

REIMAGINE main street

The Telegraph  The CABINET
Digital Agency With **ink** In Our Veins

WAYNE BELANGER

DIGITAL SALES SPECIALIST

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WWW.NASHUATELEGRAPH.COM



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360° VR
GOOGLE TOURS

TARGETED ONLINE
ADVERTISING

SEARCH ENGINE
MARKETING

WEBSITE DESIGN
& MANAGEMENT

REPUTATION
MANAGEMENT

SOCIAL MEDIA
MARKETING

NATIVE
ADVERTISING

EMAIL MARKETING
& MANAGEMENT

TEXT MESSAGE
MARKETING

THE TELEGRAPH
ONLINE



Reimagine Main Street was created by the **The Telegraph** to help businesses take advantage of the amazing potential of online marketing. Quite literally, re-imagining the main streets of communities.

Physical business locations on Main Street used to be enough, now customers no longer walk into a business without doing some sort of search online. Window displays have been replaced by websites and Google searches as the new way of getting customers through the door.

We help businesses capture these new potential customers through a variety of online opportunities; ultimately giving you increased exposure. From start to finish our agency handles everything from building websites and SEO, to social media management, text and email marketing, targeted online advertising and more.

Reimagine your business and get ready to meet the customers you have been missing.

YOUR DIGITAL JOURNEY: No matter where you are in your digital journey, we can build your presence from the ground up, or take your current marketing campaign to the next level. Based on your needs and goals, we will build a customized digital program and growth plan.

360° VR GOOGLE TOURS & MORE:

From Google's 360° VR Tours to Google AdWords, as a certified Google Partner, we can help you reach your target audience and maximize your digital strategy.

TARGETED ONLINE ADVERTISING:

Using online display and video advertising, our goal is to put you in front of customers who are actively searching for your products and services in various stages of the buying process.

SEARCH ENGINE MARKETING:

Be on top of your Search Engine Marketing at the exact moment customers are searching for your products and services. SEM can help you increase online traffic and visibility of your business through strategic search marketing.

WEBSITE DESIGN & MANAGEMENT:

It is very important for your website to be a strong online foundation that is responsive across all devices because this is where you will drive all of your marketing efforts.

REPUTATION MANAGEMENT:

Over 90% of consumers read online reviews before visiting a business and over 88% trust online reviews as much as a personal recommendation. You need to understand where your reviews are coming from, respond appropriately, and drive engagement to position yourself as a creditable business.



SOCIAL MEDIA MARKETING:

We offer a 360° solution for your social media marketing, which includes content creation, review and post management, and designated advertising dollars to grow page engagement and followers.



NATIVE ADVERTISING:

Native advertising is a form of professional content marketing that places your branded content in front of interested audiences through online and print editorial streams. This gives your content an established platform to build engagement on.



EMAIL MARKETING & MANAGEMENT:

Email marketing refers to the ability to "rent" email lists of consumers you are trying to target through similar criteria as targeted online marketing. *Email Management* refers to the ability to collect and grow an in-house, opt-in email marketing list in order to stay in front of your current and potential customers.



TEXT MESSAGE MARKETING:

Text message marketing starts with customers opting in to hear updates about your business. You then have a direct line of contact to keep the loyal followers coming back, as well as drive new followers to your location.



THE TELEGRAPH ONLINE:

Blanketing Greater Nashua and the Souhegan Valley, our online readership is over 90% local. Our websites offer unique online marketing opportunities with programs such as branding, section and topic sponsorships, and community awareness programs.



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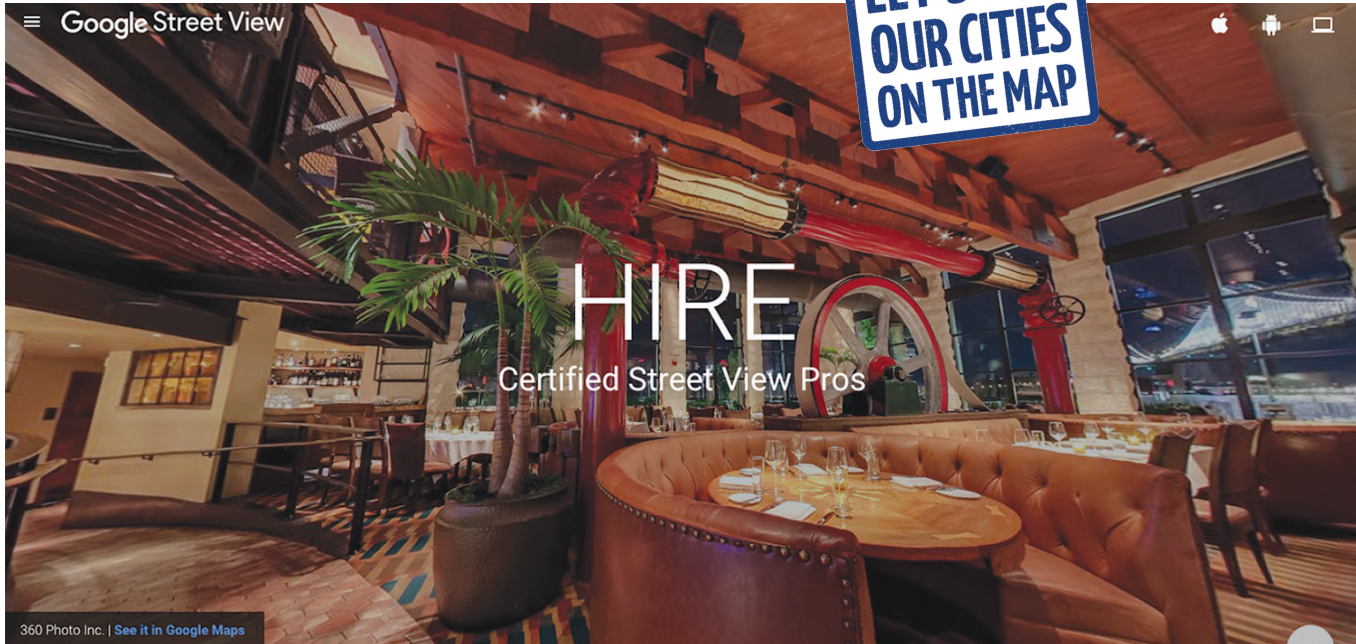
TEXT MESSAGE
MARKETING

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ONLINE

Google Maps | Virtual Tours

LET'S PUT
OUR CITIES
ON THE MAP

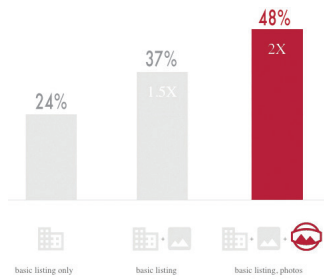
with Google



A premium quality, 360° virtual tour of your business powered by Street View technology. It's simple, fast, and affordable.

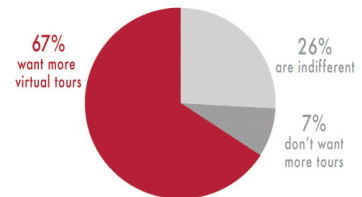
VIRTUAL TOURS HELP DOUBLE INTEREST IN BUSINESS LISTINGS

Those who view a listing with a virtual tour are **twice as likely** to be interested in booking a reservation there. Among 18-34 year-olds in particular, prospects are 130% more likely to book based on a tour.



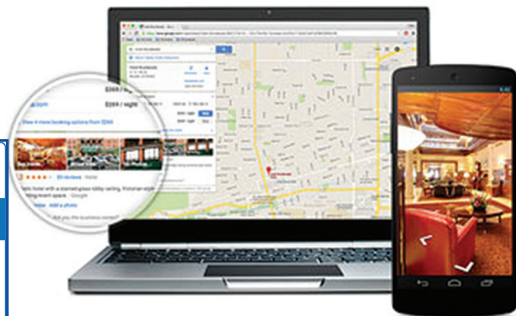
TWO OUT OF THREE PEOPLE WANT MORE VIRTUAL TOURS

Among people surveyed, **67% want more** business listings to have virtual tours. Of the remainder, 26% were indifferent, and 7% stated that more virtual tours were unnecessary.



Why get Business View?

- Invite customers inside to experience the ambience and decor of your business to entice them to come visit in person!
- Add premium imagery to your presence in Google Search results, Google Maps and Google+.
- Customers can see Google Business View Tours on their computers, smartphones or tablets.



See examples at
reimaginemainstreet.com/google-business-tours



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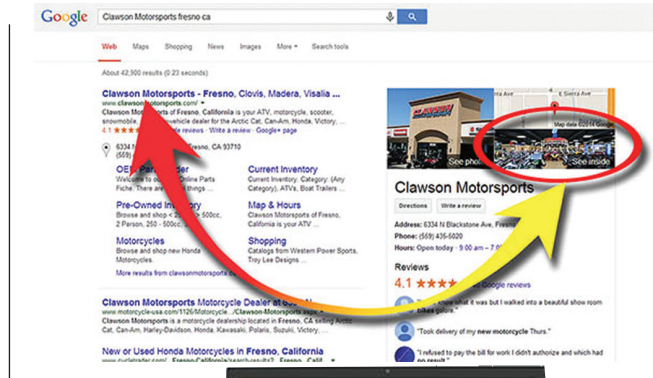
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Google Maps | Dealership Virtual Tours



- Yearly Updates
- Aerial shot of building and lot
- Google Tour inside and on lot of dealership
- 360 Tours of the insides of 5 cars
- 20 Point of Interest HD photographs of building, lot and cars
- Improve your online presence with Street View Content in your Google Business Listing
- Invite customers inside to experience the ambience and decor of your business to entice them to come visit in person!
- Add premium imagery to your presence in Google Search results, Google Maps and Google+.



Google Street View
TRUSTED
Photographer

See examples at
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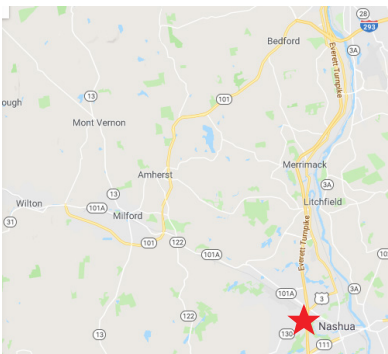
POWER of TARGETED ONLINE ADVERTISING

We create user profiles based on past search, purchase, and website behaviors to match your products and services with the right people at the right time.



Online display & video advertising in 2 EASY STEPS:

1. You tell us who & where



2. We put your message in front of the right people at the right time.



Using online display & video advertising, you tell us who your ideal customer is and we will help get your message in front of the right people at the right time. We use a variety of online targeting techniques, including search and site remarketing, social media marketing, geo-fencing & geo-targeting, contextual advertising, and topic and interest based websites, all designed to display across multiple devices. **Our goal is to put you in front of customers who are actively searching for your products and services in various stages of the buying process.**



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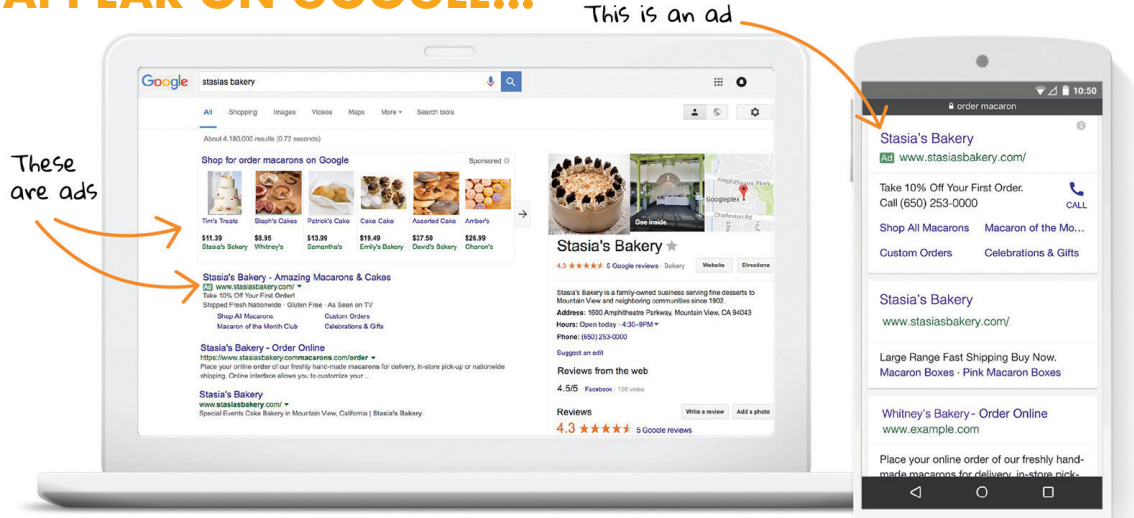
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SEARCH ENGINE MARKETING

ADS APPEAR ON GOOGLE...



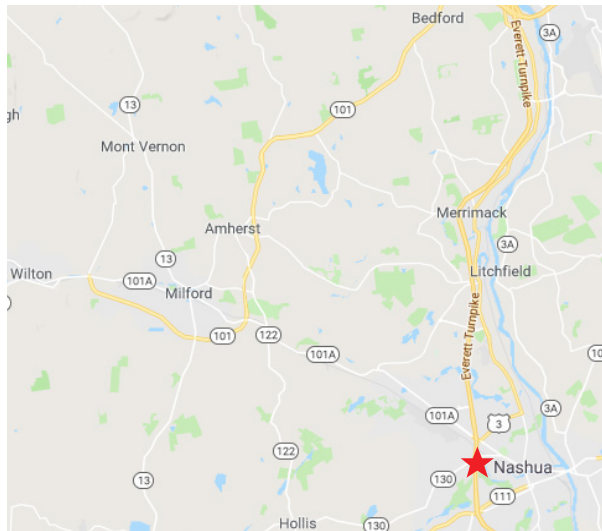
Be on top of your Search Engine Marketing at the exact moment customers are searching for your products and services. SEM can help you increase online traffic and visibility of your business through strategic search marketing. Showing up on page one of search is not always an easy feat, but with SEM offered by Google, Bing, and Yahoo, you increase your chances to be seen at the exact moment a customer needs you, giving yourself the chance to be the right choice for that consumer.

Come up on top of search results!

- Catch people when they are specifically in the market for your products & services.
- Recapture those who have been to your website and have left.

Targeting Opportunities

- Multiple Ad Groups & Text Ads
- Click to Call - Mobile
- Text Message Extension
- Conquesting
 - Target Competitors by Name
- Focus on Quality Score
- Site Links & Extensions
 - Call Outs, Phone, Snippets
- Bid Adjustments
 - Day, Time, Location, Keyword, Etc
- Site Remarketing



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Website Design & Management

It is very important for your website to be a strong online foundation that is responsive across all devices because this is your business' first impression and central image.



LAUNCH YOUR ONLINE PRESENCE:

This is where you will drive all of your marketing efforts including traditional medias (print, billboards, radio, tv, etc.), on top of all the digital marketing you may want to add. It is important for a website to be easy to navigate, easy to understand, and have Google Analytics for tracking capabilities so that once a potential customer arrives, you give yourself the best chance to get that customer's business.



Responsive Website Design Rates:

Custom Websites	Quote available upon request
20-Page Website	\$4000 set-up
15-Page Website	\$3000 set-up
10-Page Website	\$2000 set-up
5-page Website	\$1000 set-up
3-page Website	\$600 set-up
1-Page Website	\$400 set-up



Responsive Website Management Rates:

\$100 per month	Domain, SSL, Hosting, Website Management & Unlimited Updates Included
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Reputation Management



Over 90% of consumers read online reviews before visiting a business and over 88% trust online reviews as much as a personal recommendation. You need to understand where your reviews are coming from, respond appropriately, and drive engagement to position yourself as a creditable business.

REPUTATION MANAGEMENT: \$300 per month

This package allows you access to our Reputation Management software.

This package also includes our team responding to all reviews for your business (pre-approval is optional) as well as monitoring of listings and mentions. After we complete the setup with your business, we will be available to provide ongoing support or assistance as needed. We will provide you with a support ticket system as well as live chat options during business hours for help. As part of this membership, you will receive full access to review monitoring as well as listing builder and our survey system.

- **Personalized Review Responses and Monitoring of Mentions as well as Listings**
- **Review Monitoring on Google, Yelp, Facebook and more.**
- **Listing Distribution to improve presence on 350+ websites.**
- **Built-in Review Generation to encourage more guest feedback.**
- **Ongoing monitoring of the online conversation about your business.**
- **Customer service that is available to help ensure your business succeeds.**

REPUTATION MONITORING: \$150 per month

This package allows you to access to our Reputation Management software. After we complete the setup with your business, we will be available to provide ongoing support or assistance as needed. We will provide you with a support ticket system as well as live chat options during business hours for help. As part of this membership, you will receive full access to review monitoring as well as listing builder and our survey system.

- Review Monitoring on Google, Yelp, Facebook and more.
- Built-in Review Generation to encourage more guest feedback.
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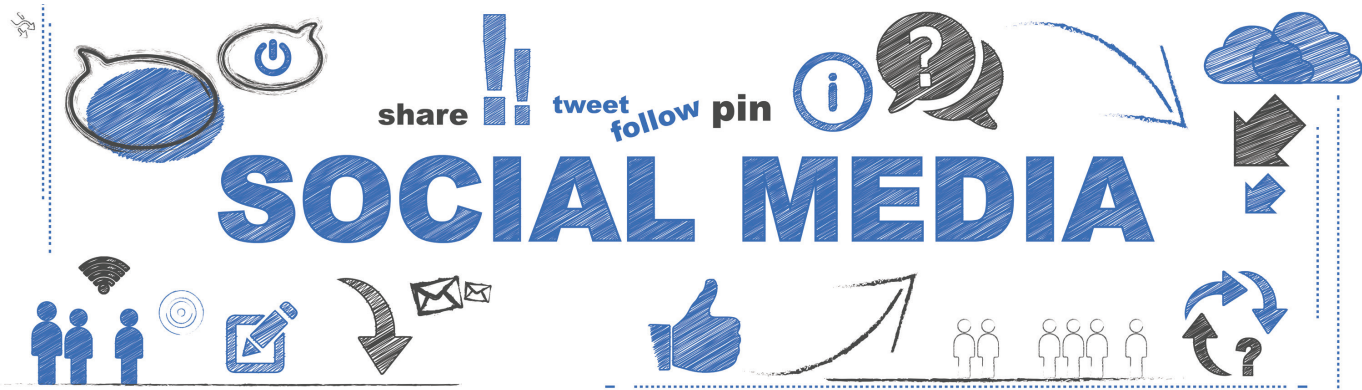
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Social Media Marketing

We offer a 360° solution for your social media marketing, which includes content management, review and post management, and designated advertising dollars to grow page engagement and followers.



Social media platforms are a great way to spread the word about your business, but with their constantly moving algorithms it is sometimes hard to keep up with best practices. They have currently moved to more of an advertising media for businesses. Although posting relevant content is still very important, the amount of time spent posting versus the amount of time using the advertising resources has reversed.

Social Media Starter Package*: Facebook & Google

\$350

per month w/auto renew**

Package includes:

- Profile set-up & design
- Content strategy plan
- Content creation, schedule, & distribution
- Fan commentary and message management
- Following of related people & businesses
- Audience building program - \$100 in social media advertising budget



* Other social media platforms can be added for \$100 each per month

**Please provide 60 day cancellation notice as we provide custom content plans and work at least that far in advance.



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Native Advertising Value

Brand
Strategy

Content
Strategy

Content
Creation

Content
Publication

Content
Promotion

Analytics &
Reporting

NATIVE ADVERTISING DESCRIPTION

- Professionally written and edited content designed to engage your audience and cohesively integrate with your brand
- 500-600 words depending on topic with up to 5 backlinks to your website for SEO
- Content will be valuable, relevant and consistent
- Content will not be a daily news item, opinion, blatantly self-promoting, slanderous or offensive – anything that could harm your brand

PROMOTIONAL INCLUSIONS

- Your content will run in print in a Telegraph publication.
- A one day takeover of the 3rd news position on our homepage.
- 20,000 impressions on nashuatelegraph.com within one week of publication
- A spot on the sponsored content page of our website
- Integrated marketing on your native article page

INVESTMENT

Yearly Frequency	Cost	SAVE
1	\$1,500	
12	\$1,350	10%
24	\$1,200	20%
52	\$1,050	30%

A minimum of 10 business days are needed to implement a native ad campaign.



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Direct Email Marketing

Targeted. Measurable. Scalable.

Email marketing moves the conversation about your business to a more personal environment – the inbox.

Choose GEOGRAPHY

Target by state, county, city, and zip codes, or by radius.



Choose DEMOGRAPHICS

Target prospects based on the demo of your current customers or define by age, income, gender, length of residence and more.



Choose BEHAVIORAL PATTERNS

Target by interests, website visits, purchase intent, purchase history and more.



Choose ADDITIONAL LAYERS

Broaden the scope of your selected targets to ensure campaign success.



For every \$1 spent on email, \$44.25 is the average return on marketing investment.
– Experian

74% of consumers prefer to receive commercial communications via email.
– Merkle

66% of consumers have made a purchase online as a result of an email marketing message.
– Direct Marketing Assoc.

Email marketing has an ROI of 4,300%
– Direct Marketing Assoc.



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Email Marketing Value Chain

Target
Geography

Target
Demographics

Target
Behavior

Layer
Selects

Analytics &
Reporting

SCALABLE:

We can run campaigns from 25,000 to 1,000,000, based on your budget and needs.

RATES:

Quantity	Rate (CPM)	Example Quantity	Total
Under 50k*	\$48	25,000	\$1,200
50k-250k	\$38	50,000	\$1,900
250k-400k	\$27.20	250,000	\$6,800
400k-500k	\$24.75	400,000	\$9,900
500k-750k	\$20.60	500,000	\$10,300
750k-1,000k	\$16.40	750,000	\$12,300
1,000k+	\$12.30	1,000,000	\$12,300

* Minimum charge (\$1,200) is for 25,000 emails and includes professional HTML design. Each additional email design is \$300.

MEASUREMENT:

We will provide a detailed report on the 8th day after your campaign begins. It will provide your open rate and click rate for each embedded link.

We guarantee a minimum open rate of 8 percent and click rate of 1 percent, but would expect better results.



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Text Marketing



Mobile Marketing Cuts Through the Clutter
And Puts Your Message Directly In The Pockets (or Purses) of Your Customers

Powering Local Businesses to Mobile Success Text Marketing Features

- | | |
|-----------------------------|----------------------------|
| • 97% open rates | • Immediate |
| • Personal | • Highly targeted |
| • Permission based (opt-in) | • Time sensitive |
| • Cost effective | • Environmentally friendly |

Our Services

- Customers subscribe to your campaign
- You schedule a mobile campaign
- Customers receive mobile offers
- Customers redeem mobile offers



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How It Works:

1. Choose a custom keyword* and promote it to your customers
2. Customers subscribe to your campaign by texting keyword to 313131
3. Customers receive mobile offers
4. Customers redeem mobile offers

*Custom keyword can be as short as two letters and are subject to availability.

Want to see it in action? Text ezpromos to 313131



Pricing:

Messages Per Month	Monthly Rate
Up to 999	\$200
1,000 to 1,999	\$300
2,000 to 3,999	\$500
4,000 to 5,999	\$750

No contract required. Pricing includes only one keyword. Additional keywords can be purchased for \$100 each.



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Rates & Ad Specs

The Telegraph
July 16, 2019 | Today's Paper | Submit News | Subscribe Today | My Account

Top Leaderboard

Half Page

Rectangle

Couple is on the trail
Rick Shrum Feb 25, 2018 Comments

Looking for fish during lent? Use our interactive map and list to find the area's best fish fries!

Buy Now

Jim Stollar's first impression was a worst impression.

"It was really bad around here," he said, gazing at the nearby Cecil Township landscape where he and his wife, Daryl, purchased seven buildings two years ago. Debris was scattered about and the residential rental properties were in disrepair, many unoccupied with leaky roofs. The units, which date to the 1970s or '80s, sat in a complex off McConnell Road.

That is changing. The Stollars, a Canton Township couple, are in the process of remodeling six of the buildings and rebranding them into Stonecrest Townhomes & Apartments. They got cracking last fall, working with roofers and other workers to transform the spaces into 24 units, all spacious enough to comfortably accommodate a small family. Plans are for each to have two stories, two bedrooms, a bath and what the owners believe to be affordable rent. All will have new roofs.

Each of these structures will have a new roof and feature four units. The units will be fully electric – no gas – and will feature central air conditioning and high-efficiency appliances. The units, which are nonexistent, but each unit will have two parking spaces.

Finishing touches are being applied to the first rental, which will go on the market soon.

"Basically, we're modernizing," said Jim, head of JAS Investments LLC in Washington and a real estate professional for two decades. "We didn't take things apart structurally. We added new windows and doors and we want to make it attractive, a little nicer, by touching up. We say we are 'Stollarizing' it."

Jim, who has offices on East Maiden Street and at home, admitted that "I wish we were farther along." But, he added, "I'm pleased with how it's turning out."

He is well aware that projects take time. Stollar has been a real estate investor and property manager for 13 years, and owns properties in Washington, East Washington, Canton and now Cecil.

This latest venture is centrally situated, about a mile off Klinger Road, tucked away between Southpointe, Interstate 79, Muse-Bishop Road and Route 50 – essentially the heart of the township. Cecil is among the fastest-growing communities in Washington County, its population accelerating for the better part of two decades. The township population, according to the 2010 U.S. Census, was 11,271 – a 16 percent leap from 9,756 in 2000. Today's figure is likely between 12,000 and 13,000.

Having lower taxes than neighboring Allegheny County, easy accessibility to I-79 and other major

Commissioners make decisions on commercial developments
Inquest underway in death of Canton man shot by state trooper
Police Beat Feb. 26
Viral social media rumors affecting students, school districts
LETTER Trump shares trails with Jackson, Jefferson

Reader Poll
Did you watch the closing ceremony of the Olympics?

LEADERBOARD

- SIZE: 728X90 pixels
 - displays 728x90 pixels on tablet
 - displays 320x50 pixels on mobile

RECTANGLE

- SIZE: 300x250 pixels
 - displays 300x250 pixels on tablet
 - displays 320x50 pixels on mobile

HALF PAGE

- SIZE: 300x600 pixels
 - displays 300x600 pixels on tablet
 - displays 320x50 pixels on mobile

Run Of Network \$11 cpm

50,000 imp.	75,000 imp.	100,000 imp.
\$550	\$825	\$1,100

Dimensions

All dimensions are listed in pixels as the width x height.

Formats

JPG, GIF, and PNG formats are accepted. A click thru URL should be included with each ad.

Resolution

All files should be 96 dpi and in RGB mode. Files should be not exceed 60K.

Rectangle

The Telegraph

44° Clear

ALL SECTIONS Neighborhoods Classifieds e-Edition Get the Almanac Sign Up

SHIM rallies to 'Sack Hunger, Pack Hope'

Commissioners make decisions on commercial developments

Don't miss your chance.



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