership)

Clear and conspicuous upsells

Hard paywall

Integrate into email newsletters

Simplify offers (not too many options)

Single page, simple, mobile friendly order

2x annual flash sales

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## CBJ

### Corridor Business Journal Subscription

Only \$7 per month!

Corridor Business Journal is the go-to source for anyone doing business in the growing Cedar Rapids / Iowa City Corridor. CBJ is locally owned and operated and provides you with regional business news, in-depth analysis, lively columns and helpful business advice. Subscribe now and get ...

- Cedar Rapids / Iowa City business news and analysis updated daily.
- Immediate access to subscriber-only content on our website.
- A full year of CBJ Issues delivered either digitally or in print.
- Several bonus issues each year including Lure, Giving Guide, Workforce Leaders, the Book of Lists and more.
- Immediate access to our Book of Lists ... more than 70 lists covering a variety of industries, profiles of local leaders.



#### Choose your delivery option

Corridor Business Journal (Print + Digital) — \$84.00 / year

Corridor Business Journal (Digital Only) — \$84.00 / year

#### Billing details

First name \*  Last name \*

Company name (optional)

Country / Region \*  
United States (US)

Street address \*

House number and street name

Apartment, suite, unit, etc. (optional)

Town / City \*

State \*

Iowa

ZIP \*

Phone \*

Email address \*

#### Additional information

Order notes (optional)

Notes about your order, e.g. special notes for delivery.

Home Industries Real Estate Funeral planning office planned at Cobalt Partners' Loomis Crossing development in Greenfield

Insider Only Industries Real Estate

## Funeral planning office planned at Cobalt Partners' Loomis Crossing development in Greenfield

By Alex Zank - Sep 13, 2021 2:01 pm

Share     [Order Reprint](#)



Proposed Church and Chapel funeral planning offices at Loomis Crossing in Greenfield. Obtained from city records.

A small funeral planning office is the latest proposal at Cobalt Partners LLC's massive Loomis Crossing development at I-894 and Loomis Road in Greenfield. The first part of the development is a church and chapel funeral services.

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[Become an Insider Now](#)

Already an Insider? [Log In](#)



11:52 5G

Search Facebook

**BizTimes Media** Sponsored

Why is Goodwill moving its headquarters and leaving Greendale?



BIZTIMES.COM  
**Goodwill Industries of Southeastern Wisconsin to move HQ to Milwaukee** [Learn More](#)

10 1 Share

Like Comment Share


News Feed Groups Pages Dating **Notifications** Menu

11:53 5G

Search Facebook

**BizTimes Media** Sponsored

ProHealth Care in Pewaukee planned to move out next year. But the new office building owners hope they can convince ProHealth to stay.



BIZTIMES.COM  
**New owners of ProHealth Care HQ in Pewaukee want to convince organiz...** [Learn More](#)

1

Like Comment Share

News Feed Groups Pages Dating **Notifications** Menu

### NEW PAID SUBS

Jul 1 - Jul 31, 2021 (rolling) ▾

**58** ▲ 93%  
Compare period: 30



Current  Previous period (May 31 - Jun 30)

### TOP PAYWALL ARTICLES

Jul 1 - Jul 31, 2021 (rolling) ▾

Metrics	31 Days rolling
N.Y. firm to redevelop Tri-State Mall in Claymont - DBT	7,691
Clark Construction quietly leads Middletown revitalization - DBT	3,069
N.Y. firm buys Claymont apartments for \$51.5M - DBT	1,813
Marlette Funding opens new HQ in Wilmington - Delaware Business Times	1,639
Pa. firm converting Market St. offices into apartments - DBT	984
How WuXi STA's Project Dragonfly landed in Delaware - DBT	946
OA Companies spearheads affordable housing project in Lewes - DBT	879
With freight study nearing its end, Harrington eyes industrial future - Delaware Business...	807

### PAID SUBSCRIPTION SOURCES

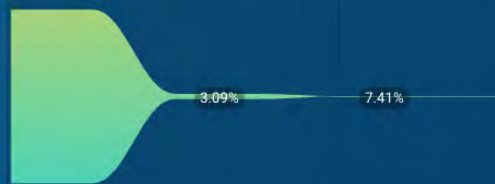
Jul 1 - Jul 31, 2021 (rolling) ▾

Metrics	31 Days rolling	Δ
(direct) / (none)	26	▼ 4%
hs_email / email	22	▲ 633%
referral	7	
google / organic	2	
display	1	

### SUBSCRIPTION PIPELINE (PAST 30 DAYS)

Jul 1 - Jul 31, 2021 (rolling) ▾

Paywall Impressions	Subscribe Page Views	New Subscriptions
25,357	783	58



Overall conversion rate: **0.23%**

# SOCIAL MEDIA

Don't spend money building followers

Post all articles to social immediately

Facebook, Twitter, Instagram (Consumer)

Facebook, Twitter, LinkedIn (B2B)

Repost most popular content

Use text to drive reactions / comments

Post regularly (at least daily)


Quality counts more than quantity





**Skift** Skift  
469,852 followers  
1h • 

Retirement of Best Western's Longtime Chief David Kong Sets Stage for Competitive CEO Search <https://hubs.li/H0XcdYT0>



Retirement of Best Western's Longtime Chief David Kong Sets Stage for Competitive CEO...

skift.com  • 6 min read

 Like  Comment  Share  Send

**Skift** Skift  
469,852 followers  
3h • 

Europe's Hotels Will Wait Until at Least 2025 for Full Return of International Business Guests <https://hubs.li/H0XcdYT0>

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***“THE BEST SOCIAL MEDIA  
PUBLISHING FREQUENCY IS:  
WHEN IT'S WORTHWHILE.”***

**- JAY BAER, CONVINCING AND CONVERT**





### WEB SESSIONS FROM SOCIAL

Last Month (Aug 1 - 31) ▾

Social Network	Previous Month	Change
Facebook	60,723	▲ 19%
Instagram Stories	5,148	▲ 10%
Twitter	4,752	▲ 2%
Instagram	1,186	▲ 6%
reddit	1,022	▲ 17%
Pinterest	328	▲ 34%

### TOP FACEBOOK POSTS

Last Month (Aug 1 - 31) ▾

Dimension	Likes	Clicks
Some of the most valuable real estate in downtown...	337	23,846
Need help deciding which new foods to eat at the State Fai...	74	8,217
There's a cultish smashburger popping up around...	87	8,144
The Minnesota State Fair just announced the...	302	6,427
There's a crispy-bird renaissance happening in town...	65	3,604

### TOP INSTAGRAM POSTS

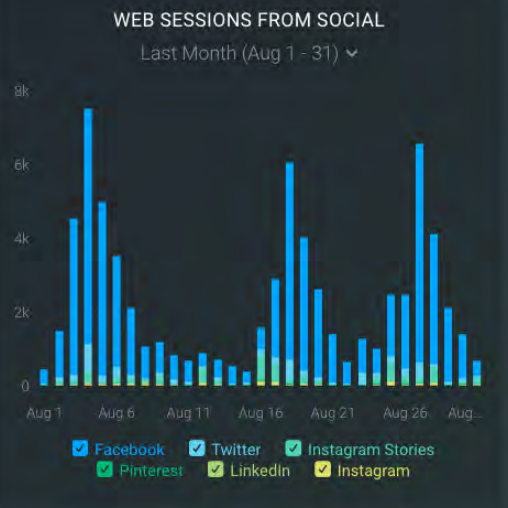
Last Month (Aug 1 - 31) ▾

Dimension	Likes	Clicks
Five Things to Know About Bellecour in St. Paul, according to...	2,899	50
The 4th Street viaducts run on the edge of the warehouse district to ...	1,464	48
Looking for your next cult burger joint of the summer? It might just...	2,074	29
#mnstatefair just released its list of new beverages, with 56...	1,362	23
Arriving in Northeast Minneapolis, the trendy immersive Van Gogh...	1,975	22

### TOP TWEETS

Last Month (Aug 1 - 31) ▾

Dimension	Likes	Retweets
The wrestler Gable Steveson from Apple Valley took ... (08/06...	32	3
The policy goes into effect immediately for all shows ... (08/02...	17	5
Writer Chris Stedman's new podcast pieces together ... (08/13/202...	15	4
Some of the most valuable real estate in downtown Minneapolis...	11	4
The Water is Life concert to protest Enbridge's pipeline .....	10	2



# REMARKETING AUDIENCES

## Use for ...

Building email list

Co-branded social advertising

## Audience types

Website (add remarking tags)

Email (sync email contacts)

Social media followers

Lookalike / similar audiences

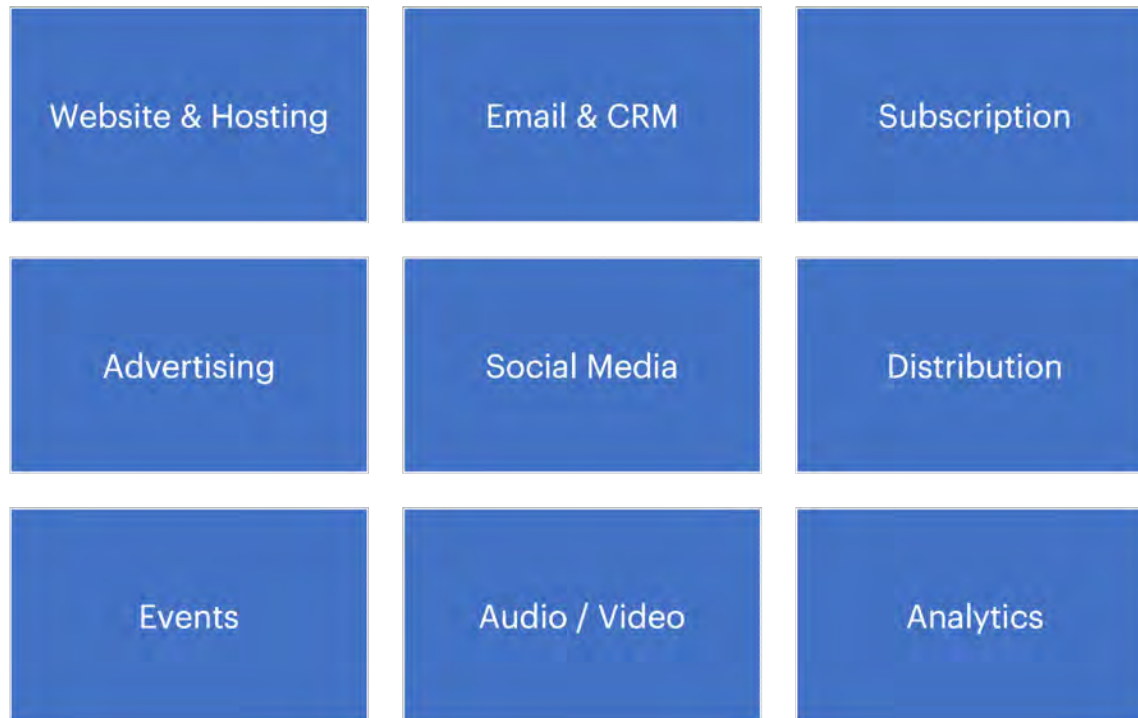
<input type="checkbox"/> Lookalike (1%) - Website Visitors (180 Days)	Lookalike Audience Website Visitors (180 Days)
<input type="checkbox"/> Lookalike (1%) - Facebook Followers (180 Days)	Lookalike Audience Facebook Followers (180 Days)
<input type="checkbox"/> Lookalike (1%) - Website Visitors	Lookalike Audience
<input type="checkbox"/> Lookalike (US, 1%) - Website Visitors <small>People who are similar to your existing customers, people who visit...</small>	Lookalike Audience
<input type="checkbox"/> Website Visitors	Custom Audience Website
<input type="checkbox"/> Remarketing	Saved Audience
<input type="checkbox"/> Lookalike (US, 1%) - Facebook Followers (180 Days)	Lookalike Audience Facebook Followers (180 Days)
<input type="checkbox"/> Facebook Followers (180 Days)	Custom Audience Engagement - Page
<input type="checkbox"/> Lookalike (CA, US, 1%) - Website Visitors (180 Days)	Lookalike Audience Website Visitors (180 Days)
<input type="checkbox"/> LBM Journal	Saved Audience
<input type="checkbox"/> Website Visitors (180 Days)	Custom Audience Website
<input type="checkbox"/> LBM Email Match 190723	Custom Audience Customer List
<input type="checkbox"/> LMC Expo	Saved Audience
<input type="checkbox"/> Conference ad	Saved Audience
<input type="checkbox"/> target 2	Saved Audience





# TECHNOLOGY

# PLATFORM TECHNOLOGIES





# WEBSITE & HOSTING

Highly Customizable Theme

Extensive Plugins / Additions

Strong Integrations

Large Developer / User Base

Paywall / Regwall Capabilities

Landing Pages / Conversion Tools

Core Web Vitals (Fast, Secure, Mobile, CLS)

NEARVIEW  MEDIA

eric@nearviewmedia.com / 970-310-3800



The screenshot shows the Mobile Bay website homepage. At the top, there is a navigation bar with 'SUBSCRIBE Magazine · E-newsletter' on the left, the 'MOBILE BAY' logo in the center, and 'FOLLOW' with social media icons on the right. Below the navigation bar is a menu with categories: CULTURE, FOOD, HOMES, HISTORY, BRIDAL, EVENTS, 40/40, and SHOP. A large green banner for 'PETERS FINANCIAL' is featured, with the tagline 'WHERE DO YOU WANT TO GO? WE'LL GET THERE, TOGETHER.' and a photo of two men. Below the banner is a featured article titled 'Recipe: Oyster Stew' with a photo of the dish. To the right is a 'MOST POPULAR' section with three article thumbnails: 'The History of Pirates Cove', 'The True Story of the 'Rachel'', and 'Cocktail Recipe: Pirates Cove Bushwacker'. Below this are three more article thumbnails: 'Jake Peavy's Second Act', 'Lexi Mestas' Colorful Life', and 'Rick Bragg and 'The Speckled Beauty''. At the bottom, there is a subscription box with the text 'Get the best of Mobile delivered to your inbox' and a 'Sign Up Now!' button.

# EMAIL & CRM

Fundamental email capabilities

Multi-channel communication

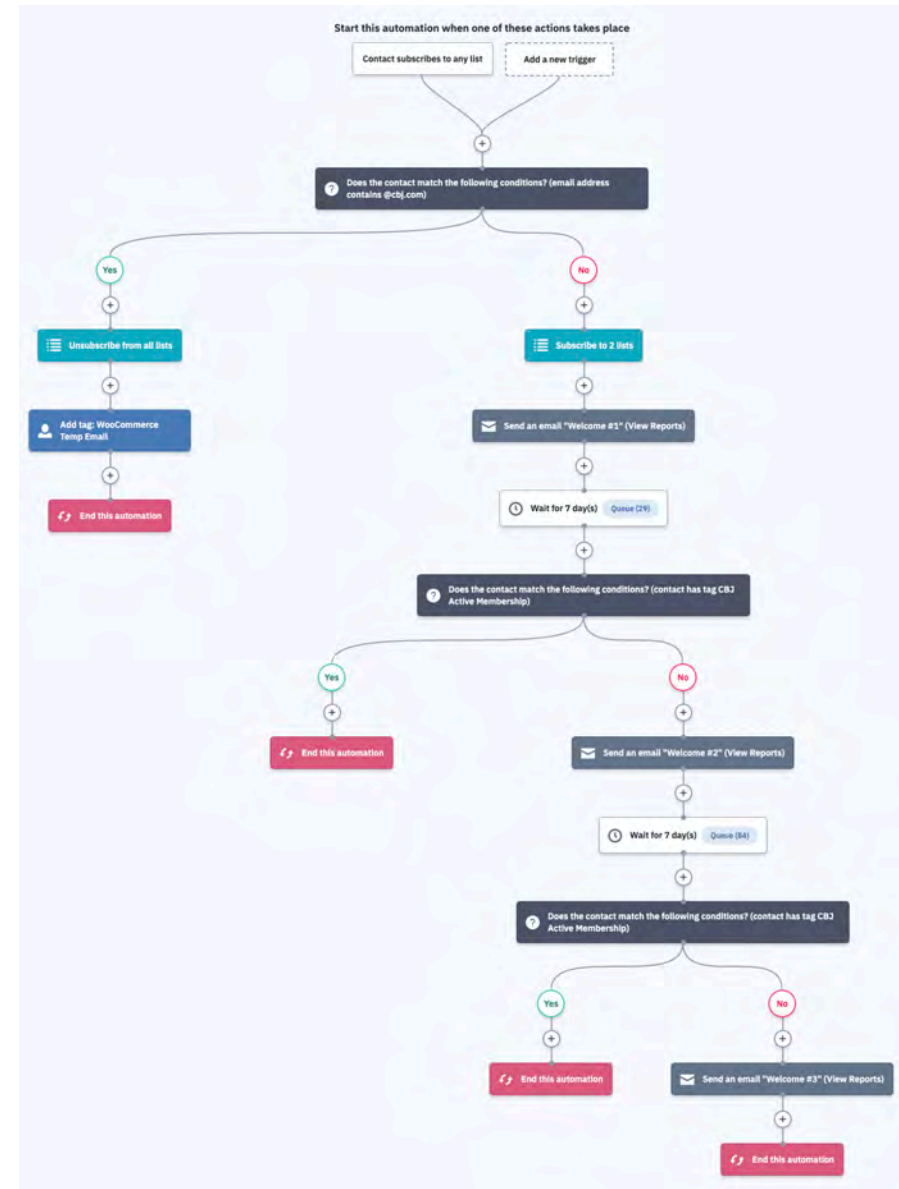
Email, text message, website / FB chat, website messaging / customization

Reader CRM

Email / website activity, purchase data, subscription status, etc.

Integrations

Subscription, e-commerce, event registration, conversion tools, custom audiences, etc.



# SUBSCRIPTION

## Circulation provider

Good for audits

Good for accounting

Customer service option

Email separate

Usability issues

Integration issues

## Integrated provider

Integrated email / CRM

Good for audits

Good for accounting

Customer service option

Usability issues

Integration issues

## Website membership

Website integration

Email / CRM integration

Highly customizable

Own customer service

Audit issues

Accounting issues

# ADVERTISING

## Ad server

Google Ad Manager, Broadstreet, Advertserve

Serve all ad types, web / email

## Social media advertising

Place these directly in the ad networks

## Programmatic display partner

January Spring, Adcellerant

**LBM**  
JOURNAL

[Click here to continue to the latest LBM news.](#)



This advertisement will close in 5 seconds...



# DISTRIBUTION

## Google Publisher Center

[publishercenter.google.com](https://publishercenter.google.com)

## Apple News

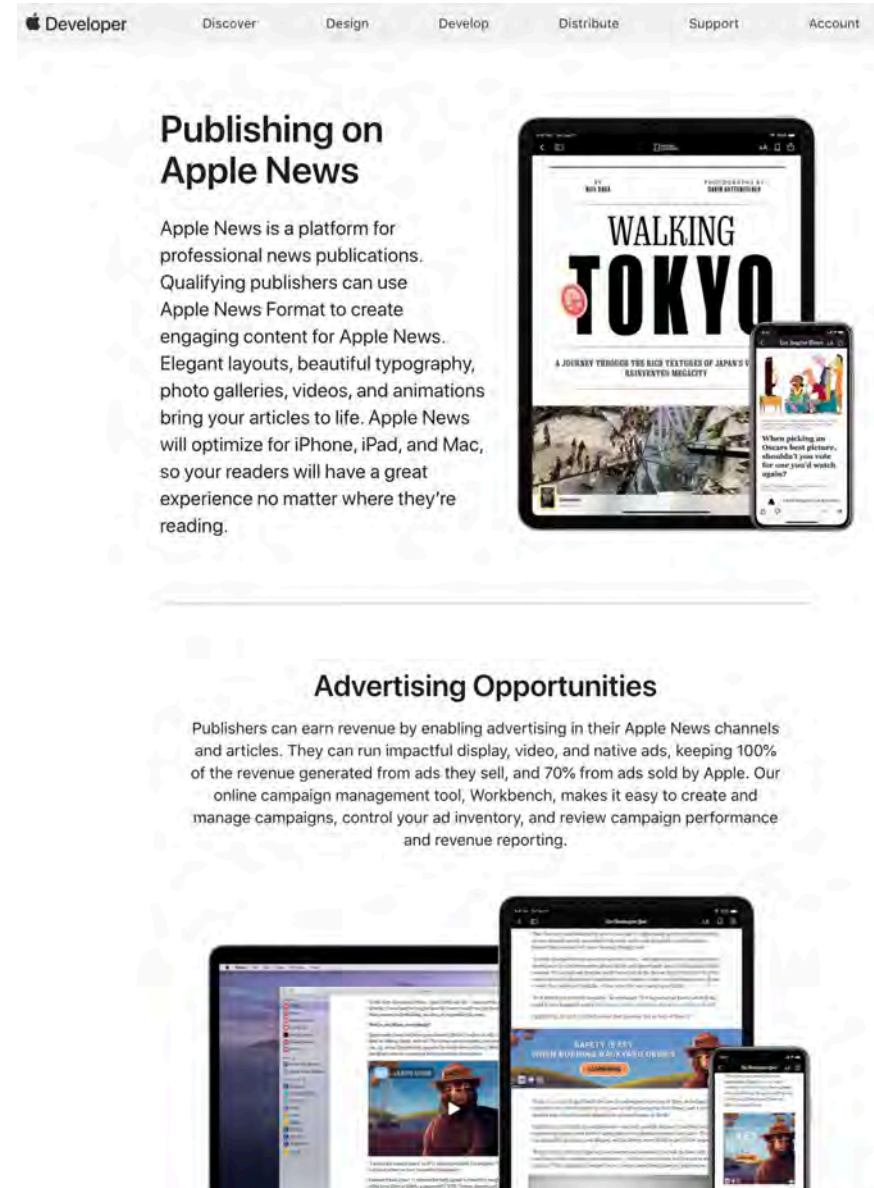
[developer.apple.com/news-publisher](https://developer.apple.com/news-publisher)

## Facebook Instant Articles / News

[facebook.com/journalismproject](https://facebook.com/journalismproject)

NEARVIEW  MEDIA

[eric@nearviewmedia.com](mailto:eric@nearviewmedia.com) / 970-310-3800



**Publishing on Apple News**

Apple News is a platform for professional news publications. Qualifying publishers can use Apple News Format to create engaging content for Apple News. Elegant layouts, beautiful typography, photo galleries, videos, and animations bring your articles to life. Apple News will optimize for iPhone, iPad, and Mac, so your readers will have a great experience no matter where they're reading.

**Advertising Opportunities**

Publishers can earn revenue by enabling advertising in their Apple News channels and articles. They can run impactful display, video, and native ads, keeping 100% of the revenue generated from ads they sell, and 70% from ads sold by Apple. Our online campaign management tool, Workbench, makes it easy to create and manage campaigns, control your ad inventory, and review campaign performance and revenue reporting.

# SOCIAL MEDIA

## Networks

Facebook / Instagram – [business.facebook.com](https://business.facebook.com)

LinkedIn – [business.linkedin.com](https://business.linkedin.com)

Twitter – [business.twitter.com](https://business.twitter.com)

Pinterest – [business.pinterest.com](https://business.pinterest.com)

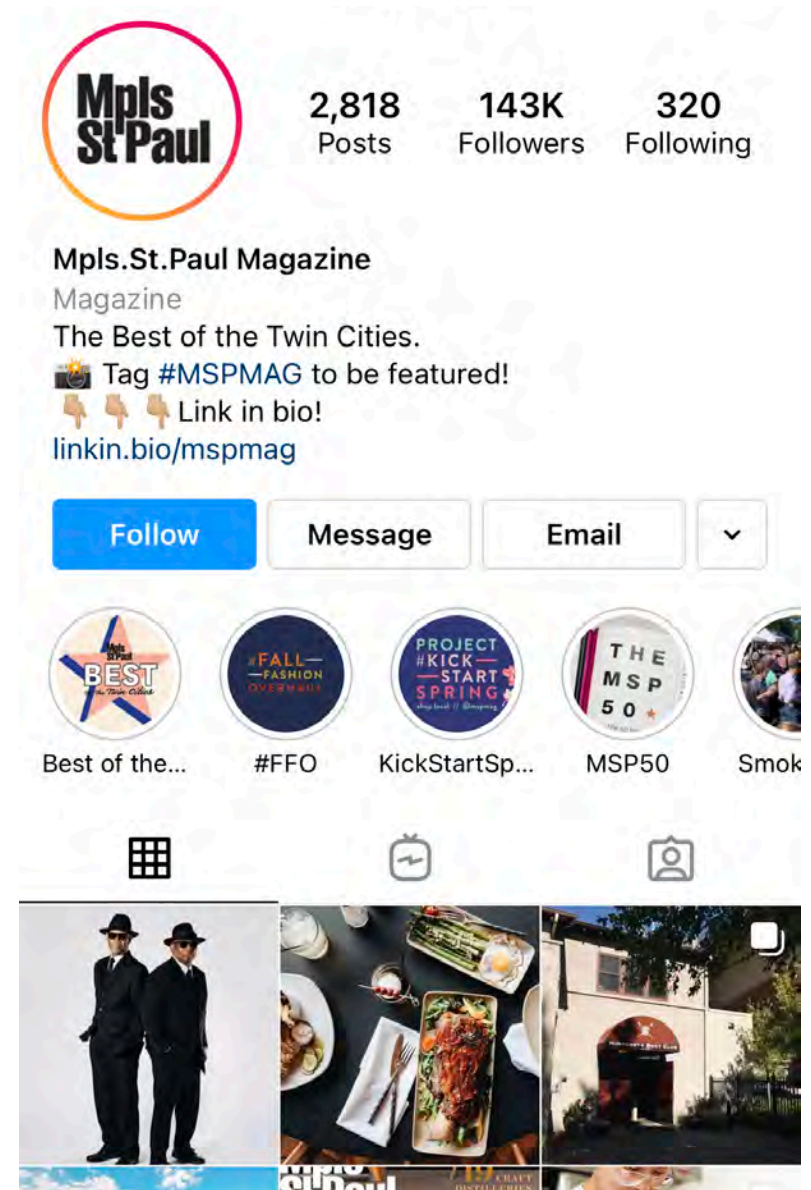
## Page Management

## Remarketing Audiences

## Ad Accounts

NEARVIEW  MEDIA

[eric@nearviewmedia.com](mailto:eric@nearviewmedia.com) / 970-310-3800



# EVENTS / AUDIO / VIDEO

zoom



pathable

ON24

Restream

vimeo

PodBean

buzzsprout 

 YouTube

Ukova

 WISTIA

# ANALYTICS

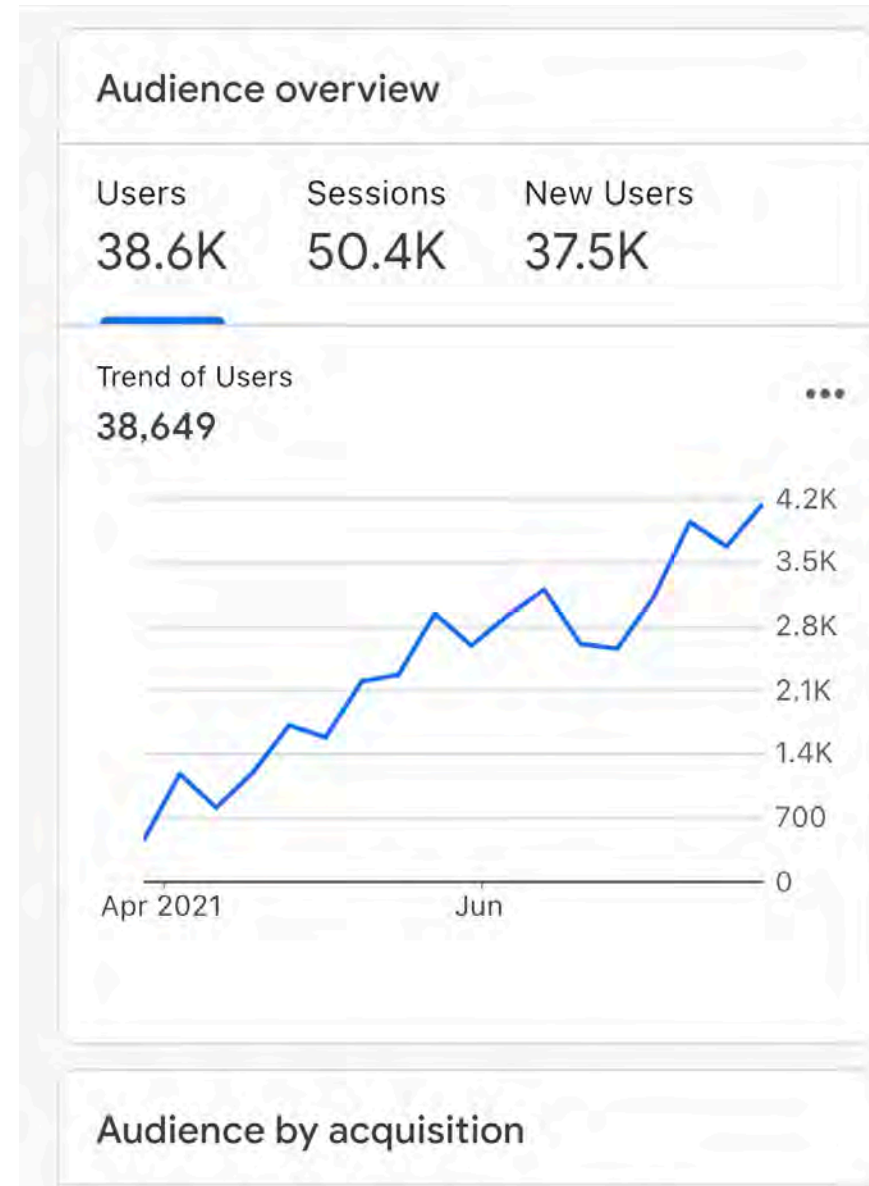
## Digital analytics

Website, email, advertising, organic social, programmatic, etc.

We don't use the data we have

Overwhelming amount of data

Takes a lot of time to pull / distribute data





### AUDIENCE OVERVIEW

Last 30 days (Aug 15 - Sep 13) ▾

Metric	Last 30 Days	Δ
Users	90,859	▼ 1%
Sessions	104.5k	▼ 4%
Pageviews	126.6k	▼ 5%
Pages / Session	1.21	0%
Sessions / User	1.15	▼ 4%

### TRAFFIC SOURCES (SESSIONS)

Last 30 days (Aug 15 - Sep 13) ▾



### MOBILE VS DESKTOP TRAFFIC

Last 30 days (Aug 15 - Sep 13) ▾



### % RETURNING VISITORS

Last 30 days (Aug 15 - Sep 13) ▾

20.69%

▼ 11%

Compare period: 23.14%

### % MOBILE TRAFFIC

Last 30 days (Aug 15 - Sep 13) ▾

65.94%

▲ 2%

Compare period: 64.34%

### HIGHLY ENGAGED USERS

Last 30 days (Aug 15 - Sep 13) ▾

1,079

▼ 28%

Compare period: 1,492

### AVG PAGE LOAD TIME

Last 30 days (Aug 15 - Sep 13) ▾

6.68

▼ 13%

Compare period: 7.7

### PAGEVIEWS

Last 30 days (Aug 15 - Sep 13) ▾

126.6k

▼ 5%

Compare period: 132.9k



Pageviews  Compare period (Jul 16 - Aug 14)

### SESSIONS BY CHANNEL

Last 30 days (Aug 15 - Sep 13) ▾

Metrics	Last 30 Days	Δ
Organic Search	41,320	▼ 5%
Direct	24,727	▼ 19%
Social	17,633	▲ 151%
Referral	12,046	▼ 37%
Email	8,586	▼ 1%
(Other)	115	▲ 32%

### AVG PAGE LOAD TIME

Last 30 days (Aug 15 - Sep 13) ▾

6.68

▼ 13%

Compare period: 7.7



Current  Compare period (Jul 16 - Aug 14)

### AMP PAGEVIEWS

Last 30 days (Aug 15 - Sep 13) ▾

13,376

▼ 47%

Compare period: 25,418



Current  Compare period (Jul 16 - Aug 14)  Goal

NOTE FROM AUG 9 1:39 PM

### NEW PAID SUBS

Jul 1 - Jul 31, 2021 (rolling) ▾

**58** ▲ 93%  
Compare period: 30



Current  Previous period (May 31 - Jun 30)

### TOP PAYWALL ARTICLES

Jul 1 - Jul 31, 2021 (rolling) ▾

Metrics	31 Days rolling
N.Y. firm to redevelop Tri-State Mall in Claymont - DBT	7,691
Clark Construction quietly leads Middletown revitalization - DBT	3,069
N.Y. firm buys Claymont apartments for \$51.5M - DBT	1,813
Marlette Funding opens new HQ in Wilmington - Delaware Business Times	1,639
Pa. firm converting Market St. offices into apartments - DBT	984
How WuXi STA's Project Dragonfly landed in Delaware - DBT	946
OA Companies spearheads affordable housing project in Lewes - DBT	879
With freight study nearing its end, Harrington eyes industrial future - Delaware Business...	807

### PAID SUBSCRIPTION SOURCES

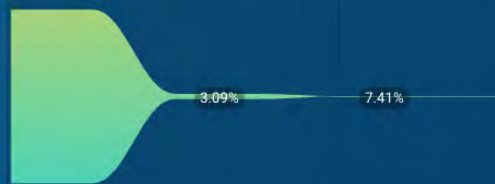
Jul 1 - Jul 31, 2021 (rolling) ▾

Metrics	31 Days rolling	Δ
(direct) / (none)	26	▼ 4%
hs_email / email	22	▲ 633%
referral	7	
google / organic	2	
display	1	

### SUBSCRIPTION PIPELINE (PAST 30 DAYS)

Jul 1 - Jul 31, 2021 (rolling) ▾

Paywall Impressions	Subscribe Page Views	New Subscriptions
25,357	783	58



Overall conversion rate: **0.23%**



**FACEBOOK FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**51,302**  
0%

Compare period: 51,182

**NEW FACEBOOK FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**250** ▼ 44%

Compare period: 444

Page Likes Previous (Jul 1 - 31)

**INSTAGRAM FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**143.1k**  
0%

Compare period: 142.8k

**NEW INSTAGRAM FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**296** ▼ 56%

Compare period: 666

New Followers Compare period (Jul 1 - 31)

**TWITTER FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**157.5k**  
0%

Compare period: 157.5k

**NEW TWITTER FOLLOWERS**  
Last Month (Aug 1 - 31) ▾

**10** ▲ 117%

Compare period: -60

New Followers Previous (Jul 1 - 31)

**WEB SESSIONS FROM SOCIAL**  
Last Month (Aug 1 - 31) ▾

Social Network	Previous Month	Change
Facebook	60,723	▲ 19%
Instagram Stories	5,148	▲ 10%
Twitter	4,752	▲ 2%
Instagram	1,186	▲ 6%
reddit	1,022	▲ 17%
Pinterest	328	▲ 34%

**TOP FACEBOOK POSTS**  
Last Month (Aug 1 - 31) ▾

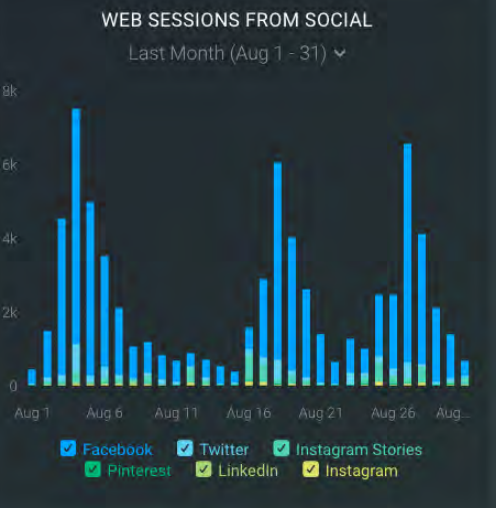
Dimension	Likes	Clicks
Some of the most valuable real estate in downtown...	337	23,846
Need help deciding which new foods to eat at the State Fai...	74	8,217
There's a cultish smashburger popping up around...	87	8,144
The Minnesota State Fair just announced the...	302	6,427
There's a crispy-bird renaissance happening in town....	65	3,604

**TOP INSTAGRAM POSTS**  
Last Month (Aug 1 - 31) ▾

Dimension	Likes	Clicks
Five Things to Know About Bellecour in St. Paul, according to...	2,899	50
The 4th Street viaducts run on the edge of the warehouse district to ...	1,464	48
Looking for your next cult burger joint of the summer? It might just...	2,074	29
#mnstatefair just released its list of new beverages, with 56...	1,362	23
Arriving in Northeast Minneapolis, the trendy immersive Van Gogh...	1,975	22

**TOP TWEETS**  
Last Month (Aug 1 - 31) ▾

Dimension	Likes	Retweets
The wrestler Gable Steveson from Apple Valley took ... (08/06...	32	3
The policy goes into effect immediately for all shows ... (08/02...	17	5
Writer Chris Stedman's new podcast pieces together ... (08/13/202...	15	4
Some of the most valuable real estate in downtown Minneapolis...	11	4
The Water is Life concert to protest Enbridge's pipeline .....	10	2



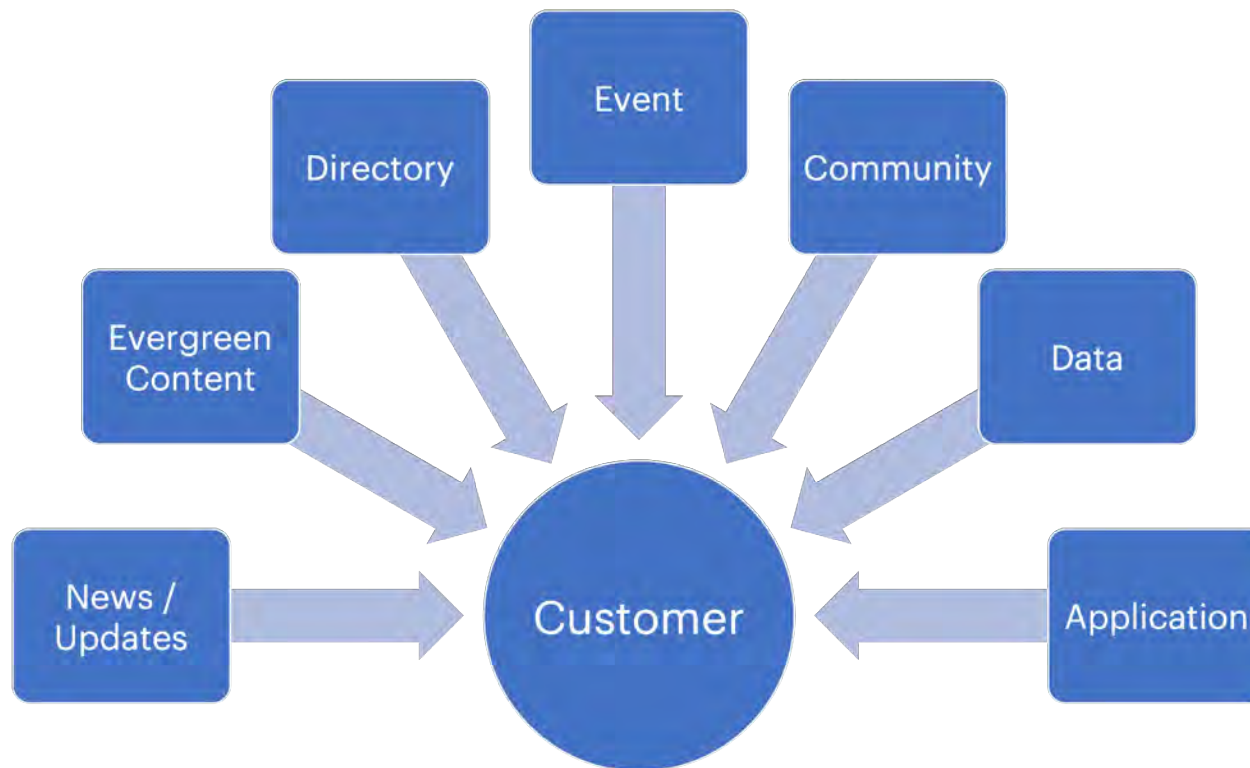




# CONTENT



# CONTENT TYPES

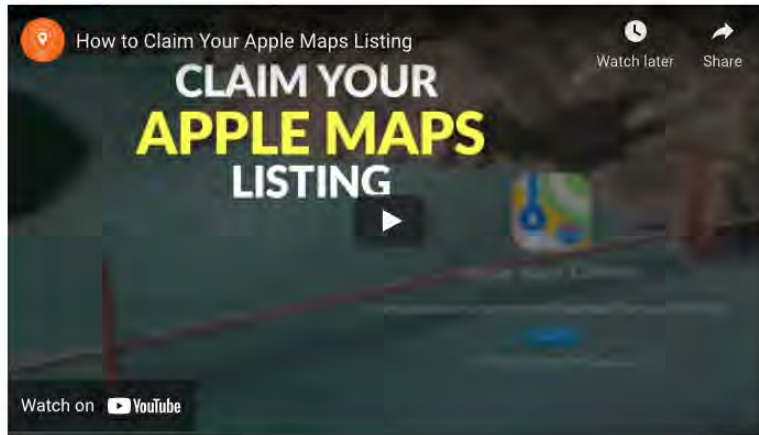


# **KNOW WHO YOU ARE AND WHAT YOUR READERS NEED**

Local Marketing Tips

# How to Claim and Optimize Your Apple Maps Listing (Updated)

By Eric Shanfelt



If you're a business who serves customers face-to-face, you need to claim and optimize the Apple Maps listing for your business.

Why worry about Apple Maps instead of just Google Maps? On iPhones and iPads, Apple is the default mapping app, not Google. This is important because three out of four users of iOS devices actually use Apple Maps, not Google Maps. These are important customers.

When someone does a web search for a local business on an iPhone or iPad, the top result is typically from Apple. When you use Siri to find a local business, the results come from Apple Maps. And, of course, there is the Apple Maps app itself which is used more often on iOS devices than Google Maps.

## Listen to Our Podcast



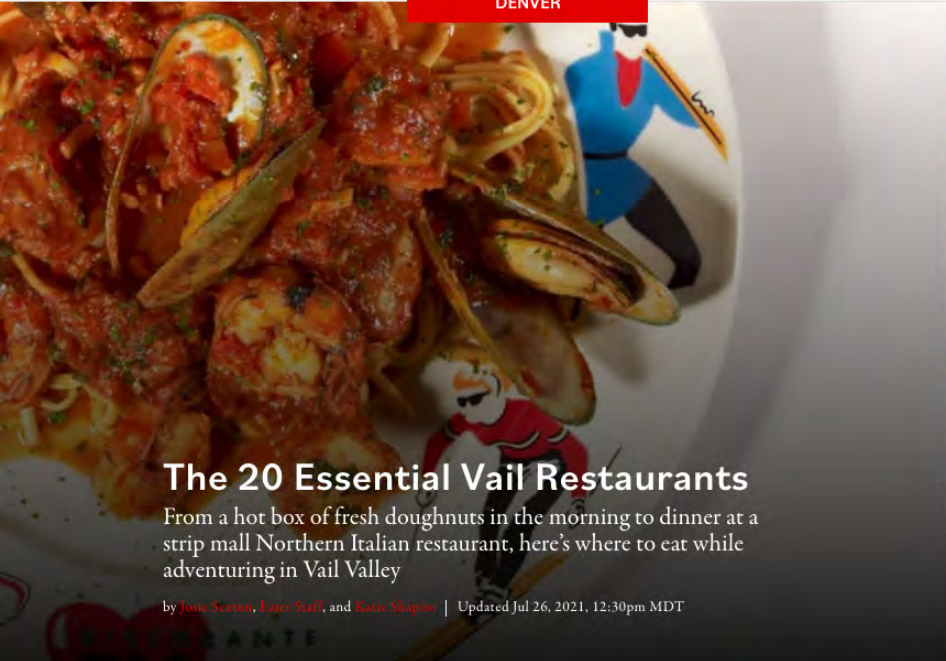
## Join Our Facebook Group



210 Shares







## The 20 Essential Vail Restaurants

From a hot box of fresh doughnuts in the morning to dinner at a strip mall Northern Italian restaurant, here's where to eat while adventuring in Vail Valley

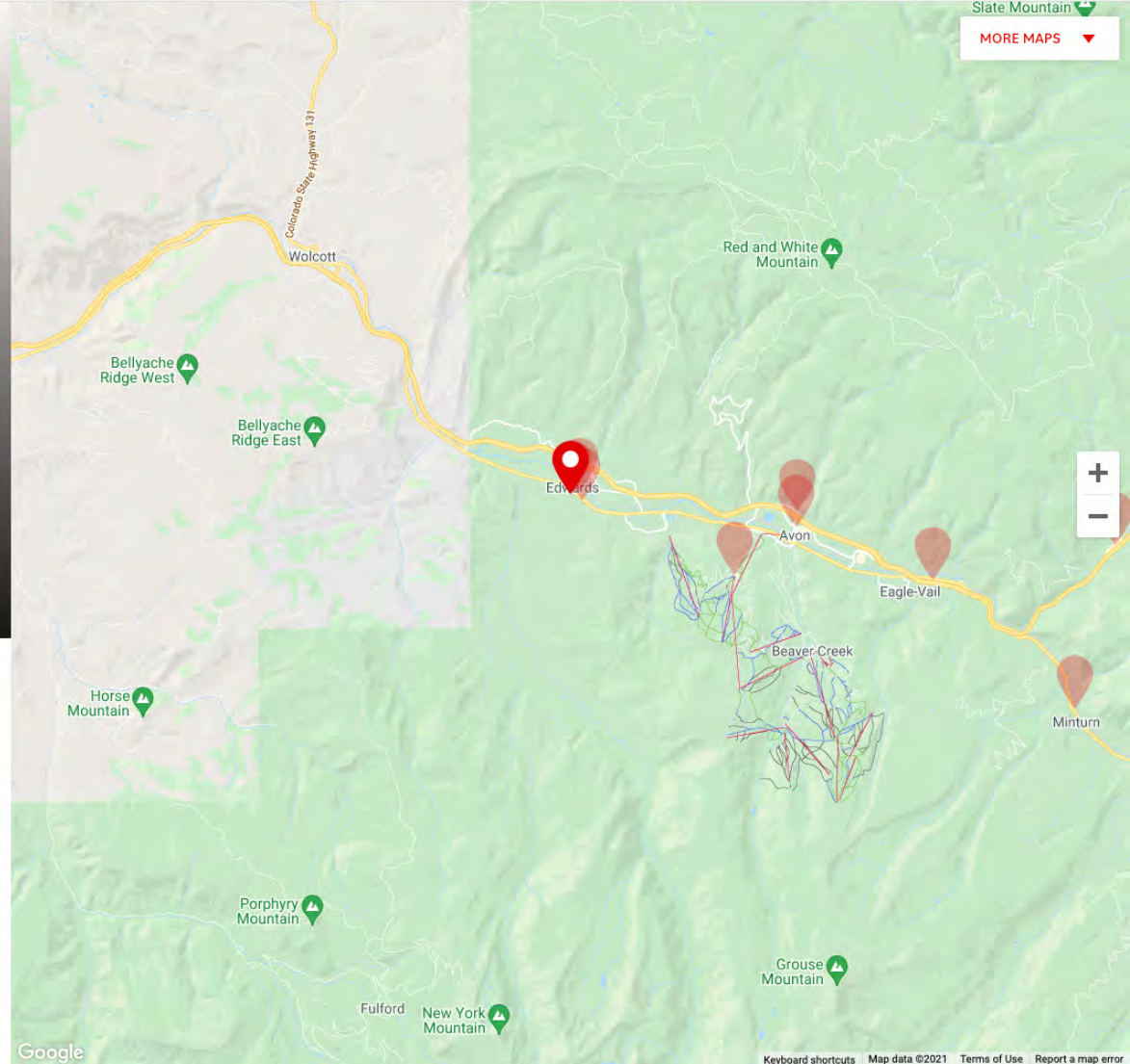
by [Joie Scaron](#), [Eater Staff](#), and [Katie Shapiro](#) | Updated Jul 26, 2021, 12:30pm MDT

📌 🐦 📧 SHARE

Ristorante Ti Amo [\[Facebook\]](#)

One of Colorado's best-known and most massive ski resorts, Vail looks like a storybook version of a mountain town, where European-style cafes line cobblestone streets, with vistas of towering evergreen trees in the distance. While most visitors head to Vail for outdoor adventures, it's also a choice destination for luxury hotels and sprawling second homes. Vail Village itself offers a lively dining scene, featuring a mix of gourmet gems and laid-back local haunts. But those heading to the Gore Range of the Rocky Mountains should also keep in mind that the Vail Valley encompasses the nearby towns of Minturn, Avon, Beaver Creek, and Edwards, which dot I-70 and collectively boast some of the best alpine dining options anywhere at altitude.

**Update July 2021:** Eagle County has officially lifted all local health orders around COVID-19, but ever-changing [statewide orders](#) remain in place. Individual businesses will still have the authority to enforce mask wearing at their own discretion. Vail Resorts





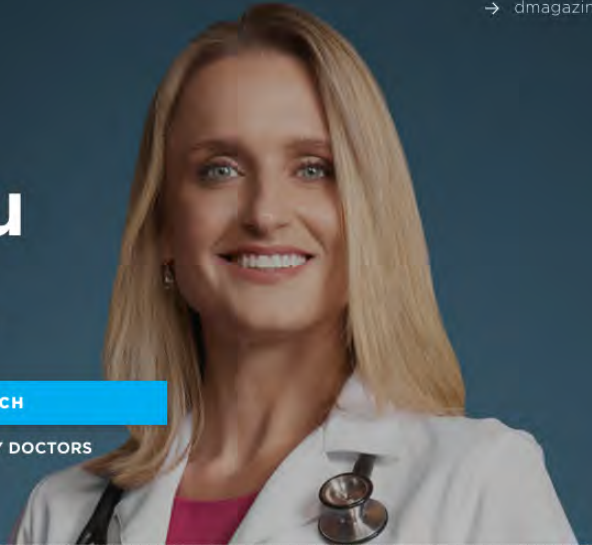
Directories

# Find a Doctor Near You

Our physician directory contains some of the best medical professionals in Dallas as chosen by their peers. Search by ailment or disorder (such as allergy or diabetes), by specialty (such as primary care physician or cardiologist), health insurance, or location (such as neighborhood or ZIP code.)




Recommended: [BEST DOCTORS](#) | [BEST PEDIATRICIANS](#) | [CARDIOLOGISTS](#) | [DERMATOLOGISTS](#) | [FAMILY DOCTORS](#)



Marriott Bonvoy Boutiques

Exceptional comfort awaits

SHOP NOW

## Search by Specialty



CARDIOLOGISTS



DERMATOLOGISTS



OBYN



PEDIATRICIANS



FAMILY DOCTORS



ALLERGISTS



### Manage Group

Local Marketing Institute Connect  
Public group

Home

Settings

To Review

Member-Reported Content

Pending Posts

Member Requests

Moderation Alerts

People

Automatic Member Approvals

Membership Questions

Moderation

Admin Assist

Group Rules

Activity and Insights

Growth

Engagement

Admins & Moderators

Membership

Guides

Activity Log

## Local Marketing Institute Connect

Public group · 1.7K members

Joined + Invite

About Discussion Guides Rooms Topics Members More

Create a public post...  
Room Photo/Video Tag People

New Activity

**Keira C** 2h  
I'm thinking of buying a Yext subscription to manage multiple locations, about 5-10. My concern is that after the year is up and I cancel my subscription, I will lose some directories. Contemplating between Bright Local and Yext. With Bright Local the directories you purchase remain live after purchase. Does anyone have any thoughts on their experience using Yext?  
View Insights 144 Post Reach 2 Comments  
Like Comment Share

**Daniel Barbour**  
Doesnt BrightLocal offer both services? They submit to data aggregators and they build manual citations. As far as I know the manual citations stick but the data aggregators submissions do not  
Like Reply Share  
Keira C replied · 1 Reply

**Eric Shanfelt** Admin +2 · 16h

### About

Local businesses and marketers helping each other with local search / SEO, Google My Business, Facebook, online reviews, email marketing, social... See More

**Public**  
Anyone can see who's in the group and what they post.

**Visible**  
Anyone can find this group.

**Social Learning**

### Rooms

Rooms are a way for you to video chat with your group. Whenever the group admins create a room, it'll appear here.

Create Room

### Recent media

## Data Center

The CBJ data center contains companies and contacts in the Cedar Rapids and Iowa City Corridor. Search and filter business and contact data by revenue, number of employees, industry and job title. Export and download list data in CSV format.

### Search the Database

Company Name	City	Executive Title	Company Description	Filter results by:
				Businesses
<input type="button" value="Search"/>		<input type="button" value="Download"/>		

### Browse the Data Lists

Add My Business

 ACCOUNTING FIRMS	  
 ADVERTISING/CREATIVE SERVICES/PUBLIC RELATIONS FIRMS	  
 ARCHITECTURE FIRMS	  
 AUTO DEALERS	  
 BANKS 2020	  
 BANQUET/MEETING FACILITIES	  



## THE MOST FLEXIBLE AND ROBUST E-COMMERCE AND RESERVATION SYSTEMS IN EXISTENCE.

Inntopia's innovative solutions provide reservation technology and services to destination marketing organizations, tour operators, ski resorts, vacation resorts, parks and attractions, and lodging, activity, event, and transportation suppliers. Bundle your products into a single itinerary. If you re-sell travel products, want to sell your own travel products, or both, Inntopia has a solution.

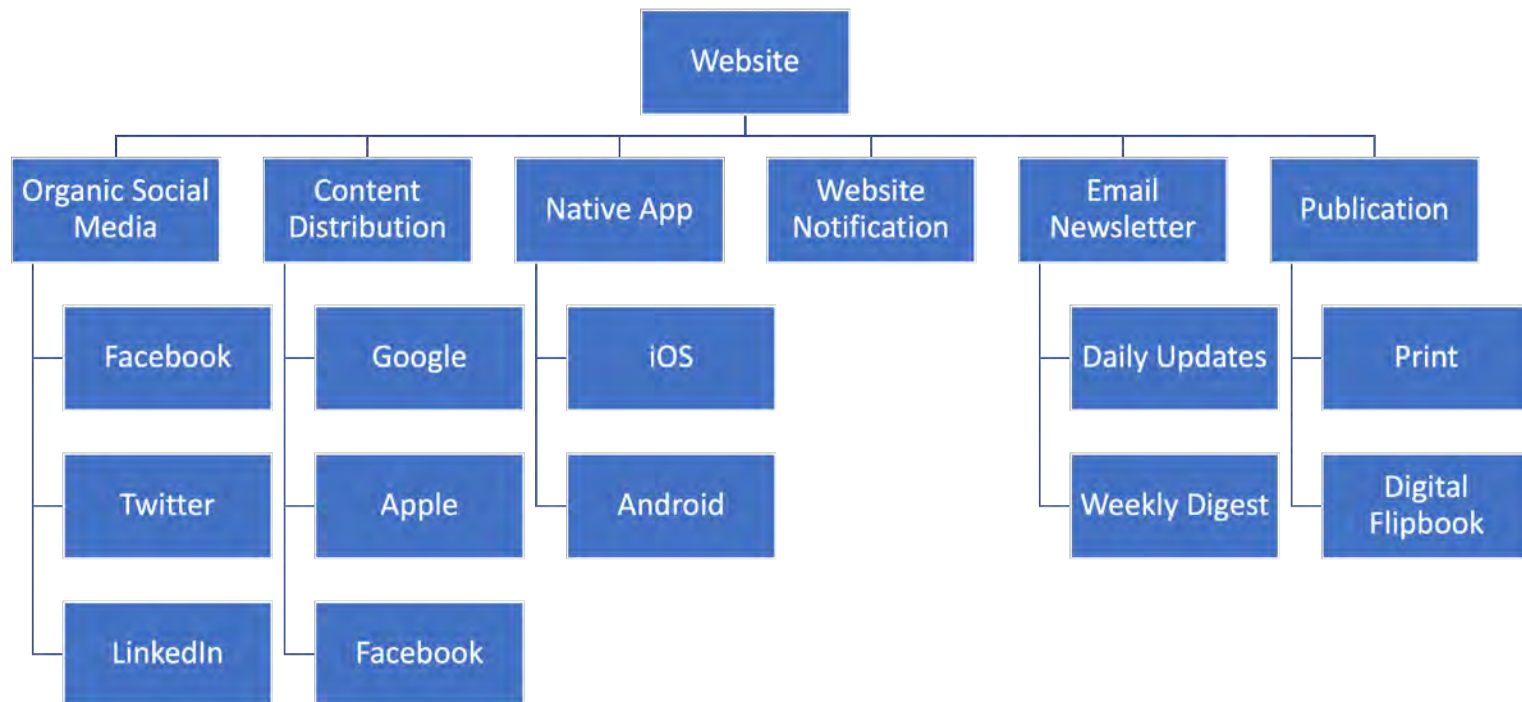


## SELL TRAVEL PRODUCTS ON ANY DEVICE



Inntopia's Responsive Commerce steps beyond the standard Internet Booking Engine (IBE). The platform lets your customers book or purchase anything—from lodging to lift tickets to tee times to tennis lessons—on any device (smart phone, tablet or desktop). Our responsive design adapts, and provides a layout that looks great on any screen size, so your content remains the same but with optimal viewing (look, font, text sizes).

# CHANGE YOUR CONTENT FLOW



12:28

PBN

### Rhode Island Department of Health COVID-19 Data Tracker

CDC Indicator of Community Transmission of COVID-19

High Transmission

208.1

Total Tests: 5,030,039

Total Positive Cases: 166,811

Percent Positive by Week

2.5%

3.3%

New Hospital Admissions by Week

142

R.I. COVID-19 cases rise by 858 over weekend, with 9 new deaths

5 minutes ago · PBN Staff



Rhode Island businesses suffering workforce attendance issue

2 hours ago · Cassius Shuman

12:28

AMERICA'S TEST KITCHEN

### How to Use Up Your Stash of Pandemic Beans

3d ago

### In a Salad Rut? Shave Your Vegetables.

3d ago

### Do I Really Need to Clean My Knife Block?

3d ago

### Want to Prevent Freezer Burn? Quick-Chill Your Meat.

12:46


the atlantic

All Posts People Groups Photos Vid

The Atlantic

1h

Some Americans who have gotten a third shot before they're eligible have been loud and proud about it online. But being a "booster ba... See More



THE ATLANTIC · 6 MIN READ

### Booster Bandits Are Walking a Fine Line

21 8 Comments 1 Share

Like Comment Share

Facebook News

The Atlantic · on Fri

### The Atlantic Daily: The Roe v. Wade Babv Tells Her Storv

News Feed Groups Pages Dating Notifications Menu

12:52



HOME

FOOD & DRINK

THINGS TO DO



**LIVE MUSIC, PAINTING CLASSES AND NEW MUSEUM EXHIBITS IN BATON ROUGE THIS WEEK**

4 hours ago



Home



Sections



Special Offers



Favorites



Directory





**THANK YOU!**



NEARVIEW  MEDIA

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