



MARKETING MASTERCLASS

How to Reach Real People in a Digital World

AGENDA

WHAT WE'LL COVER



Digital best practices to boost online visibility



The evolving consumer path to purchase



Build custom marketing plans that drive results



What's trending in digital marketing



Smart DIY solutions to attract and engage



Sound Publishing: who we are & how we help



CG



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Mentimeter

When you hear the term "digital marketing," what's the FIRST word that comes to mind?



leader
creative
fast
transpiration
focus
inspiration
bold

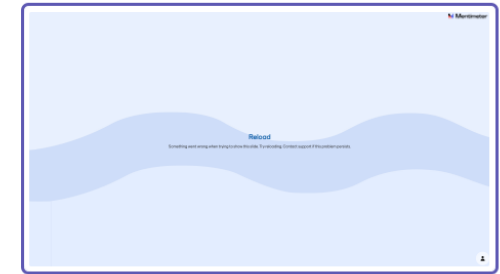


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Sound Edge Interactive ...



Choose a slide to present



How confident do you feel about your next marketing move after today's session?

TODAY'S DIGITAL LANDSCAPE

**WHY DIGITAL MATTERS
MORE THAN EVER**

- **97%** of consumers search online for local businesses
- Your digital presence is your storefront ...
- The path to purchase is **non-linear, emotional, and multi-touch**

BOOSTING VISIBILITY

SEO & FOUNDATIONAL DIGITAL BEST PRACTICES



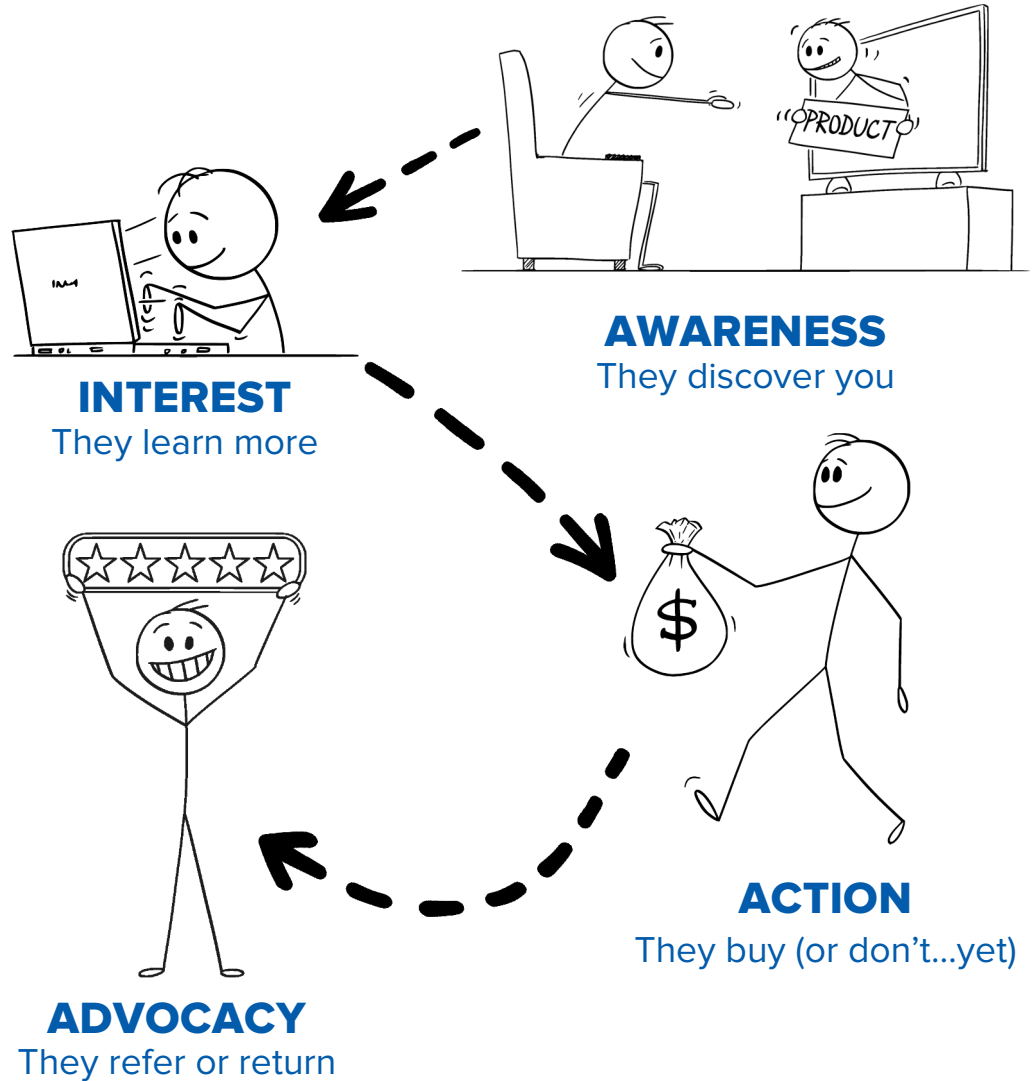
SMART SOCIAL MEDIA

**START SMALL,
STAY CONSISTENT**

- Choose one or two platforms you can manage well
- Share **real, relatable content** (behind-the-scenes, promos, testimonials)
- **Educate** with FAQs or quick tips
- **Short videos** = most engagement

THE CUSTOMER JOURNEY

FOUR KEY STAGES



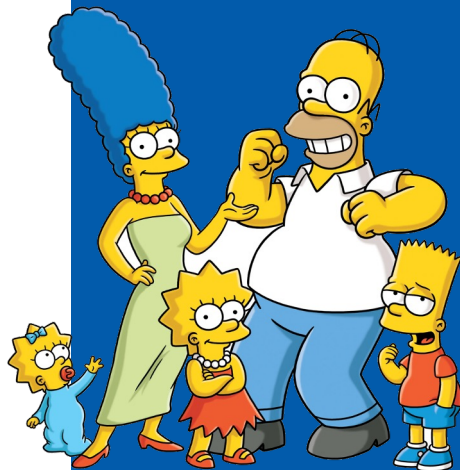
HOW PEOPLE DECIDE

A REAL LOOK AT THE
PATH TO PURCHASE



DIFFERENT AUDIENCES, DIFFERENT JOURNEYS

**REACH THE RIGHT
PEOPLE WHERE THEY
SPEND TIME ONLINE.**



Millennials (Families with kids)



Find you via social media



Explore through search + video ads



Convert with branded content + follow-up



Boomers (Empty Nesters)



Discover via newspapers + search



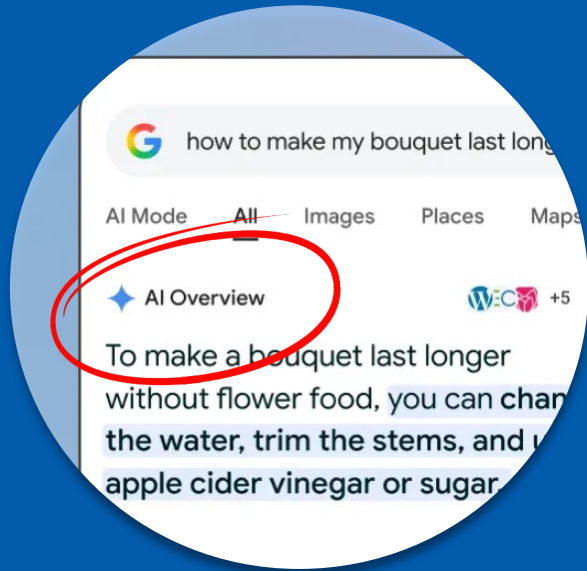
Compare using paid & organic search



Convert with digital TV + trust-building content

THE AI ERA: NEW TOOLS, SAME GOAL

TWO BIG SHIFTS IN SEARCH & VISIBILITY



1

Fewer clicks on organic results and traditional paid ads.

2

Fewer ad slots = more competition = potentially higher costs to reach page one.

THE AI ERA: SO, WHAT DO WE DO NOW?

AI CAN'T REPLACE TRUST, RELEVANCE, OR COMMUNITY PRESENCE.



VISIBILITY

Use targeted social media and local ads



REPUTATION

Optimize Google Business Profile and gather reviews



CONTENT

AI pulls from Reels, Shorts, blogs, and FAQs.



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Which of these are you already doing—or planning to do—to stay visible in an AI-driven world? (Select all that apply.)

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- 8 Boosting local posts on social
- 10 Creating short-form video
- 4 Asking for online reviews
- 6 Keeping my Google Business Profile updated
- 6 Partnering with a media company
- 0 I'm really not sure where to start

14



SMART TOOLS TO DIY

CREATE SCROLL-
STOPPING CONTENT



INTUIT
mailchimp



SMART SUPPORT FOR SMART MARKETING

**YOU DON'T HAVE TO
DO IT ALL. JUST DO
WHAT WORKS.**



Expertise:

Stay ahead of trends, tech, and algorithms



Efficiency:

Focus on your business while pros handle marketing



Credibility:

Leverage the trust of established media brands



Results:

Get data-driven strategy and measurable outcomes



Bonus Perks:

Bundled pricing, creative support, built-in tools

TRUSTED LOCAL VOICES. POWERFUL REGIONAL REACH.



GENUINELY LOCAL

- ✓ Deep roots in WA & AK
- ✓ Authentic, community-focused journalism
- ✓ Readers who are **engaged** and loyal



LOCAL EXPERTISE

- ✓ 100+ years serving local communities
- ✓ Access to relevant content, events & ad inventory
- ✓ Teams who know the local landscape inside and outs



BIG NETWORK, SMART TOOLS

- ✓ Experienced marketing consultants
- ✓ Premium ad tech and performance tools
- ✓ Industry-specific strategies and best practices

YOUR FULL-SERVICE MARKETING PARTNER

**START-TO-FINISH
MARKETING SOLUTIONS**



PRINT & LOCAL MEDIA

Newspapers | Safe, credible environment



OMNI-CHANNEL MARKETING

Web, social, mobile, email, in-store



STREAMING & CREATIVE MEDIA

SmartTV, custom video content

- ✓ **Targeted Digital Ads**
Geofencing, programmatic display
- ✓ **Social Media Marketing**
Strategy, creative, paid campaigns
- ✓ **SEO & SEM**
Visibility on search engines
- ✓ **Web & Landing Pages**
Designed to convert
- ✓ **Email Campaigns**
Build loyalty with every send
- ✓ **Video & Creative Services**
Tell your story visually



OUR AUDIENCES

PRINT & DIGITAL READER PROFILES

THE SOUND PUBLISHING PRINT READER:

- ✓ Deep community roots
- ✓ Prioritize relationships
- ✓ Trust local journalism

AGE
45-65

HHI
\$66K

EDU
46%
College+

69%
Married or
Partnered

57%
Family
Household

31%
Kids < 17

49%
White Collar

36%
Blue Collar

THE SOUND PUBLISHING DIGITAL READER:

- ✓ Value convenience
- ✓ Headlines, short content
- ✓ Trust local journalism

AGE
25-64

HHI
\$111K

EDU
64%
College+

72%
Married or
Partnered

33%
Kids < 17

78%
Access news
on mobile

65%
Interact via
social platforms



SOUND EDGE

Insider marketing tips and deep discounts
Engage. Educate. Convert.

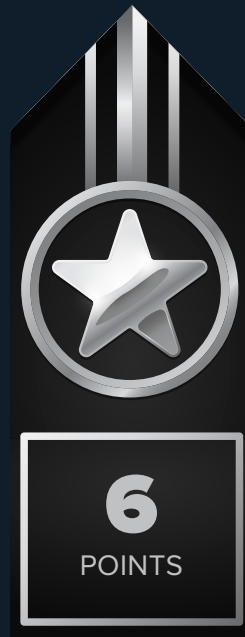
Get noticed → Stay consistent → Grow your reach → Lead your market

Club Membership Levels

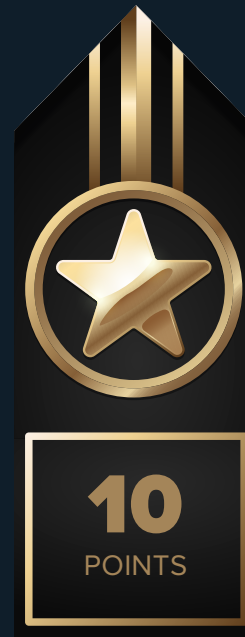
ALL LEVELS UP TO 80% OFF REGULAR RATES



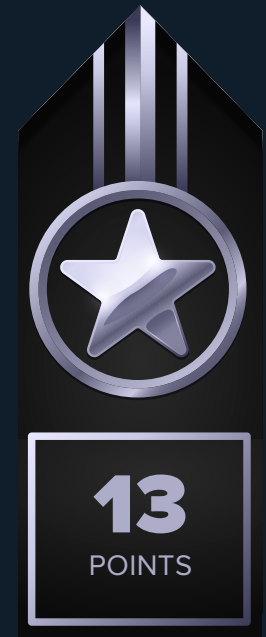
\$699/month



\$1180/month



\$1825/month



\$2250/month



Monthly Point Spend Example

(GOLD MEMBERSHIP)



Print Ads
3 publications
(2 points)

Digital Ads
25K impressions
(1 points)

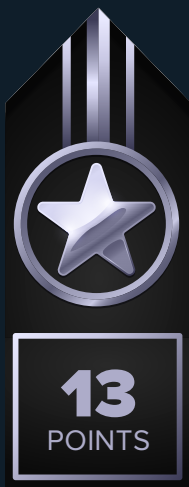
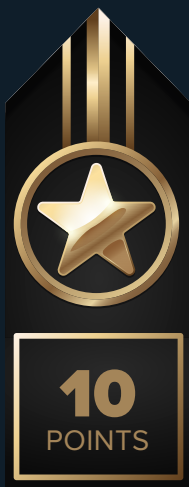
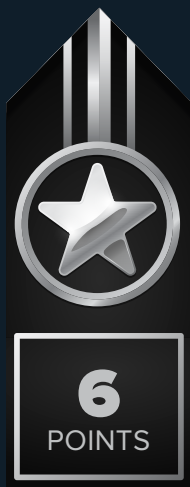
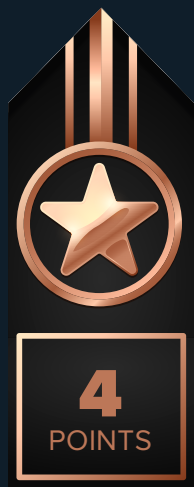
Newsletter Feature
in a weekly news site
(1 point)

Social Video
20K impressions
(2 points)

Internet Audio
20K impressions
(3 points)

Social Media
25K impressions
(1 point)

Club Membership Benefits



- ✓ Spend points your way each month
- ✓ Ongoing consultation with your multimedia expert
- ✓ Built-in strategy, not just a media buy
- ✓ Up to 80% off regular rates



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nt – I know what I'm doing

Somewhat confident – I've got ideas,
but need a plan

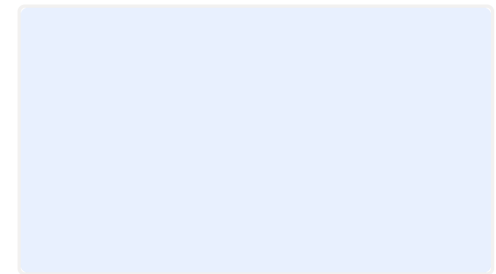
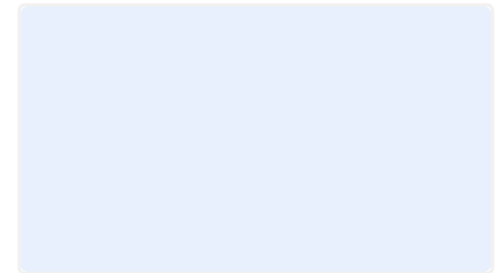
Still unsure – I'm interested, but a little
overwhelmed

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We ❤️ our club members!

“My rep treats me like an individual and is concerned about what's best for our business. It's not this mega-media corporation where I'm just another number.”

Kerri Lonergan-Dreke,
CEO
Lombardi's Restaurant Group

“The best thing has been the flexibility, the affordability, and then the outcomes. We have made some great strides in this market, which was one of the big goals we had.”

Billy Thomas,
Marketing Director,
Peninsula Credit Union

“They're always working behind the scenes, more than I realize, to push our message to the right places... we've found a lot of value.”

Peter Orbea,
Townsite Manager,
Port Gamble, WA



TAKE A STRATEGIC LOOK AT WHAT'S
WORKING AND WHAT COULD WORK BETTER.

BOOK YOUR
FREE AUDIT!

